

LET THE ANNUAL (JOB) HUNTER GAMES BEGIN:  
A STUDY ON THE ROLE OF MEDIA  
IN JOB-SEARCHING OF FILIPINOS

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DEDICATION

*To the unemployed Filipinos*

*who are struggling in the battlefield*

*of our society*

## **ABSTRACT**

Samaniego, S. S. (2015). *Let the Annual (Job) Hunter Games Begin: A Study on the Role of Media in Job-Searching of Filipinos*, Unpublished Undergraduate Thesis, University of the Philippines College of Mass Communication.

This study explores the role of media in job-searching of Filipinos by examining the media selection and the reasons behind the media choices of jobseekers. It aims to provide a better understanding on how media contribute to the job-searching process in order for the jobseekers to maximize the utilization of different media and for the government and job-related industries to disseminate job-related information more effectively. The study was conducted among unemployed jobseekers of Metro Manila using survey and interview as research methods. The quantitative and qualitative data that were gathered regarding jobseekers' media preferences, media experiences, and media accessibility were analyzed using Carlson and Zmud's Channel Expansion Theory and Schramm's Fraction of Selection Model.

The study revealed that majority of the jobseekers employed traditional job-search methods, such as walk-in application and attending job fairs, when looking for a job. Nevertheless, all of them used media in job-searching to acquire job-related information, which they used in order to execute the traditional job-search methods. It was found that media preferences of jobseekers were driven by their media experiences, media accessibility and users' desire for media consumption. With the rise of new media, the study revealed that media's role was even extended to making job easier and more convenient for jobseekers.

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## **Chapter 1**

### **INTRODUCTION**

#### **Background of the Study**

Job-searching in the Philippines has always been accompanied with several problems. First of these problems is age discrimination. According to Blas Ople Policy Center, a non-profit organization that develops programs for Overseas Filipino Workers (OFWs), “age discrimination has become so prevalent that even for a messenger, applicants that are older than 30 years old are being turned away”<sup>1</sup>. Secondly, not all available jobs are posted. According to CNN Money report by Jessica Dickler in 2009, of all available jobs, 82% are never posted, which means that all jobseekers compete for only 18% of total available jobs<sup>2</sup>. Worse, most of the 18% of total available jobs are predestined to go to internal candidates and are merely posted only to satisfy government regulations, which also pose another problem in job-searching<sup>3</sup>. Lastly, gender inequality is also present in job-searching. According to National Statistics Office (NSO) Labor Force Survey, “men continued to dominate the workforce as they accounted for more than 60% of total employed over the past ten years”<sup>4</sup>.

Unsurprisingly, the aforementioned problems lead to unemployment of many Filipinos in the country. According to the report of International Labor Organization (ILO) published in 2014, the Philippines has the highest unemployment rate among members of the Association of the Southeast Asian Nations (ASEAN) with registered unemployment rate of 7.3% as of 2013<sup>5</sup>. Since 2005, the Philippines’ unemployment rate

has remained around 7-8 percent range<sup>6</sup>. According to Philippine Labor Force survey, there are more than 4 million unemployed members of labor force in the country as of April 2014<sup>7</sup>. This excludes Leyte which was drastically affected by the typhoon Yolanda in 2013.

Government and different companies try to address these problems in job-searching and unemployment through widespread dissemination of information on job vacancies using different media platforms. Using print media, specifically newspapers, companies are able to post job vacancies on classified advertisement pages. With the introduction of job fairs, government started to include job fairs as well on classified advertisements. Government and different companies' extensive usage of print media to disseminate job-related information dominated for around three centuries beginning with the introduction of classified advertisements in 1704<sup>8</sup>. Using television stations and radio stations, companies are also able to announce job vacancies and job fairs.

However, it is undeniable that traditional media's appeal on jobseekers started to decline with the rise of internet and introduction of new media. With the rise of the internet, companies started to introduce online job portals such as JobStreet.com.ph, JobsDB.com, OnlineJobs.ph, among others, in order to provide jobseekers new and convenient means of looking for a job. Information on job fairs, which used to be present only on traditional media, was made accessible online too because of the new platform. The Philippine government also started to explore the online platform in providing jobs for Filipinos. In fact, PHIL-JobNet was launched by the Department of Labor and Employment (DOLE) during the administration of Former President Ramos in order to provide an internet-based system for easier job-matching<sup>9</sup>.

Because of the introduction of a new media platform in providing job-related information, it is no longer surprising that jobseekers also move from one medium to another in job-searching. In the United States, the Conference Board of Quintessential Careers reported the rise of surveyed jobseekers using internet to search for jobs from 66% to 73% between 2005 and 2007. At the same time, the use of newspaper classified ads dropped from 75% to 65%<sup>10</sup>.

Unfortunately in the Philippines, unlike in other countries, there are only very little studies on usage of media in job-searching. National Statistics Office's surveys only contain quantitative data on different job-search methods used by the unemployed, such as registering in employment agencies, approaching directly the employers, networking/referrals, and placing or answering advertisements<sup>11</sup>. The role of media and perceptions of people on media in job-searching have not yet been explored. This was the reason why this study wanted to find out the role of media in job-searching of Filipinos and its implications on job-searching culture of the Philippines.

### **Statement of the Research Problem**

What is media's role in job-searching of Filipinos?

## **Research Objectives**

The general objective of this study is to identify the media's role in job-searching of Filipinos.

Specifically, this study aims to:

- a. To find out media preferences of jobseekers;
- b. To examine the media usage of jobseekers;
- c. To discover the experiences of jobseekers in using different media;
- d. To determine jobseekers' perceptions on different media platforms that provide them job-related information;
- e. To determine how jobseekers' sources of job-related information affect jobseekers' media choices and preferences;
- f. To identify whether there is a shift of preference from traditional media to new media in job-searching

## **Rationale**

The researcher has chosen the particular study upon experiencing first-hand job-searching through media, specifically online platform. After a month of online job-searching, she was hired as a freelancer by a foreigner through an online website. The researcher then realized the power of online platform in job-searching, including media's ability to fill in the gap between an employer and an employee residing from different countries. She became interested in discovering Filipinos' experiences when it comes to

job-searching. She wanted to know how Filipinos' utilize media as a source of job-related information.

The researcher's enthusiasm in this study also heightened upon experiencing internship and upon looking forward to working after graduation. She perceived this study as part of her preparation for the transition from a student to an employee. She also found this helpful to millions of unemployed Filipinos in the country.

Upon researching on media's role on job-searching, the researcher also discovered that local studies on job-searching in the Philippines are very rare. In fact, the researcher only found one local unpublished study related to this. The researcher saw the need to contribute knowledge on an important subject overlooked by many, job-searching culture of the Philippines.

### **Significance of the Study**

Job-searching is a vital subject matter given that about 40 million people belong to Philippines' labor force<sup>12</sup>. The study on the role of media in job-searching would help millions of unemployed Filipinos in understanding how they could utilize media as a source of information when it comes to job-searching. If successful in understanding how media work in job-searching, the unemployed Filipinos could use different media platforms in their advantage when searching for a job which will give them higher stakes in finding employment.

At a larger perspective, examining job-searching in the country and role of media in it contributes to understanding job-searching culture of the Philippines. If Filipinos are able to understand the job-searching culture in the country, the government might be able to propose and implement more effective solutions to unemployment and maximize the use of media in disseminating job-related information.

### **Scope and Delimitations**

This study covers the perception of Filipinos on different media platforms that provide them job-related information in order to know the role media plays in job-searching of Filipinos. In order to find out Filipinos' perception on different media, jobseekers' preferences and trust levels on different media were enquired. From the responses, the researcher was able to draw the medium widely used and the reasons behind it. The researcher was also able to compare Filipinos' usage of one medium versus another. In comparison to the studies conducted by other countries, the researcher was able to analyze as well if there was a shift from traditional media to online media in job-searching in the Philippines. Lastly and most importantly, all these results were used in analyzing job-searching in the Philippines as a whole.

This study, however, has its own delimitations. The respondents and results of the study are limited only to unemployed members of Metro Manila labor force. The study did not also answer the effectiveness of different media platforms used in job-searching for the responses only covered preferences of chosen jobseekers. Most importantly, like the past studies on job-searching, the results were only applicable for a specific period of

time because people's preferences change over time especially with introduction of new forms of media.

This study on media's role in job-searching of Filipinos is quantitative and qualitative in nature. Survey was used to gather data regarding perceptions on different media platforms that provide information when job-searching. Random sampling was used in choosing the respondents. The criterion used in choosing the respondents was that they must be unemployed members of Metro Manila's labor force. Chosen respondents also varied in terms of age, sex, educational attainment, and social class. The duration of the research was three months.



## **Chapter 2**

### **REVIEW OF RELATED LITERATURE**

According to Bergs and Hurlbert, jobseekers can conduct job-searching in three ways: informal means, formal means, or direct application. Informal methods use personal ties or social networks to find jobs. Formal methods use labor market intermediaries such as job postings, newspaper advertisements, employment agencies, and the like. Lastly, direct application includes walk-in application and direct contact to employers<sup>13</sup>.

