

A SURVEY OF CPU MASS COMMUNICATION STUDENTS' PREFERENCE ON
ABS-CBN VARIETY SHOWS

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ABSTRACT

The study “A Survey of CPU Mass Communication Students’ Preference on ABS-CBN Variety Shows” identified the variety shows preferred by students. These shows are ASAP Rocks, Showtime, and Happy Yipee Yehey. This study analyzed the program format of these variety shows in terms of timeslot, program mechanics, and number of followers. The study also identified the significance of these programs on the respondents. Based on the results, majority of the respondents are female and from first year level who belong to the age bracket of 18-19 years old. Based on the findings, majority of the respondents prefer to watch Showtime. They are followers of this program, and they consider the show as influential and entertaining. Majority of the respondents’ schedule is compatible with the timeslot of Showtime, and they consider this show as the most advisable to watch. In terms of respondents’ preference on type of variety show, majority of the respondents prefer to watch a show that offers both the game show and musical show formats.