

RUNNING HEAD: PERCEPTION ON GMA NETWORK'S I M READY WEATHER NEWS

**GMA NETWORK'S I M READY WEATHER NEWS: PERCEPTION OF
SELECTED PARENTS IN TALABA I, NIOG I AND ZAPOTE I IN
BACCOOR, CAVITE**

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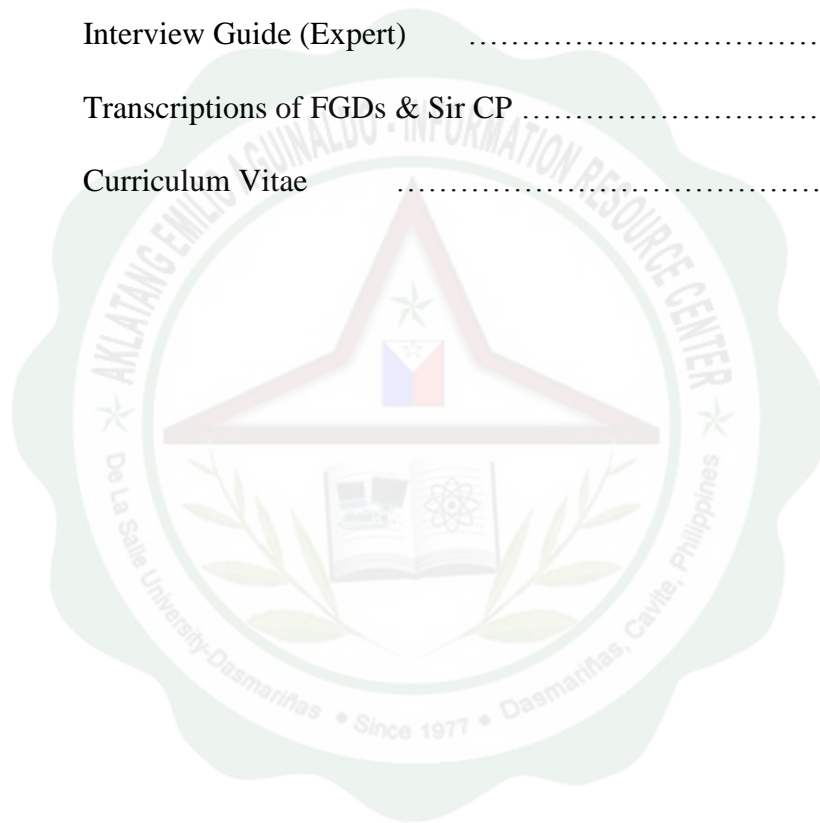
ABSTRACT

People's perception about weather news is crucial because their actions highly depend on the decisions they will make during such weather disasters. The purpose of this study was to determine how participants perceive and use the weather information they learned from a weather newscast. The participants are selected parents residing in disaster prone barangays of Bacoor City specifically Barangay Niog I, Barangay Talaba I and Barangay Zapote I. The study answered the questions regarding the common information participants usually get from weather news, how participants use the information after they watched it and how they apply the weather news in certain situation. The researchers conducted a focus group discussion to be able to observe and analyze the discussion of each group about the topic. The researchers found out that majority of the parents are able to use and disseminate the information being provided by weather news. Weather news itself helps them to be more knowledgeable about basic safety guidelines for them to survive any weather disturbances that may hit their places. To ensure the validity of the study, the researchers interviewed the head of the GMA's I M Ready Weather News Mr. Carlos Primo "CP" David, who explained the background and main objectives of their weather news. The researchers also related their study to Selective Exposure Theory and Uses and Gratification Theory. The study concludes that parent's perception of the information presented through a weather newscast served as their basis for decision making

TABLE OF CONTENTS

Title Page	I
Approval Sheet	II
Thesis Editing Certification	III
Thesis Adviser Acceptance Certification	IV
Acknowledgement	V
Abstract	VII
Table of Contents	VIII
List of Tables	X
List of Figures	XI
Introduction	1
<i>On Perception</i>	1
<i>On People's Perception about Weather News</i>	2
<i>On Natural Disasters</i>	4
<i>On GMA Network's I M Ready Weather News</i>	6
<i>On Parents</i>	9
<i>On Barangays</i>	10
Research Problems	13
Theoretical Framework	14
Methodology	16

Results	23
Discussion	42
References	53
Appendices	55
Guide Questions for FGD (Respondents)	55
Interview Guide (Expert)	61
Transcriptions of FGDs & Sir CP	62
Curriculum Vitae	99



LIST OF TABLES

Table 1 Barangay Niog I Participant's Profile.....	22
Table 2 Barangay Talaba I Participant's Profile.....	23
Table 3 Barangay Zapote I Participant's Profile.....	23
Table 4 Common Weather News Information followed by the participant.....	27
Table 5 Images that caught the attention of the participants.....	30
Table 6 Terms that are not easily understood by the participants...	33
Table 7 Commonly suggested information for I M Ready Weather News.....	35
Table 8 Reasons why the participants shared and used information presented by I M Ready Weather News.....	36
Table 9 Situations when participants rely on the information presented by I M Ready Weather News.....	40

LIST OF FIGURES

Figure 1 Images of Weather Updates presented by I M Ready Weather News.....27

Figure 2 Images of Tips/Alerts for Survival presented by I M Ready Weather News..... 28

Figure 3 Image of Safety Guidelines presented by I M Ready Weather News.....28

Figure 4 Images of Road Watch presented by I M Ready Weather News.....29