Several studies in the past analyzed people's preferences on the aforementioned ways when searching for a job. Studies have shown that preferences on job-searching methods may differ according to age, sex, race, and educational attainment. Research has also proven that job-searching method preferences change over time. An important turning point was the rise of internet which actually offered new means of job-searching methods to jobseekers. By using people's experiences with these job-searching methods, researchers were also able to measure the success of methods in finding jobs in different areas of the world.

### **Average Number of Job-Search Methods Used**

Research in Norway during 1995-2000 showed that 50% of graduates used more than one search channel<sup>14</sup>. This result is aligned with the results of research in Austria conducted in 1997 that showed on the average, a jobseeker uses two methods during a search<sup>15</sup>. The same results were found in America for the period of 1993-2003. However, after five years, a study showed that average number of methods used in America increased by one<sup>16</sup>.

### **Most Used Job-Search Methods**

Böheim and Taylor studied job-search methods in Britain during 1990s. Their evidences showed that visiting Job Center, used by 76% of unemployed, and studying vacant columns in newspapers, used by 74% of unemployed, were the main job search methods for unemployed people. These were followed by using social networks such as contacting friends, used by 66% of unemployed, and direct application to employers, used by 62%<sup>17</sup>.

Almost similar methods appeared in the results of a research conducted in America. Huffman and Torres found that during 1992-1994, the most common methods for Americans were direct application (73.1%) and using social networks (72.8%)<sup>18</sup>. These were followed by browsing newspaper advertisements (63.4%)<sup>19</sup>. However, in the study conducted by Mau and Kopischke in 1996, using of resume (52%) turned out to be the most used method of Americans<sup>20</sup>. This was followed by looking through want advertisements (13.4%) and using social networks (11.9%)<sup>21</sup>.

In Austria, Weber and Mahringer's study showed that the most frequently used job-search methods in 1997 were the use of social networks through asking friends and use of media advertisements<sup>22</sup>. Sixty percent of the survey participants used both methods<sup>23</sup>. In Norway, on the other hand, Try found that answering employers' advertisements was the most common job-search strategy, used by 71% of graduates during the period 1995-1999<sup>24</sup>. This was followed by contacting employers directly, used by 40% of graduates<sup>25</sup>.

With the rise of internet in late 1990s, some researchers examined the job-search methods used by online jobseekers. Two of these researchers are Kuhn and Skuterud. Their findings showed that Americans online jobseekers in 1998 utilized internet the most by sending résumés, placing or answering advertisements, and using other active search methods online<sup>26</sup>. Ten years later, sending out résumés was still the most utilized online job-search method based on a similar study conducted by Kuhn and Mansour<sup>27</sup>.

In the Philippines, Elemia and Umali found that the most used method in 2010 was visiting internet job boards or job sites. The next two most used methods were visiting firm's website and using search engines<sup>28</sup>.

In the 1990s, studies showed the consistency of using social networks in job-searching, regardless of the nationality of jobseekers. The same result was found with directly contacting the employer. The method that is worth noting is the usage of media because all of these studies show that through the years, using media, may it be print media (newspapers) or new media (internet), have always been utilized by jobseekers when searching for jobs in different parts of the world.

## **Factors Affecting Job-Search Methods**

Australian and British studies also looked at the factors affecting job-search methods used by jobseekers. For Australian teenagers, Heath found that most important characteristic for explaining their job-search method choices in 1984-1994 was whether they receive unemployment benefits. Receiving benefits increased the probability of a teenager using Commonwealth Employment Service (CES), an employment service administered by Federal Government, by almost 20% and decreased the probability of using social networks, directly contacting employers, and newspapers by 10% each<sup>29</sup>. British findings showed, on the other hand, that education, age, family circumstances, and local labor market demands were key determinants of individual's choice of job search strategy<sup>30</sup>.

## **Age and Job-Search Methods**

In the 1990s, Australian findings showed that older unemployed teenagers were more likely to use social networks and direct contact to employers than CES<sup>31</sup>. British findings showed similar results: using Job Centers or other employment agencies was more prevalent among the young, specifically men aged under 25<sup>32</sup>. Furthermore, men aged under 35, and particularly those aged under 25, were more likely to apply directly to firms than those aged 45 and over<sup>33</sup>.

In 2010, Philippine findings showed that 21-23 year old bracket used traditional methods of searching (methods that do not utilize internet) the least. Jobseekers from 27-

29 year old bracket searched the most using the internet followed by those from 30 year old and above bracket<sup>34</sup>.

### **Sex and Job-Search Methods**

There were also differences found in job-searching methods utilized by males and females. Australian males were more likely to use social networks and contact to employers than newspapers as their main job search activity<sup>35</sup>. However, a study on American males did not turn out to be the same. Males (52%) utilized sending résumés the most<sup>36</sup>. This was followed by looking through want ads (12.6%) then using networking (12.1%)<sup>37</sup>.

American females' preferences of job-search methods were also compared to males. In Mau and Kopischke's study, females (50.6%) were less likely to send résumés than males (52.9%). It is worth noting though that both sexes used sending résumés the most as their job-search method in 1996. Results also showed that females (14.2%) used want ads more than their male counterparts (12.6%). However, males (12.1%) and females (11.8%) did not differ much in using networking to obtain jobs<sup>38</sup>.

Some studies focused on informal job-search of Americans. Different from the results stated above, Huffman and Torres found that men were more likely than women to use informal contacts<sup>39</sup>. A study of social networks in 2001 also found that in job-search, men were more likely than women to use frat help<sup>40</sup>. Women, on the other hand, were just as likely as men to use help from roommates, non-frat alumni, relatives, and professors when looking for a job<sup>41</sup>.

Research also found effects of women's usage of informal and formal job-search methods in the 1990s. According to Drentea, using informal job-search methods perpetuated sex segregation while using formal job search methods reduced segregation in jobs. By using informal methods, women found jobs with high percentage of women in them (81% on average) compared if they had used formal methods. By using formal methods, women found less segregated jobs (70% on average<sup>42</sup>.)

Studies showed that for males, no matter what order, social networking was one of their top choices when searching for a job. Results for females showed, on the other hand, that females used media advertisements more than males when searching for a job.

### **Race and Job-Search Methods**

American studies on job-searching also looked at the diversity of job-searching methods used depending on race. Study in 1996 showed that White Americans (52%) were more likely than African Americans, Hispanic Americans, and Asian Americans to use résumés to obtain their jobs. More than other groups, Asian Americans (15.9%) looked through want ads to obtain their jobs. Hispanic Americans (12.9%) were more likely to use networking with family, friends or professors to obtain job as compared to other groups<sup>43</sup>.

In the late 1990s, researchers also began to look at races' usage of internet as a method of job-searching. Research showed that unemployed Blacks and Hispanics were less likely than Whites to look for work online. However, Kuhn and Mansour argued that

this could be because of racial gaps in internet access. A decade later, study showed that unemployed Blacks were significantly more likely to look for work online than Whites<sup>44</sup>.

These data showed that there were differences in preference of job-search methods among races. Changes of job-search methods most used by races over time were brought about several factors. However, these factors still remain a question.

### **Educational Attainment and Job-Search Methods**

Educational attainment was also seen as a factor that could affect job-search method choices of the unemployed. In Australia, study showed that individuals who attended government school or left school in their grade 10 or earlier had a significantly high probability of using CES and a significantly low probability of using newspapers<sup>45</sup>. On the other hand, highly-educated individuals were less likely to use informal networks in searching for a job, according to a study in Britain<sup>46</sup>.

### **Internet as a Platform for New Job-Search Methods**

America has extensive research when it comes to internet-related job-search of their citizens. In 1995, American study showed that 14% of unemployed jobseekers used the internet to look for new jobs. This increased by 1% in 1998 and almost quadrupled to 54% in 1999<sup>47</sup>.

In 1998, findings showed that lowest use rates of internet were among persons entering labor force, which means younger people<sup>48</sup>. There was also a relatively low use

rates among persons whose temporary job ended. Data also showed that internet job-searching was about 5% lower among workers with high school education or less than high school education as compared to the college graduates<sup>49</sup>. This was consistent with the findings after five years which showed a positive relationship for internet job-searching and education among those using the internet<sup>50</sup>.

Differences among Hispanic, Black, and White jobseekers in terms of online job-searching were also studied in 1998. Data showed that only 4% of employed Hispanics used internet compared with 6% for Blacks and 7% for Whites. Among unemployed, 7% of Hispanic jobseekers looked for jobs online compared with 9% of Blacks and more than 16% of Whites<sup>51</sup>.

Aside from race, the same study also compared differences between male and female online job-searching. Internet job-searching among unemployed women equalled that of unemployed men which both acquired 15%. On the other hand, 6.5% of female jobseekers looked for work online compared with 7.6% of employed males<sup>52</sup>.

Regardless of the race and sex, online job-searching activity of employed and unemployed was studied again in 2003. Almost 14% of the employed searched for a job online as compared to 37.8% of the unemployed<sup>53</sup>.

Since internet offered new means of searching for jobs, Stevenson studied internet's effects on other job-search methods from late 1990s to early 2000s. Results showed that each type of job-search method became more popular as internet penetration deepened. According to her statistics, a change from no internet to 50% internet was associated with 15% increase in the probability of sending out a résumé, 37% increase in



probability of looking at job ads, a nearly 50% increase in the probability of contacting a private employment agency, and a two-thirds increase in “other active search”<sup>54</sup>.

