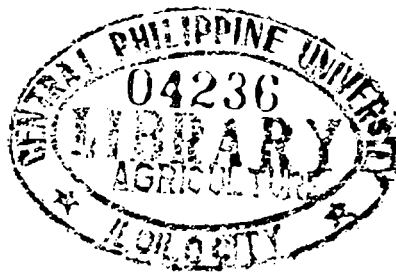


THE VALIDITY AND RELIABILITY ESTIMATES OF
COMMUNICATION VALUE ORIENTATION TEST

ELIAS VALENCIA SANDIG, JR.

PHOTOCOPYING NOT ALLOWED



SUBMITTED TO THE FACULTY OF THE GRADUATE SCHOOL
UNIVERSITY OF THE PHILIPPINES AT LOS BANOS
IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE
DEGREE OF

MASTER OF SCIENCE
(Extension Education)

March 1989

ABSTRACT

SANDIG, ELIAS, JR. VALENCIA, University of the Philippines at Los Baños, Laguna 1989. The Validity and Reliability Estimates of Communication Value Orientation Test.

Major Professor: Dr. Blanda R. Sumayao.

The study sought to establish a relatively reliable and valid communication value orientation (CVO) test and build a theory using CVO as the focal point.

The study was conducted in two villages of Iloilo using a complete enumeration of rainfed lowland farmers. The data were obtained from 105 respondents using interview schedule and flip chart for the CVO test.

The multitrait-multimethod matrix analysis, Spearman-Brown prophecy formula, t-test, phi coefficient and Cronbach's alpha were applied in reliability and validity estimation. Percentages, means, ANOVA, simple linear regression and multiple linear regression were utilized for descriptive and relational studies.

Findings showed that the original (13-3-4) form of CVO test had low validity estimates which improved when recombination 4-1-1 was used. Recombination 4-1-1 had relatively low reliability estimates.

The Ilonggo farmers were relatively old and predominantly male and married. They had obtained 6.57 years of education and had 4.5 dependents. They owned 25.02 percent of the 1.0532 ha of rainfed farm they tilled. They had adopted the KABSACA technology for 4.5 years.

The Ilonggo farmers had propensity for people CVO. Their inclination for action, process and idea CVO were significantly location-specific.

On the average, the Ilonggo farmers had a cropping intensity of 1.725 which yielded 5.8167 tons per ha. Consequently, they obtained ₱6425.56 net income per ha, ₱57.28 per manday labor productivity and 73.9 percent return on cash investment.

The multiple linear regression revealed that all seven personal variables significantly predicted action CVO. All things being equal, age, education, farm size and land ownership determined action CVO; age caused process CVO; and land ownership affected people and idea CVO.

Only idea CVO was associated with innovativeness as shown by simple linear regression.

The multiple linear regression disclosed that all four CVOs significantly determined the cropping intensity, annual yield and return on cash investment of farmers. All things being equal, action and idea CVO caused cropping intensity while idea CVO predicted annual yield and return on cash investment.

On the other hand, simple linear regression revealed that action, process and idea CVO caused cropping intensity; idea CVO determined annual yield; action CVO predicted labor productivity; and action, process and idea CVO correlated with return on cash investment. The patterns of relationship between CVO and its determinants and consequents were location-specific.