

DE LA SALLE UNIVERSITY

iii

A B S T R A C T

Many studies have been conducted focusing on the different types of women serving the prostitution industry. Of these studies, one type has been overlooked--the pick-up girls. The pick-up girls are classified as prostitutes and similarly labeled as deviants by the society in general. However, one study which gave a brief description of pick-up girls mentioned that these girls engage themselves in other activities, with most of them being students. Because of this difference, the researchers came up with an exploratory and descriptive research design to investigate the self-concept of pick-up girls believing that self-concept affects the decision, actions and behavior of individuals. Also the perception of the girls' self-concept by customers and bystanders were taken to find out the difference, if any, from the perception of the pick-up girls themselves. 91 pick-up girls and 71 bystanders within the Malate area and 82 customers from Metro Manila were taken as subjects using both convenience and snowball sampling for pick-up girls and customers and convenience sampling for bystanders. The prospective subjects (pick-up girls) were approached by the male colleagues of the researchers. The subjects were given the Tennessee Self-Concept Mastery Test prepared in either Tagalog or English depending upon their choice. Some of the subjects were also interviewed to support the data gathered. Using the standard norms available, it was found out that the pick-up girls' self-concept agrees with the perception of their self-concept by the bystanders. Both groups believe the pick-up girls to have a very high self-concept. Customers, on the other hand, viewed the girls to have an above average self-concept which bore a significant difference from the perception of both groups of respondents. The overall self-esteem was arrived at through the following variables: identity, self-satisfaction, behavior, physical self, family self, moral-ethical self, personal self, social self and self-criticism. Each of these variables were also subjected to a t-test to find out the differences, if any in the perception of the three groups of respondents.