In the Philippines, recent study showed that jobseekers clearly used internet-based methods more compared to traditional methods of searching<sup>55</sup>.

American studies clearly showed that through the years, increasing number of American jobseekers accepts and adopts internet job-search methods. Like in the traditional methods, several factors could also affect jobseekers’ preference for internet-based methods over traditional methods. Based on studies mentioned, internet should not be seen as threat to traditional methods but actually a help to the popularity of traditional methods. However, in the case of the Philippines, it is undeniable that jobseekers are moving from traditional methods to internet-based methods.

### **Success of Job-Search Methods**

By analyzing job-search preferences and acquirement of jobs, researchers were able to analyze job-search methods’ success during different periods of time. In 1980, study showed that employed Americans searching for another job were more successful in finding jobs than unemployed searchers. Blau and Robins saw two possible explanations for this. The first one was that employed searchers have better search technology, like access to internal career ladders and better contacts. The second one was something that may not be captured by observed variables: it could be that employed searchers simply search harder or may be better searchers than the unemployed<sup>56</sup>.

In 1984-1994 research in Australia, evidence suggested that the most effective job-search methods were social networks or directly contacting employers<sup>57</sup>.

In Austria, research in 1997 showed that compared to men, women perceived the public employment office to be a more successful job-searching channel than friends and other methods. Also, individuals with some vocational training, as opposed to low educated, had a higher probability to find a job through media advertisements. Residents of cities also had a high probability of finding jobs through media and low probability through direct contacts. It also showed that workers finding their first job were very unlikely to benefit from the public employment office or from media advertisements. It also appeared that apprentice jobs are generated at a higher rate through public employment office than media advertisements, direct contacts, and social networks. Part time jobs, on the other hand, were less likely to be found through public employment office but rather through media, direct contacts, and social networks<sup>58</sup>.

Success of internet as a method was also studied in 2002. Among those surveyed, 22% credited the internet as the primary means by which they found their job. The participants mentioned general job board, job search engines, and company websites as their sources of finding their most recent job. Findings also showed that while more people said that newspaper ads and personal referrals were effective job-search methods, over half of those surveyed felt that internet was an effective method of job-search<sup>59</sup>

It is noticeable that most of the researches on job-search methods are foreign materials. This is because there is only one local study on job-search methods used by Filipinos, which focused mainly on internet job-searching. This was the reason why this

study wanted to fill the research gap by determining Filipinos' present preferences in job-searching and also knowing the reasons behind their preferences. Past researches only explored the methods of job-search preferred by jobseekers. This study, however, wanted to explore not only the jobseekers' preferred methods of job-search but also the reasons behind their preferred methods and preferred medium/media in job-searching. Since the researcher of this study recognized the importance of media in job-searching, this study focused on media preferences and perceptions of jobseekers. In order to have a grasp of jobseekers' preferences and perceptions on different media, relevance of different media in jobseekers' lives and jobseekers' experiences in using different media were explored. In general, this study looked into the weight of media's contribution in disseminating job-related information to jobseekers and media's contribution to the job-searching culture of the Philippines.

### **Chapter 3**

## **STUDY FRAMEWORK**

### **Channel Expansion Theory**

Channel Expansion Theory was introduced by John Carlson and Robert Zmud in 1999. The theory combines elements of media richness theory with certain characteristics of influence and social presence theories<sup>60</sup>. This theory states that users' media richness perception on a given channel of communication depends on their experiences on the certain medium. Carlson and Zmud identified four experiences relevant to developing perception of a user on a channel: experience with the channel, experience with the messaging topic, experience with the organizational context, and experience with communication co-participants<sup>61</sup>.

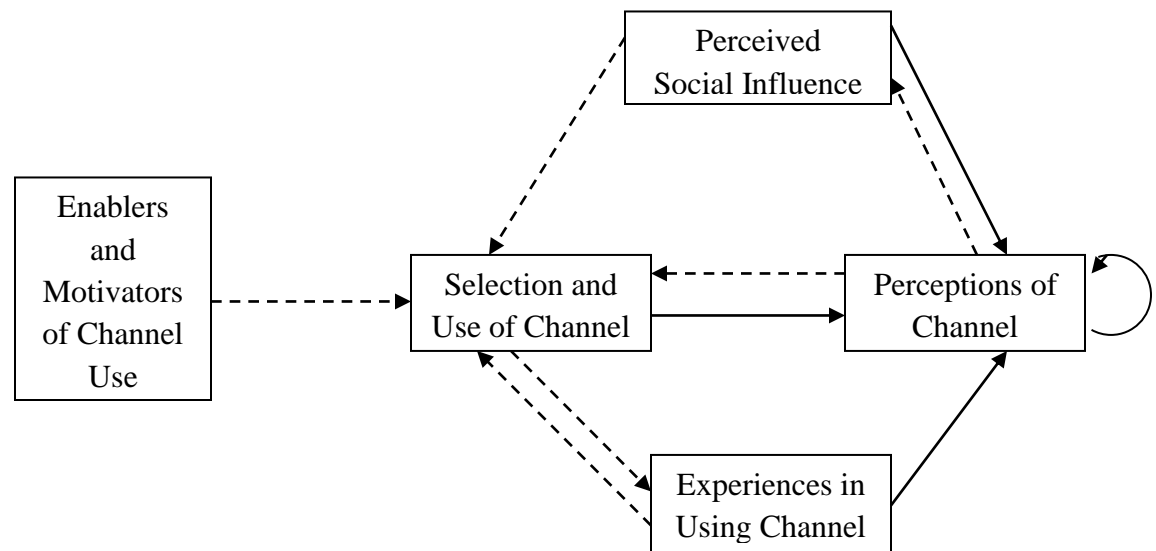
The theory proposes several hypotheses. According to the theory, when users acquire relevant experiences in using a medium, they develop knowledge bases to more effectively encode and decode rich messages on the given medium. It proposes then that users who are able to build the said knowledge bases and who are able to participate in increasingly rich communication on a given channel will perceive the channel as becoming increasingly rich. On the other hand, users who fail to build knowledge bases, will not, regardless of time spent on the medium, develop capabilities for engaging in richer communication and will therefore have a stable or declining perception on the channel's richness. From this, it could also be derived that the theory sees channel use as unrelated to media richness perception for with the absence of knowledge bases, frequency of channel use is useless. Also, the theory sees that social influence exerted by

individual's colleagues is positively related to the individual's richness perception of the medium<sup>62</sup>.

The theory believes that knowledge-based experiences of individuals change over time. Their perception on the channel changes in a corresponding manner as well. However, it is also believed that depth of knowledge bases will eventually stabilize and that their influence on richness perceptions will diminish with time<sup>63</sup>.

The visual representation of Carlson and Zmud's Use and Perceptions of Communication Models (See Figure 1) encompasses the concept of Channel Expansion Theory. In this model, determinants and nature of perceptions concerning a given channel are represented by solid arrows. Links between the various determinants and the selection and use of a particular channel are represented by dashed arrows. Social influences and experiences in using the channel show direct impact on perceptions of channel. Enablers and motivators such as situational factors, on the other hand, indirectly impact perceptions and therefore beyond the scope of the study proposed by Carlson and Zmud. Given all these, one will be able to understand how individuals develop perceptions about a channel and thus will help understand the channel selection process<sup>64</sup>.

Figure 1. *Carlson and Zmud's Generalized Model of Use and Perceptions of Communication Models*



### Fraction of Selection Model

Fraction of Selection Model was introduced by Wilbur Schramm in his book in 1954 entitled “The Process and Effects of Mass Communication”. This model was later on adopted by Uses and Gratifications Theory. Fraction of Selection states that the selection of medium of an individual depends on the expectation of reward from the given medium and effort required to use the said medium. It states that an individual is more likely to use a medium which promises him/her a greater reward or requires him/her less effort as compared to other media<sup>65</sup>.

According to Schramm, this explains why one person is more likely to read a newspaper or magazine at hand than to walk six blocks to the next news stand to

buy a bigger newspaper and magazine. Also, one is more likely to listen to a radio station which has a loud clear signal than to one which is faint and fading and requires constant effort to hear at all. However, if big game of the week is on the faint station or one's favourite author is in the magazine at the news stand, one is more likely to make an additional effort<sup>66</sup>.

Schramm noted that it is necessary to point out that no two individuals may have exactly the same fraction of selection. This is because one may consider more reward from one medium than the other person. In the same way, one may consider less effort in one option than another person<sup>67</sup>.

Below is the visual representation of Fraction of Selection Model.

