

DE LA SALLE UNIVERSITY

ATTITUDES AND BEHAVIORS OF DE LA SALLE UNIVERSITY STUDENTS TOWARD SELECTED FILIPINO REGIONAL GROUPS

A Thesis

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by

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ABSTRACT

This is a descriptive study of the attitudes and behaviors of De La Salle University Liberal Arts students toward six selected Filipino regional groups, namely: Ilocanos, Pampanguenos, Tagalogs, Bicolanos, Cebuanos and Ilonggos. And as psychology students of this university, the researchers were interested to know whether DLSU Liberal Arts students' attitudes are consistent or inconsistent with their behaviors. Few studies have been conducted regarding similar research, one of which concerned about cross-cultural perceptions of ethnic groups toward one another (Bulatao, 1973). Hence, the researchers have undertaken a study on the preferences to relate and actual interactions of DLSU Liberal Arts students toward the six selected regional groups.

Eighty (80) respondents were conveniently attained, representing equal proportions of each year level and sex with a mortality of two respondents. The research made use of two instruments: survey questionnaire for the 78 respondents and an interview with the 40 respondents, which were also conveniently attained. The use of frequencies and proportions per cell were determined and trends were analyzed. The use of percentages and estimated z-value had led to the revelation of the study's findings: that in general, DLSU Liberal Arts students' attitudes were formed through experience which may be achieved either through direct or vicarious means; and that attitude can exert powerful effects upon behavior through different conditions: attitude strength, specificity, relevance and situational pressures.

