

A DESCRIPTIVE STUDY ON AB COMMUNICATION STUDENTS OF DE
LA SALLE UNIVERSITY-DASMARIÑAS' USES OF AND NEEDS MET BY
ZOMBIE-RELATED TV SHOWS

An Undergraduate Thesis

Presented to

The Faculty of the College of Liberal Arts and Communications

Undergraduate Studies

De La Salle University-Dasmariñas

Dasmariñas, Cavite

In Partial Fulfillment

Of the Requirements for the Degree

Bachelor Arts of Communication

CAMILLE ANNE R. FELICIANO

CHRISTIAN JAMES L. SERRANO

JANUARY 2017

ABSTRACT

Name of Institution: De La Salle University-Dasmariñas

Address: Dasmariñas, Cavite

Title of Research: **A Descriptive Study on Ab Communication Students of De La Salle University-Dasmariñas' Uses Of and Needs Met By Zombie-Related TV Shows**

Authors: Camille Anne Feliciano
Christian James Serrano

Degree: Bachelor of Arts in Communication – Media Production

Date of Completion: February, 2017

This research deals with zombie-related TV shows (ZRTVs) and AB Communication students of DLSU-D. Uses and gratifications theory was used as the basis of the study, asking what uses AB Communication students have for ZRTVs, and which of their needs are met by said shows. It was found that these students use ZRTVs to primarily meet tension free needs such as relaxation, as well as a means to excitement.

TABLE OF CONTENTS

TITLE PAGE	1
ABSTRACT	2
APPROVAL SHEET	3
CERTIFICATE OF ORIGINALITY	5
ACKNOWLEDGMENTS	6
TABLE OF CONTENTS	8
LIST OF TABLES	10
LIST OF FIGURES	11
INTRODUCTION	
Background of the Study	12
Theoretical Support	18
METHODOLOGY	
Research Design	21
Population and Sampling	21
Respondents of the Study	22
Research Instrument	23
Data Gathering Procedure	23
Analysis of Data	25
RESULTS AND DISCUSSION	
How exposed are AB Communication Students of DLSU-D to zombie-related TV shows?	27
For what reason/s do AB Communication Students of DLSU-D watch zombie-related 0 shows?	29

What needs of AB Communication students of DLSU-D are met by watching zombie-related TV shows? 39

How do zombie-related TV shows meet the needs of AB Communication students of DLSU-D? 47

