

A COMPARATIVE STUDY ON THE FACEBOOK USAGE OF DAKILA AND  
GAWAD KALINGA ADVOCACY GROUPS FOR THE PROMOTION OF  
THEIR ACTIVITIES

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by

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## ABSTRACT

This is a descriptive research study designed to compare the Facebook usage of Dakila and Gawad Kalinga advocacy groups for the promotion of their activities. Specifically, the study answered the following objectives: (1) describe the advocacy messages of Dakila and Gawad Kalinga in terms of their: (a) goals, (b) mission and (c) vision, (2) describe the contents of Dakila and Gawad Kalinga place on their Facebook accounts in order to promote their activities, and (3) compare the Facebook usage of Dakila and Gawad Kalinga as their promotional tool.

This research study used content analysis as its method and a research- made coding sheet as its instrument. It was found out that Dakila and Gawad Kalinga have differences in the content of their advocacy messages, content of their Facebook pages and usage of Facebook as their tool in promotion of their activities.

It was concluded that (1) the official Facebook page of Dakila is named “Dakila” while Gawad Kalinga is named “Gawad Kalinga (Official Page)”. In order for the followers to properly know that they are following the correct Facebook page, it is necessary to check if the page was verified or they may check the website of the group, and look for the link of their official Facebook page that they have provided, (2) Gawad Kalinga has more Facebook page likes than that of Dakila. This suggests that Gawad Kalinga is more popular than Dakila, (3) more information was stated by Dakila compared to GK on the *About* section of their Facebook page. This means that followers of Dakila are more informed about what Dakila is all about than that of Gawad Kalinga, (4) GK has uploaded more photos in their Facebook page than Dakila. This suggests that GK has shared more photos on their followers and has more activities than Dakila, (5) as a Philippine Collective for Modern Heroism that aimed to mobilize the people to do a noble action for social change, and as an active civic-oriented organization that depends on their reach on social media platforms to bring together and empower communities to eradicate poverty by providing food and homes to the less fortunate people, Dakila and Gawad Kalinga have utilized their Facebook page to achieve their goals. However, the two groups have differences in the utilization of Facebook to promote their activities.