

**EXTENT OF MEDIA EXPOSURE OF FIRST YEAR COLLEGE STUDENTS OF
CENTRAL PHILIPPINE UNIVERSITY, ILOILO CITY**

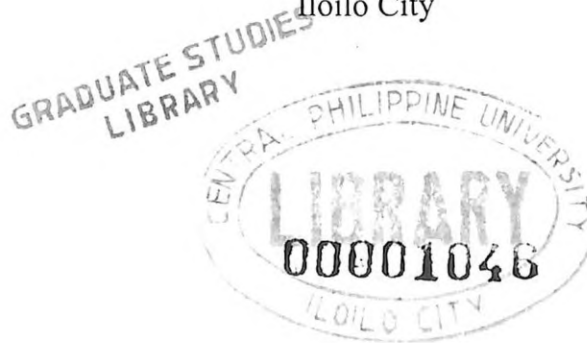
A Research Report

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ABSTRACT

The study assessed the extent of media exposure of first year college students of Central Philippine University and analyzed the subject of media they are exposed to in terms of content and values. It made use of the descriptive survey research design. A researcher-made questionnaire was employed to gather the needed data from the 345 participants across the different colleges. Stratified random sampling was used to determine the number of students who would take part in the study. Frequency, percentage, Chi-square and Analysis of Variance were used to analyze the gathered data. Based on the findings of the study, the participants came from heterogeneous groups considering the profile variables. They had varying levels of exposures to the different forms of print, broadcast and new media. In addition, they were also exposed to different content and values in the three media forms. There were significant differences and relationships between and among the identified variables in the study.