Figure 2. *Schramm's Fraction of Selection Model*

$$\frac{\boxed{\text{Expectation of Reward}}}{\boxed{\text{Effort Required}}} = \boxed{\text{Possibility of Selection}}$$

## **Operational Framework**

By using the Channel Expansion Theory, the researcher identified the four experiences referred by Carlson and Zmud as relevant to developing perception of a user on a channel in terms of job-searching. The first one was user's experience on different media used in conducting job-search. This included the perceived ease and difficulty of a user in utilizing media. It also explored the purpose of an individual in using a certain medium, which helped in determining the amount of relevant experiences one has with a certain medium and gave an overview on knowledge bases one has regarding different media. The second one was the user's experience with the messaging topic. It included how well the user understood the content of certain media. Language also played an important role here because it is important that the user is knowledgeable or, at least, comfortable with the language used in a certain medium for him/her to get the message across. The third one was the user's experience on the perceived relevance of using a certain medium in job-searching. The last one was the user's experience with communication co-participants, which included other jobseekers, colleagues, and employers. It is important to see how one is influenced by other people who use the same medium in job-searching. Also, the response of employers to jobseekers who use certain medium was included for the employers can also be considered as communication co-participants.

By looking at these factors, the researcher was able to see how users perceived different media and relate the said perceptions on the users' selection of media to be used when job-searching.



On the other hand, using Schramm's Fraction of Selection, this study determined the possibility of a certain medium to be selected for job-searching through measuring the user's expectation of reward and required effort a user needs to exert in using the said medium. Expectation of reward, in the purpose of this study, refers to the perceived effectiveness or positive outcome of job-search done on a certain medium. Effort required, on the other hand, refers to convenience, comfort, and ease a user experience when utilizing a certain medium.

Using this model, the researcher had a better understanding of Filipinos' media preferences when it comes to job-searching.

**Definition of Terms**

Decode – the interpretation of the message

Encode – the production of the message

Labor Force – the population 15 years old and over, whether employed or unemployed, who contribute to the production of goods and services in the country

Media – the communication channels through which news, entertainment, education, data, or promotional messages are disseminated

Media Richness – the ability of media to handle multiple information cues simultaneously, facilitate rapid feedback, establish personal focus, and utilize natural language

New media – the means of mass communication using digital technologies such as internet, mobile phones, among others

Online Job Portal – a website that deals specifically with employment or careers

Traditional media – the means of mass communication that have existed before the advent of the new medium of the internet

## **Chapter 4**

### **METHODS AND PROCEDURES**

#### **Research Design**

This study is descriptive in nature. Descriptive research is a research that “describes particular phenomenon or relationship within a single group sample.”<sup>68</sup> The purpose of this kind of research is to examine the phenomenon that is occurring at a specific place and time. In the case of this study, the research attempts to examine the present role of media in job-searching of unemployed Filipinos.

This study is a combination of quantitative and qualitative approach for it aims to determine the number of Filipinos using different media in job-searching and at the same time, analyze the perceptions of jobseekers towards different media that provide job-related information. Survey and interview are the research methods for this study. Survey was used in order to determine the preference, trust level, knowledge, and accessibility of jobseekers with different media. Interview, on the other hand, was used in order to acquire in-depth explanation on jobseekers’ media usage, media experiences, and social influences.

## **Variables and Measures**

Using the survey method, three variables were measured: media preferences, media perception, and media accessibility.

Media preferences were determined by the methods of job-searching and different media used by jobseekers. Methods of job-searching varied from offline to online and media to non-media methods. Specific media used and reasons behind the preferences for these media were enquired after determining the general job-searching methods. For jobseekers who only use the internet as their medium, reasons behind the non-use of other media were asked.

Media perception was determined by measuring the knowledge and the trust jobseekers had towards different media. Jobseekers were asked to evaluate their knowledge and trust on different media using the likert scale. Perceived helpfulness and frequency of using different media were enquired as well using the same method.

Media accessibility was determined by identifying if different media were owned, rented, or borrowed by jobseekers. This also determined whether or not jobseekers had access to all kinds of media.

## **Concepts and Indicators**

The three concepts discussed in the interview were media usage, media experience, and social influences.

Media usage explored how jobseekers used media in their everyday lives and how they used media in their job-search. Daily routine of jobseekers was asked in order to determine the relevance of different media in their normal day. This also revealed their media habits and media preferences. Reasons behind their seldom use of some media were also enquired. After exploring media's application in their daily lives, manner of utilization of different media in job-search was asked. Jobseekers were also asked to determine how different media helped them in searching for a job.

Media experience explored jobseekers' level of ease in using different media. Difficulties jobseekers encountered in using different media were asked. Difficulties involved the content of the medium or the medium itself. Jobseekers were also asked to determine the media they feel most comfortable using and the reasons behind their chosen media. They were also asked to differentiate the level of entertainment and amount of information they get from different media.

Social influence determined the human sources of job-related information of jobseekers and how these sources influenced the media choices of jobseekers. Jobseekers were also asked about the media used by their human sources and whether or not these media were recommended to them. Views of human sources on different media, coming from the point-of-view of the jobseekers, were compared to the views of the jobseekers in order to see the level of influence inflicted on the jobseekers.

## **Sampling**

Purposive sampling was used in the selection of areas for the data gathering. In these areas, survey respondents were selected using random sampling. There were a total of 200 respondents. On the other hand, purposive sampling was used in selecting the interview participants. Interview participants were chosen according to the medium that they use in job-searching. There were 10 interview participants. The study was limited to Filipino jobseekers who were residing in Metro Manila.

## **Research Instruments**

Survey questionnaire and interview guide were used as the instruments of this study. The survey questionnaire was divided into three parts: demographics, media and job-searching, and media accessibility. The demographics part classified jobseekers according to age, sex, educational attainment, and social class. The media and job-searching and media accessibility part determined the following variables: media preferences, media perception, and media accessibility. Using a structured questionnaire, media preferences were determined with recognition type of questions while media perception and media accessibility were determined using a likert scale.

Interview guide, on the other hand, was divided according to the three concepts: media usage, media experience, and social influence. Media usage was determined by the application of different media in jobseekers' everyday lives. On the other hand, media experience and social influence were determined by the ease different media provided to jobseekers and the level of influence opinion leaders had on the jobseekers respectively.

## **Data Gathering**

Data for the survey were gathered using random sampling of applicants in Metro Manila job fairs. The researcher attended job fairs and distributed a hard copy of three-page questionnaire to 200 random applicants. Answers on the media used by the respondents in job-searching determined the possible interview participants. Interview participants were chosen according to the medium/media that they used. There were two interviewees per medium (newspaper, television, radio, internet, and mobile phone.) Audios of the interviews were recorded for the transcription in the analysis. Data gathering lasted for three months. This was conducted in Metro Manila.

## **Data Analysis**

In the data analysis, media preferences, perception, and accessibility of survey respondents were segmentized according to age, sex, educational attainment, and social class. The age segments were as follows: 1) 15-19 years old; 2) 20-24 years old; 3) 25-29 years old; and 4) 30 years old and above. Educational attainment segments were as follows: 1) elementary graduate; 2) college graduate; 3) high school graduate; 4) masters graduate; and 5) Ph.D. graduate. Monthly income brackets for ABCDE socio-economic stratification were as follows: 1) 10,000php and below; 2) 10,001 php- 20,000 php; 3) 20,001 php to 100,000 php; 4) 100,001 and above. Socio-economic classes A and B were merged as one in this segmentation. These figures were based on the standards used by Microfinance Council of the Philippines.

In order to analyze the interview, interviews were transcribed. Connection of the interviewees' media preferences to their media accessibility and social influence were looked into. Parallelism between the media most frequently used in their everyday lives and media most frequently used in their job-search was also analyzed. On the other hand, parallelism between their least preferred media and difficulties encountered in using these media was also studied.

### **Researcher**

The researcher who conducted the study is Sandra Samaniego, a 4<sup>th</sup> year Broadcast Communication student of College of Mass Communication, University of the Philippines Diliman. She took up a course on Audience Studies (Broadcast Communication 182.) Because of this, she is equipped with knowledge in conducting interviews. In fact, in the said course, she conducted two researches using interview as her research method: a research on the impact of Eat Bulaga to its long-time viewer and a research on imitation of a television personality.

The researcher's motivation for this study was her successful job-searching using the online platform. She wanted to study further media's effectiveness in providing Filipinos job-related information. She became more motivated to fill the gap of this study upon discovering that there was only one study about the media and job-searching in the Philippines.



### **Limitations of the Study**

In conducting the study, the researcher encountered the following problems. First of all, the researcher failed to follow the initial data gathering schedule due to insufficient number of job fairs. The data gathering was initially scheduled from the third week of December 2014 until the last week of January 2015. However, only three job fairs were found available during the said span of time, thus the researcher had to extend the data gathering until February 2015. Secondly, job fairs were held during weekdays, which conflicted with the researcher's schedule of classes. Consequently, the researcher only had three hours to conduct data gathering for some of the job fairs. Thirdly, given that the location of job fairs was usually at malls, different security guards confronted the researcher from time to time. The researcher had to explain and prove every security guard that she acquired a permit from the hosts of the job fairs to conduct the study.

The researcher had encountered problems also in executing the research methods at job fairs. The researcher found the waiting time of the jobseekers who were in line at the entrance to be the most ideal time and place to conduct the survey; however, this was quite inconvenient for the jobseekers given that they were standing while answering the survey forms and they were preoccupied with the thoughts of their application. Also, some jobseekers were not willing to participate in the study while others found the survey questionnaire lengthy, which was why they skipped some questions in the questionnaire. As a result, many of the survey questionnaires were considered invalid and were replaced with other samples. For some of the valid survey questionnaires, respondents refused to answer qualitative questions. Thus, some respondents' quantitative answers were not further explained. Because none of the respondents used radio in job-searching, the initial

number of interviewees, which was 10, was reduced to eight. Interview was quite stiff also for most of the interviewees because they were not enthusiastic or interested in the topic of the study, which was job-searching.