REFERENCES 57

APPENDICES

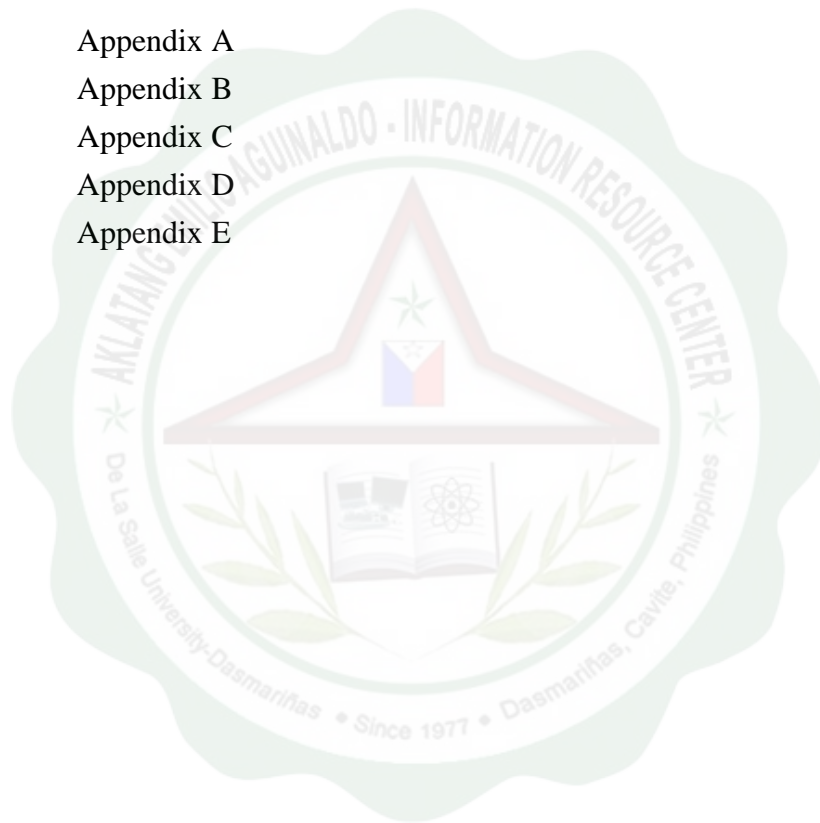
Appendix A 60

Appendix B 64

Appendix C 66

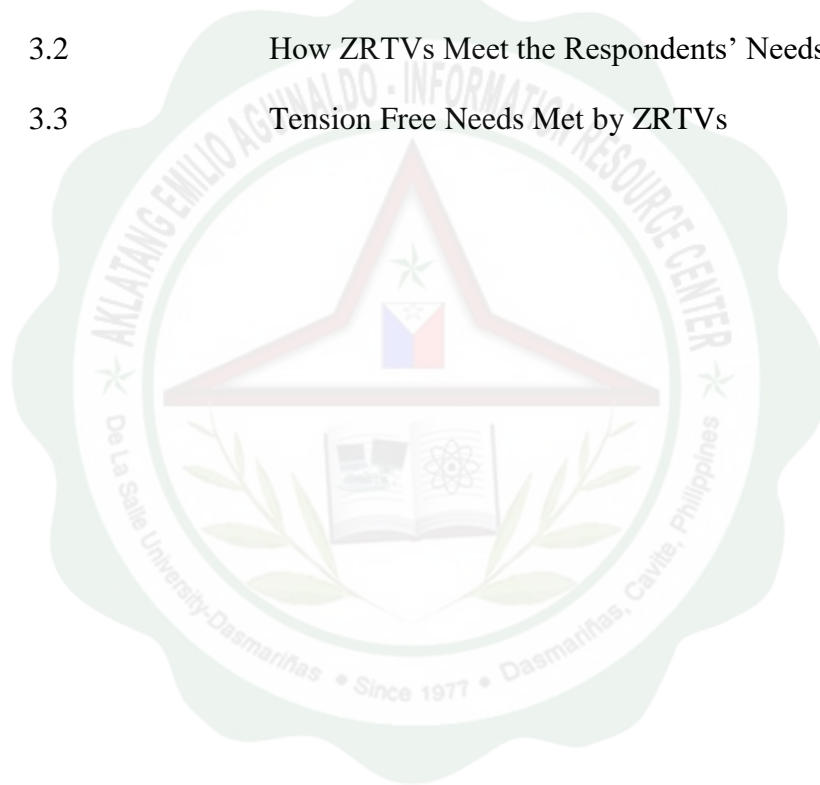
Appendix D 83

Appendix E 86



LIST OF TABLES

TABLE		PAGE
1	Participants of the Group Interview	22
2	The interpretation of the mean of the viewers' rate of watching	26
3.1	The Respondents' Needs Met by Watching ZRTVs	47
3.2	How ZRTVs Meet the Respondents' Needs	49
3.3	Tension Free Needs Met by ZRTVs	52



LIST OF FIGURES

FIGURE		PAGE
1.1	Framework adapted from Alan Rubin's (1981) typology of Uses and Gratification	18
1.2	A Conceptual Framework of Alan Rubin's (1981) typology of Uses and Gratification	19
3.1	A bar graph of survey question # 1 "How often do you watch zombie-related TV shows"	27
3.2	A bar graph of survey question #2 "Which show/s do you watch"	29
3.3	Graph of survey question #3 "Through which medium/s do you watch ZRTVs?"	31
3.4	Graph of survey question # 4 "What is your viewing pattern of ZRTVs?"	33
3.5	Graph for survey question #5 "Who do you watch ZRTVs with?"	36
3.6	A graph of survey question # 6 "What elements of ZRTVs attract you the most"	39
3.7	Graph of survey question #6 "What elements of ZRTVs attract you the most"	40
3.8	Graph of survey question #7 "For what reasons do you watch ZRTVs"	45