

PERCEIVED EFFECTIVENESS
OF CAMPAIGN MEDIUM ON
PRESENT-DAY ELECTIONS AMONG
SELECTED RESIDENTS OF THE
MUNICIPALITY OF ANILAO

A Research Paper

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ABSTRACT

This research aimed to determine the perceived effectiveness of the campaign media used in present-day elections among selected resident voters of the Municipality of Anilao. The study made use of a descriptive research format and the survey was conducted in Anilao. A total of 100 respondents were randomly chosen using a valid voters' list acquired from the COMELEC. They were then classified according to age, gender and civil status.

The dependent variable was the selected resident voters of the Municipality of Anilao's response. The independent variables were age, gender and civil status of the respondents.

The results of the study were made through the help of a statistician who subjected the findings on a computer programmed statistics called as the Statistical Package for Social Sciences (SPSS) software. A T-test for equality of means was then used to get the results.

The research revealed that the randomly selected resident voters of Anilao perceived television as the overall most effective campaign medium used during electoral candidacies. Findings showed that this campaign medium was widely favored due to its accessibility to the respondents, how it clearly states the candidates' goals, and its visual effects.

When grouped according to their demographic characteristics, respondents showed the same results in terms of gender and civil status. However, when in terms of age, respondents displayed a difference of preferences on the campaign media used.