Clearly, all of the problems encountered by the researcher were experienced during the data gathering process. Nevertheless, the researcher found other processes of the study, aside from data gathering, smooth-sailing.

## **Chapter 5**

### **RESULTS AND DISCUSSIONS**

This chapter contains the results of the study on the role of media in job-searching of Filipinos. The study aims to identify the media preferences of jobseekers and the reasons behind their preferred medium/media. Two methods were used in conducting the study. The first method was survey, which was used to determine the preference, trust level, knowledge, and accessibility of jobseekers with different media. The second method was interview, which was used to find out jobseekers' media usage, media experiences, and social influences. The second method, interview, was also needed to validate and concretize the survey results of the study.

Purposive sampling was used in determining the areas for the data gathering. The researcher attended chosen job fairs and job hirings from December 2014 to February 2015 in order to gather respondents for the study. A total of 200 survey respondents were chosen using random sampling. All of the survey respondents were unemployed jobseekers of Metro Manila. Only eight (8) among 200 survey respondents were chosen to be interview participants of the study. Using purposive sampling, interview participants were chosen according to the media that they use in job-searching. There were two interview participants using each of the following media in job-searching: newspaper, television, internet, and mobile.

This chapter is divided into three parts: a) survey results, b) interview results, and c) synthesis of the results.

## **A. Survey Results**

There were 200 survey respondents in this study. Respondents were unemployed jobseekers found in job fairs and job hirings in Metro Manila. Variables that were measured using the survey method were media preferences, media perception, and media accessibility. Presentation of survey results is divided into four parts: demographics, media usage and job-searching, media experience, and media accessibility.

### ***Demographics***

#### *Age of Respondents*

Less than three-fourth (67%) of the respondents were 20-24 years old. A huge gap can be clearly observed between the number of respondents aged 20-24 years old and the number of respondents belonging to other age groups. The least number (12) of respondents belonged to 25-29 age group. Meanwhile, there was almost similar number of respondents belonging to 15-19 age bracket and belonging to 30 and over age bracket with 29 and 23 respondents, respectively.

A reason for the greatest number of respondents belonging in the 20-24 age bracket is that the said age group is neither too early nor too late in searching for a job. In the Philippines, a person usually graduates from college at the age of 20-21 years old. Thus, job-searching for college graduates starts at their early twenties. The same reason could explain the small number of jobseekers belonging to 15-19 age group, which is an age bracket too early for job-searching, and 30 and over age group, which is an age

bracket too late for job-searching given the usual age limit of 30 years old for most of the jobs in the Philippines. The least number of respondents belonged to the 25-29 age group probably because it is expected that by their early 20's, they should have already found a job.

Table 1. Age of Respondents

<b>Age</b>	<b>No.</b>	<b>%</b>
15-19	29	14.5
20-24	134	67.0
25-29	12	6.0
30 and over	23	11.5
Total	200	100.0

### *Sex of Respondents*

Four out of 10 respondents were males while six out of 10 respondents were females. These numbers are unsurprising because according to National Statistics Office (NSO), as of January 2014, more than two million males are employed while only more than a million females are employed<sup>69</sup>. Thus, more females look for and need a job than males.

Table 2. Sex of Respondents

Sex	No.	%
Male	81	40.5
Female	119	59.5
Total	200	100.0

### *Highest Level of Educational Attainment*

Three-fourth (76%) of 200 respondents were college graduates while one-fourth (24%) of the total respondents were high school graduates. On the other hand, one of the respondents finished a vocational course while none of the respondents were elementary, masters, or Ph.D graduate.

Having more college-graduate jobseekers does not signify more unemployed college graduates. In fact, in NSO's 2014 report, there were less unemployed college graduates<sup>70</sup> even though there were more employed high school graduates<sup>71</sup>. It could be that, given the areas of this study were usually at job fairs located at malls, more job openings were available for college graduates in the said job fairs than those for high school graduates. Nevertheless, there were still a quarter of high school graduate jobseekers at the said job fairs because there were some job-openings, such as those in call centers hiring at job fairs, which do not require a college degree. Given that most of the job openings at job fairs require a high school or college degree, it is unsurprising that no elementary graduates were present at the said events. Masters and Ph.D. graduates, on

the other hand, had better job opportunities than what job fairs could offer. Thus, no masters and Ph.D. graduates were found searching for job in the study.

Table 3. Highest Level of Educational Attainment

<b>Educational Attainment</b>	<b>No.</b>	<b>%</b>
Elementary Graduate	0	0.0
High school Graduate	47	24.5
Vocational Course Graduate	1	0.5
College Graduate	152	76.0
Masters Graduate	0	0.0
Ph.D. Graduate	0	0.0
Total	200	100.0

### *Monthly Household Income*

Following the socio-economic classification of Microfinance Council of the Philippines, 3.5 out of 10 jobseekers belonged to Class D while 3 out of 10 jobseekers belonged to Class E. On the other hand, 2.5 out of 10 jobseekers belonged to Class C and 1 out of 10 jobseekers either did not state their monthly household income or belonged to Class A.

It is important to highlight that less than three-fourth (64%) of the jobseekers were from the two lowest classes in the socio-economic classification. This means more unemployed people from the lower classes which signifies a wider gap in the distribution

of wealth among Filipinos. Nevertheless, it is important to note also that Class A households do not automatically equate to wealthier families. For some Class A households, it just means more labor force than other households belonging to lower classes (e.g. the case of one of the study's interview participants.) Yet it is undeniable that when the two lowest classes are merged as one, the number of jobseekers or unemployed per socio-economic class decreased as the socio-economic class increased.

Table 4. Monthly Household Income

<b>Monthly Household Income</b>	<b>No.</b>	<b>%</b>
Php 100,001 and above	13	6.5
Php 20,001 to 100,000	48	24.0
Php 10,001 to 20,000	69	34.5
Php 10,000 and below	61	30.5
No Answer	9	4.5
Total	200	100.0

### ***Media Usage and Job-Searching***

#### *Methods Used in Job-Searching*

Almost three-fourth (72%) of the total respondents employed walk-in application and attending job fairs when searching for a job. On the other hand, half (46%) of the total respondents inquired from their friends, relatives, and/or acquaintances for job-



related information or referrals while almost half (40%) of the respondents resorted to online methods, such as social media, in job-searching.

It is noteworthy that walk-in application and attending job fairs, the two methods with the highest users, provide faster results in job application than the other methods in job-searching such as online application where one has to wait days or weeks for replies and where one has to do follow-ups. Also, walk-in application and attending job fairs can be regarded as efficient methods given they allow jobseekers to apply for several job positions in a day. On the other hand asking relatives, referrals and use of social media, the succeeding methods with the highest users, can be considered as supplements to walk-in application and attending job fairs. Through inquiry, referrals, and social media, jobseekers are able to know the companies accepting walk-ins and locations of job fairs. It is also noticeable that after which, the methods succeeding in the highest number of users are online methods which are methods that also provide faster results than those with the lowest number of users such as recruitment agency and searching at newspaper classifieds. Yet, online job-searching methods are not as immediate as walk-in applications and job fairs wherein one can be interviewed or get the job application results within the day.

Table 5. Methods Used in Job-Searching

<b>Methods Used</b>	<b>No.</b>
Walk-in Application	145
Attending Job Fairs	145
Asking Friends/Relatives	92
Referrals	85
Using Social Media	81
Sending Resumes Online	71
Searching at Job Sites or Online Job Boards	42
Visiting Company's Website	39
Physically Sending Resumes to Company	33
Recruitment Agencies	29
Searching at Newspaper Classifieds	29
Sending Direct Mail to Employer	22

Multiple Response

N = 200

*Media Used in Job-Searching*

Nearly all (186) of the respondents used internet in job-searching. Interestingly, the most common traditional medium of job-searching, newspaper, was still resorted by less than half (84) of the respondents even with the presence of new media in job-searching such as internet and mobile. Mobile, on the other hand, was used by 3 out of 10

jobseekers while television was used by 2 out of 10 jobseekers. No respondent used radio in job-searching.

New media undeniably penetrated the jobseekers ways of job-searching as reflected with the number of jobseekers who employed internet and mobile phone in job-searching. Nevertheless, usage of new media in job-searching does not mean discarding the traditional media as proven with the number of respondents who subscribed to newspaper when searching for a job. Television and radio, on the other hand, do not have a specific area for job-related information unlike internet and newspaper which is probably the reason why they had the least number of users in terms of job-searching.

Table 6. Media Used in Job-Searching

<b>Media Used</b>	<b>No.</b>
Internet	186
Newspaper	84
Mobile phone	67
Television	38
Radio	0

Multiple Response

N = 200

*A. Internet-Only Jobseekers Who Had and Had Not Tried Using Other Media*

There were 47 respondents who answered that they use only internet when searching for a job. Among these 47 respondents, more than one-third (36%) never tried using other media in job-searching while less than one-third (25%) tried but stopped using other media in job-searching.

