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ABSTRACT

The study investigated on the personality characteristics of hosts of advice-giving A.M. radio programs, as perceived by the masses and as measured actually by Cattell's Sixteen Personality Factors Test. It specifically sought to find out whether the hosts of advice-giving A.M. radio programs are perceived to possess and actually possess some personality characteristics that facilitate effective counseling such as: sociability, self-awareness, emotional stability, sensitivity, adaptability, and liberatedness.

The study answered the following questions:

1. Are the paraprofessional counselors perceived by the masses to be sensitive, self-aware, sociable, emotionally stable, liberated, and adaptable?

2. Are these paraprofessional counselors actually sensitive, self-aware, sociable, emotionally stable, liberated, and adaptable?

3. What are the similarities and differences between perceived and actual personality traits of the paraprofessional counselors?

The study made use of the methods of survey and psychological testing.

The survey method was employed through the use of a questionnaire called "The Payo Questionnaire" constructed by the researchers to determine some demographic facts and profiles on A.M. radio listening, advice-giving radio programs and its listeners and most importantly to determine the masses' perceptions on the personality characteristics of media advisers based on the six personality traits previously identified. A total of 122 respondents from the middle and lower classes was obtained through purposive sampling and categorized into listeners and non-listeners of advice-giving radio programs.

Responses were tallied and a Chi-square analysis was done, testing at .05 alpha level for significance. Findings revealed that common personality perceptions on the media advisers are that they are sociable, sensitive, adaptable, self-aware, and conservative.

Personality testing was done by giving the 16 Personality Factors test to three A.M. band media advisers, testing on six personality factors (Factors A, C, I, L, O, and Q1) and used the General Adult Norms of Cebuano Teachers (Binalimbing, 1972) in the interpretation of scores. The three media advisers' test results revealed that sensitivity and self-awareness were the common significant traits.



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The perceived and actual personality traits of the paraprofessionals were compared and it showed that sensitivity and self-awareness were perceived and actualized. These results were discussed in the context of the existing literature on perceived and/or empirically validated personality traits of ideal counselors.