It is unsurprising that many respondents subscribed only to internet in job-searching given that most of the respondents were aged 20 to 24 years old, the generation that grew up with the internet. The attempt of using other media was evident for some; however, there were reasons stated why they stopped using other media.

Table 6a. Internet-Only Jobseekers Who Tried and Never Tried Using Other Media

<b>Answer</b>	<b>No.</b>
Jobseekers Who Tried	12
Jobseekers Who Never Tried	17
No answer	18

n = 47

*B. Media Tried by Internet-Only Jobseekers*

There were a total of 12 respondents who tried using other media in job-searching. Nine (9) out of these 12 respondents used to utilize newspaper while only one (1) person utilized television for job-searching in the past.

It is noticeable that the ranking of media used by the total number of respondents (Table 6) matched with the ranking of media tried by internet-only jobseekers (Table 6b).

Clearly, the next medium resorted by jobseekers after internet is newspaper while a few resorted to television. Nevertheless, the numbers indicated also that there were respondents who used to utilize newspaper but now shifted permanently to new media, specifically internet. This is considered a huge decrease in users of newspapers. Furthermore, this could indicate gradual shift from traditional media to new media in terms of job-searching.

Table 6b. Media Tried of Internet-Only Jobseekers

Media used	No.
Newspaper	9
Television	1
No answer	2

n = 12

*C. Reasons of Internet-Only Jobseekers for Not Using Newspaper and Television Anymore*

There were a total of 10 jobseekers who stated that they stopped using newspaper and television. Reasons stated by the former users as to why they stopped using the said media were medium's unreliability, unavailability, and less frequency of usage than internet.

It is noticeable that more respondents answered unreliability of newspaper than unavailability of newspaper. This unreliability may be brought about by respondents' experiences of fraud in the past. Thus, it is least expected of those who answered

unreliability to use the same medium again in job-searching. Furthermore, unreliability of a medium may really urge users to shift to another medium which may be the case for newspaper.

Table 6c. Reasons of Internet-Only Jobseekers for Not Using Newspaper and Television Anymore

Reasons	No.
Unreliability of Newspaper	2
Unavailability of Newspaper	1
More Frequent User of Internet Than Television	1
No answer	6

n = 10

#### *D. Reasons of Internet-Only Jobseekers for Not Trying Other Media*

There were 17 respondents who stated that they never tried using other media in job-searching aside from internet. These respondents stated the edge of internet as a medium as compared to other media. Among those edges were satisfaction, ease, faster results, affordability, and accessibility of internet.

It is noteworthy that the reasons stated by those who only used internet in job-searching are related to one another. Satisfaction with internet as a medium is brought about by other reasons stated by users such as ease, affordability, faster results, and accessibility. Ease in using the internet roots from frequent usage of it, which is another reason stated by jobseekers as to why they never used other media aside from internet.

Given their ease and frequent usage of the said medium, they were able to get faster results in searching job-related information. Moreover, given their easy access on the internet, it was cheaper for them to use the said medium as compared to other media in job-searching.

Table 6d. Reasons of Internet-Only Jobseekers for Not Trying Other Media

<b>Reasons</b>	<b>No.</b>
Satisfaction with Internet as a Medium	2
Searching is Faster Using Internet Than Other Media	2
Internet is The Easiest Medium to Use	2
Cheaper	1
Accessibility	1
Using Other Media is a Waste of Time	1
Frequent Usage of Internet Than Other Media	1
No answer	7

n = 17

#### *Preferred Media in Job-Searching*

Most (177) of the respondents preferred using internet in job-searching. Even though there were no users of radio in job-searching among the respondents, one expressed his preference in using the said medium. Newspaper, mobile phone, and television have small gaps in terms of number of jobseekers who preferred using them which have 76, 52, and 36 respondents respectively.

It is noticeable that the number of respondents who preferred using internet, newspaper and mobile phone in job-searching was lower than the number of respondents who actually used them. This could indicate that some users still exhaust media that they do not prefer in job-searching just to increase their chances of finding jobs. However the case is different for television and radio which both had greater number of jobseekers who preferred using them than those who actually used them.

Table 7. Preferred Media in Job-Searching

Media	No.
Internet	177
Newspaper	76
Mobile phone	52
Television	36
Radio	1
Multiple Response	N = 200

#### *A. Reasons for Preference for Newspaper*

There were 76 respondents who preferred using newspaper in job-searching. The most frequent reasons of jobseekers as to why they preferred using newspaper were informativeness, accessibility, and affordability of newspaper. Some stated ease in using newspaper while some commended the credible, updated, detailed and comprehensible content of newspaper. One expressed his enthusiasm in reading which was translated to his preference on newspaper, a medium that requires extensive reading.



Newspaper's distinct features explain the positive qualities users attributed to the said medium. Being a print medium contributes to newspaper's informativeness and ease of usage. Unlike other media such as television, radio, and mobile phone which are fleeting, newspaper gives ample time to users to digest information provided in the said medium. Furthermore, newspaper has a particular section for job-searching unlike the latter media which is why it is able to provide more job-related information. Contrary to the reasons stated by the past users of newspaper who shifted to internet when it comes to job-searching, some of the users regarded newspaper as accessible and credible.

Table 7a. Reasons for Preference for Newspaper

<b>Reasons</b>	<b>No.</b>
Informative	15
Accessible	14
Affordable	11
Easy to Use	5
Credible	4
Updated	3
Detailed	3
Comprehensible	2
Enthusiasm in Reading	1
No answer	18

n = 76

### *B. Reasons for Preference for Television and Radio*

There were 36 jobseekers who preferred using television in job-searching, while there was one (1) jobseeker who expressed preference for radio in job-searching. The most frequent reasons of users' preference towards television were the medium's accessibility, credibility and informativeness. Some other reasons stated were the ease of usage, availability of job fair information, frequent usage, and engaging nature of the medium. On the other hand, it is interesting to note that the only respondent who expressed preference for radio never used radio in job-searching. He expressed his preference for radio because he perceived the said medium as informative; nevertheless, he never tried using radio when looking for a job.

It is worth to highlight that two of the most frequent reasons of users' preference for newspaper (Table 7a) were also two of the most frequent reasons of users' preference towards television (Table 7b). From this, it can be drawn that most of the users depended on media that are accessible and informative for them. It is also important to note that other reasons stated by users of television were also the same reasons stated by users of newspaper such as being credible, easy to use, affordable, comprehensible, and updated. This could mean that the following may be the standard criteria of jobseekers in choosing his/her preferred medium/media.

The case of the respondent who expressed preference in using radio but never tried using it indicates desire and hindrance in using the said medium. The important point is that there was a factor that hindered this specific user in consuming the said medium even though he had the motivation to do so. This indicates that not all preferred

media of jobseekers match with the media that they actually use. In the same way, as discussed earlier, not all media that jobseekers actually use are media that they prefer.

Table 7b. Reasons for Preference for Television and Radio

<b>Reasons</b>	<b>No.</b>
Accessible	6
Credible	5
Informative	4
Easy to Use	3
Availability of Information About Job Fairs	2
Frequent Usage	2
Engaging	2
Cheaper	1
Updated	1
Comprehensible	1
Faster	1
Radio is informative	1
No answer	8

n = 37

### *C. Reasons for Preference for Internet*

There were 177 respondents who preferred using internet in job-searching. The most frequent reasons of their preference towards internet were the medium's accessibility, easy usage and informativeness. Some mentioned that internet is faster to use, credible, easy to access information, among others.

Consistent with reasons for preference towards other media, being accessible and informative are again among the most frequent reasons of users in using the internet. It is noticeable as well that the same other reasons repeated from one medium to another. Similar to the case of television, there were respondents who mentioned very specific reason for preference towards the medium. In television's case, two respondents mentioned availability of job-fair information on television (Table 7b); on the other hand, in internet's case, six respondents mentioned presence of job portals on internet (Table 7c). These indicate that other media have distinct offerings preferred by users.

Table 7c. Reasons for Preference for Internet

<b>Reasons</b>	<b>No.</b>
Accessible	43
Easy to Use	36
Informative	21
Faster	16
Credible	12
Easy Access to Information	7
Presence of Job Portals on Internet	6
Cheaper	4
Updated	3
Detailed	2
Frequent Usage	2
Engaging	1
No answer	24

n = 177

#### *D. Reasons for Preference for Mobile Phone*

There were 52 respondents who preferred using mobile phone in job-searching. The most frequent reasons as to why they preferred mobile phone were the medium's accessibility, handiness, and easy usage. Other reasons that appeared also from reasons

for preference towards other media were being informative, faster to use, updated, frequently used and affordable of mobile phone.

Similar to the internet, two of the most frequent reasons stated by users who preferred mobile phone were the medium's accessibility and easy usage. The distinct features mentioned by users who preferred mobile phone were the medium's handiness, capability to provide direct information, and capacity to connect to internet.

It can be clearly observed that some reasons for preference of users towards a medium, such as accessibility, informativeness, and easy usage, were repetitive for all the media; yet, it was also clear that there were distinct features offered by some media, such as announcement of job fairs on television and job portals on the internet, which made jobseekers prefer specific medium/media in looking for a job.

Table 7d. Reasons for Preference for Mobile Phone

<b>Reasons</b>	<b>No.</b>
Accessible	14
Handy	8
Easy to Use	6
Informative	3
Direct Information	2
Faster to Use	2
Availability of Internet on Mobile Phone	2
Updated	2
Frequent Usage	1
Cheaper	1
No answer	11

n = 52

### ***Media Experience***

#### *Level of Trust in Different Media*

The respondents were asked to rate their level of trust in different media. The scale used was 1 to 5, with 1 being the least trusted and 5 being the most trusted. Among all the media, internet received the highest level of trust, getting a rate of 5 from 43% of the 200 respondents. The least trusted among the media was mobile phone, getting a rate of 3 from 37% of the respondents.

Users' high level of trust in the internet was consistent with the earlier mentioned reasons as to why users preferred internet as a medium in job-searching. In Table 7c., 12 users stated that they perceived internet as credible. The same perception was true for the respondents as shown in Table 8. In the case of mobile phone, it is interesting to note that even though majority of the respondents regarded mobile phone as the least trustworthy medium, 52 of the 200 respondents still preferred mobile phone (Table 7) even more than television and radio which they both perceived as trustworthy.

Table 8. Level of Trust in Different Media

Scale	Newspaper		Television		Radio		Internet		Mobile Phone	
	No.	%	No.	%	No.	%	No.	%	No.	%
1	6	3.0	13	6.5	21	10.5	5	2.5	23	11.5
2	21	10.5	21	10.5	29	14.5	4	2.0	25	12.5
3	53	26.5	51	25.5	75	37.5	27	13.5	55	27.5
4	77	38.5	64	32.0	54	27.0	78	39.0	65	32.5
5	43	21.5	51	25.5	21	10.5	86	43.0	32	16.0
Total	200	100.0	200	100.0	200	100.0	200	100.0	200	100.0

#### *Level of Helpfulness of Different Media in Job-Searching*

The respondents were asked to rate the level of helpfulness of different media in their job-search. The scale used was 1 to 5, with 1 being the least helpful and 5 being the most helpful. Among all of the media, internet was regarded as the most helpful, getting a



rate of 5 from 58% of the 200 respondents. The least helpful among the media was radio, garnering a rate of 3 from 30% of the total respondents.

Respondents perceived internet as the most helpful because as the respondents mentioned in Table 7c., internet provides a lot of detailed job-related information which can be accessed easily. Also because of the presence of job portals, finding relevant information can be done quickly. On the other hand, respondents perceived radio as the least helpful among the media given it does not provide job-related information as often as other media and it does not have a particular area for job-searching unlike newspaper and internet. Given it was the least helpful medium, none of the respondents utilized the said medium in job-searching.

Table 9. Level of Helpfulness of Different Media in Job-Searching

Scale	Newspaper		Television		Radio		Internet		Mobile Phone	
	No.	%	No.	%	No.	%	No.	%	No.	%
1	11	5.5	10	5.0	20	10.0	6	3.0	22	11.0
2	17	8.5	28	14.0	38	19.0	2	1.0	26	13.0
3	47	23.5	55	27.5	61	30.5	13	6.5	41	20.5
4	76	38.0	66	33.0	61	30.5	63	31.5	68	34.0
5	49	24.5	41	20.5	20	10.0	116	58.0	43	21.5
Total	200	100.0	200	100.0	200	100.0	200	100.0	200	100.0

*Frequency of Usage of Different Media in Job-Searching*

The respondents were asked to rate their frequency of usage of different media in job-searching. The scale used was 1 to 5, with 1 being the least frequent and 5 being the most frequent. The most frequently used media of respondents in job-searching was internet, getting a rate of 5 from 59% of the total respondents. The least frequently used medium was radio, getting a rate of 3 from 34% of the total respondents.

The age of the respondents could be a reason for the respondents' most frequent usage of internet in job-searching. As shown earlier in Table 1, 134 of the total respondents were aged 20-24 years old, while 39 respondents were aged 15-19 years old. As tackled earlier, the said age groups are the generation that grew up with internet. It could be that because of their familiarity with the internet, they preferred to frequently use it the said medium in job-searching. Additional factors that possibly contributed to respondents' frequent usage of internet were the positive qualities attributed by the respondents to the said medium such as being the most credible (Table 8) and being the most helpful (Table 9).

Table 10. Frequency of Usage of Different Media in Job-Searching

Scale	Newspaper		Television		Radio		Internet		Mobile Phone	
	No.	%	No.	%	No.	%	No.	%	No.	%
1	28	14.0	24	12.0	41	20.5	2	1.0	30	15.0
2	36	18.0	26	13.0	45	22.5	4	2.0	29	14.5
3	42	21.0	63	31.5	68	34.0	19	9.5	34	17.0
4	61	30.5	60	30.0	42	21.0	56	28.0	63	31.5
5	33	16.5	27	13.5	4	2.0	119	59.5	44	22.0
Total	200	100.0	200	100.0	200	100.0	200	100.0	200	100.0

#### *Level of Knowledge in Using Different Media*

The respondents were asked to rate their level of knowledge in using different media. The scale used was 1 to 5, with 1 being the lowest level of knowledge and 5 being the highest level of knowledge. Respondents had the greatest knowledge in using internet among all the media, getting a rate of 5 among 62% of the 200 respondents. On the other hand, respondents had the least knowledge in using the radio, getting a rate of 3 from 33% of the total respondents.

Highest level of knowledge in using internet may be brought about by respondents' frequent usage of the internet. Because the respondents were accustomed to using the said medium, they already gained high level of knowledge in using the said medium. In the same way, respondents had the least level of knowledge in using the radio

because they were not accustomed to using the said medium, especially in job-searching. This can be proven in Table 6, which shows that no respondent used radio in job-searching.

Table 11. Level of Knowledge in Using Different Media

Scale	Newspaper		Television		Radio		Internet		Mobile Phone	
	No.	%	No.	%	No.	%	No.	%	No.	%
1	9	4.5	8	4.0	18	9.0	4	2.0	15	7.5
2	19	9.5	24	12.0	40	20.0	3	1.5	20	10.0
3	39	19.5	53	26.5	67	33.5	5	2.5	35	17.5
4	76	38.0	69	34.5	52	26.0	64	32.0	59	29.5
5	57	28.5	46	23.0	23	11.5	124	62.0	71	35.5
Total	200	100.0	200	100.0	200	100.0	200	100.0	200	100.0

### ***Media Accessibility***

The respondents were asked to identify their modes of access on different media. Modes of access include personally-owned, family-owned, rented, borrowed, and no access. Survey results showed that the most accessible medium for the total respondents was internet, with only three among 200 respondents no access to it. On the other hand, the most inaccessible medium for the total respondents was newspaper, with 43 of the 200 respondents no access to it. The most common mode of access of the respondents to different media was through family ownership.

It is interesting that even though the most accessible medium for the respondents was internet, it ranked second to the lowest accessible medium at households. This means that if the respondents were only confined at home, they are more accessible to other media such as television, mobile phone, and radio than internet. Interestingly, even if this is the case, 45 of the 200 respondents still made an effort and spend at computer shop rentals to have access to internet. On the other hand, for newspaper, the least accessible medium at households, only 32 of the total respondents made an effort to borrow the said medium. It can be clearly observed that there were more respondents who made an effort to access the internet even if it was inaccessible in some respondents' households. As a result, internet became the most accessible medium for all the respondents even if it was not accessible to all households.

Table 12. Mode of Access on Different Media

Scale	Newspaper		Television		Radio		Internet		Mobile Phone	
	No.	%	No.	%	No.	%	No.	%	No.	%
Personally owned	38	19.0	47	23.5	45	22.5	59	29.5	145	72.5
Family owned	84	42.0	140	70.0	129	64.5	89	44.5	34	17.0
Rented	3	1.5	0	0	0	0	45	22.5	1	0.5
Borrowed	32	16.0	0	0	1	0.5	4	2.0	10	5.0
No access	43	21.5	13	6.5	25	12.5	3	1.5	10	5.0
Total	200	100.0	200	100.0	200	100.0	200	100.0	200	100.0

## **B. Interview Results**

There were eight interview participants in this study, which was 4% of the total survey respondents. Interview participants were chosen using purposive sampling. There were two interview participants who used each of the following media in job-searching: newspaper, television, internet and mobile. The interview method used the following variables: a) media usage, b) media experience, and c) social influence.

### ***Interview Participants***

The interview participants who used newspaper in job-searching were Mikko Gutierrez and Ronnel Olveda. Mikko Gutierrez was a high school graduate who was on his early 20's at the time of the interview. He was only able to read newspapers at the barber shop. His main interest was using the internet for online games at computer shops. On the other hand, Ronnel Olveda was a high school graduate who was on his teenage year at the time of the interview. He checked classified ads on newspaper about thrice a week. Similar to Gutierrez, Olveda's main interest was playing online games at computer shops.

The interview participants who used television in job-searching were Donnabel Cantillana and Faith Logan. Donnabel Cantillana was a college graduate who was on her early 20's at the time of the interview. Because of her and her family's fondness to television, they had always kept the television on the whole day as they multi-tasked. She anticipated announcements of job fairs when she watched television. On the other hand, Faith Logan was a college graduate who was a mother of three children at the time of the

interview. She was a housewife whose past time was to watch television and use the internet after doing her house chores.

The interview participants who used internet in job-searching were Lendell Buenaventura and Jowell San Jose. Lendell Buenaventura was a college graduate who was on his early 20's at the time of the interview. He was fond of watching television because of sports. Using the internet and using mobile phone were also his past times. Meanwhile, Jowell San Jose was also a college graduate who was on his teenage year at the time of the interview. He loved playing online games at the computer shops. He was also fond of watching television's evening programs.

The interview participants who used mobile phone in job-searching were Genesis Eroa and Rudy Barrameda. Genesis Eroa was a college graduate who was on his teenage year at the time of the interview. He was very fond of texting his friends and his special someone. In fact, according to him, he had been sending approximately 1000 text messages every day. Meanwhile, Rudy was a college graduate, whose wife had the same hobby as him: online gaming. He frequently used his mobile phone to acquire job-related updates from his friends, who were mostly working at call centers.

### *Media Usage*

Media usage refers to the utilization and application of media in the interview participants' everyday lives. This includes discussion on the interviewees' media preferences and media utilized in job-searching.

### *Media Frequently Used*

Media frequency was measured by the number of days a week an interview participant uses a certain medium. Media usage from zero to four days a week was considered infrequent, while media usage from five to seven days a week was considered frequent.

The most frequently used medium of the interviewees was internet, with seven out of eight interviewees frequently using the said medium. Interviewees' internet usage ranged from three to eight hours daily. Four out of these seven daily internet users did not have internet access at home, thus the four interviewees went to computer shops for internet rentals. Interestingly, all of the four interviewees who accessed internet through computer shops had longer internet usage than two out of three interviewees who had internet access at home. Internet usage of those who went to computer shops ranged from four to eight hours a day as compared to two to four hours a day of the two interviewees who had internet access at home. However, it is also necessary to note that the four interviewees who accessed internet through computer shops were all online gamers as compared to the three internet users at home who were non-gamers. Non-gamer interviewees said that they used the internet for connecting to social media, searching for



hobbies, searching for relevant information, and job-hunting. Online gamers, on the other hand, said that they used the internet for online gaming, surfing the net, and job-hunting.

The least frequently used media were the newspaper and radio. There was no frequent user of both media among the interviewees. For newspaper, the most common reasons of the interviewees for not using the said medium were the unavailability of newspaper at households and lack of interest in reading newspaper. One of the interviewees, Barrameda, even expressed the hassle of consuming newspaper, “Bibili ka. Pangalawa, pagtapos ka na, saan mo itatambak? Tatapon mo pa, ‘di ba? (You need to buy. Secondly, after using it, where will you put it? You still need to throw it, right?)”

For radio, the most common reason of the interviewees for not consuming the said medium was that radio’s offering is already being offered by other media which they frequently consumed so they did not see any point in using the radio anymore. Specifically, interviewees mentioned that there was no need for listening to AM Stations given that they can acquire news by watching television; they did not see the need for listening to FM Stations too given that they had mobile phones and mp3 players to where they can listen music to. Two interviewees also stated that they already spent so much time in using other media that they did not have any more spare time to spend in using radio and newspaper.

### *Media Used In Job-Searching*

The most frequently used medium in job-searching of the interviewees was the internet, with six out of eight interviewees using the said medium. Four out of six internet jobseekers used online job portals such as JobStreet, PhilJobNet, JobsDB, and Openpinoy. Some also utilized the internet by searching for jobs in Google, visiting employers' websites, and inquiring to friends through social media.

Interestingly, the two interviewees who did not use internet in job-searching were active users of internet. Their reason for not using internet in job-searching was that they believe there were more effective methods or media to use in job-searching than internet. It can be clearly observed that their frequent usage of internet in their everyday lives did not automatically equate to choosing internet as the medium to be used in job-searching.

On the other hand, the least frequently used medium of the interviewees in job-searching was radio. In fact, none of the interviewees used radio in job-searching. An interviewee shared that he never used radio in job-searching because radio seldom features job-openings.

### ***Media Experience***

Media experience explores on the interview participants' most informative media, most comprehensible media, and most credible media. This also touches on the comfort and difficulty of the interviewees in using different media. Media experience aims to provide further information on the past and present media usage of interviewees in order to expand understanding on their media preferences.

#### ***Comfort in Using Different Media***

All of the eight interviewees chose internet as one of the most, if not the only, comfortable media to use. Interviewees stated various reasons for their comfortability with the internet. Most of their reasons were related to their media perceptions towards internet such as being informative, comprehensible, and credible of the internet. Among the reasons raised were: internet is entertaining, easy-to-use, credible, and informative.

An interesting finding also was that three interviewees expressed comfort in media that allow them to multi-task. Cantillana, one of the three, regarded internet as one of her most comfortable media because it allowed her to look for job vacancies while searching the internet for other things. San Jose, another interviewee who regarded internet as his most comfortable medium, said that internet allowed him to chat, search, and do a lot of things all at the same time. The last of the three, Logan shared that she was comfortable in using television because television allowed her to do house chores while consuming the said medium.

On the other hand, newspaper was regarded as the most uncomfortable medium, with six out of eight interviewees regarding the said medium as uncomfortable to use. Two of them stated that they were uncomfortable simply because they were not used to consuming newspaper given it was not used at their households. The reason for the other two's uncomfortability was that using newspaper is costly and hassle. Lastly, the uncomfortability of the last two rooted from their past bad experiences, specifically experiences of fraud, regarding the said medium.

#### *Difficulty in Using Different Media*

Only one interviewee had difficulty in using certain media, specifically radio and newspaper. His difficulty in using radio rooted from his preference only for visual media. According to him, he could not digest the information given by radio because it is a fleeting medium. Pen and paper were not always available so even if he wanted to write down important information, he could not. His difficulty in using newspaper, on the other hand, rooted from the infrequent usage of newspaper in their household. He just felt that he had some sort of difficulty in using the said medium.

The rest of the interviewees stated that they had no difficulty at all in using any medium. They did not use some media often because they were not accustomed to using them.

### *Most Informative and Comprehensible Media*

The most informative medium for the interviewees was the internet, with seven out of eight interviewees regarding internet as the most informative. Among the reasons stated by the interviewees as to why they chose internet as the most informative medium were: internet provides not only local but also global information in terms of news and job-openings; internet offers complete information about anything under the sun; and, information found in the internet is up-to-date.

The most comprehensible medium for the interviewees was also the internet, with four out of eight respondents regarding the said medium as the most comprehensible. Two of them reasoned out that internet was the easiest medium to understand because they were very familiar with the medium and they were focused when consuming it. Another one of the four, San Jose, pointed out that internet was the most comprehensible medium for him because it allowed users to recall information. He said, “Sa internet, pwede ka magsave ng file...para...pag nakalimutan mo, pwede mo siyang balikan ulit. (In the internet, you can save a file so that if you forget it, you can always review.)”

### *Most Credible Media*

The most credible media for the interviewees were internet and television. There were three interviewees who regarded internet as the most credible medium. One of the three stated that large number of users implied trustworthiness of a medium for him. Given that there were a lot of people, especially young ones, consuming the internet, he believed that the said medium was trustworthy. Another one stated that he had developed

his trust with the internet through his frequent usage and familiarity with the said medium. The last one stated that internet was trustworthy because internet allows users to choose websites which users think are credible and therefore it is in the hands of the users whether they will be deceived or not.

The three interviewees who regarded internet as the most credible medium acknowledged the presence of scams on the internet. However, they believed that with caution, frauds can be avoided and usage of internet can be maximized.

On the other hand, there were also three out of eight interviewees who recognized television as the most credible medium. One's high level of trust in television was even highlighted when he said that television will never lie to its viewers. Another of the three said that he trusts television because of news; however, he also believed that information provided in all media are just basically the same with only different presentations.

Two of the interviewees shared their least credible media. One of them regarded newspaper and mobile as his least credible media. The other one regarded newspaper as her least credible medium because of her bad past experiences regarding the medium. On what she experienced, job descriptions in the newspaper did not match the actual job positions available. Thus, newspaper was not trustworthy for her.

It is noteworthy that all the interviewees, except for one, used what they perceive as the most credible media in job-searching. In the same way, there was a match between the least credible medium and medium not used for job-searching for one of the interviewees.

### *Social Influence*

Social influence refers to the people whom the jobseekers ask for information when looking for a job. Relationship of people inquired by jobseekers is also tackled, as well as media used in job-searching by these people.

### *Sources of Job-Related Information*

Six out of eight interviewees inquired to their friends for job-related information. Five of them specified that they inquired to their friends who had jobs at that time or who had stayed long in their jobs. Two of the six inquired to their friends because they trusted and believed in their friends, while four of the six believed in the work experience of their friends. According to the four, their friends were more experienced so they asked them for job-opening, tips, and other job-related information.

When asked why they did not inquire as often to their family/relatives for job-related information, three of those who inquired on their friends said that they were more comfortable with their friends and were not that close to their relatives. The other two said that their families were in a different line of business. One of the two even shared:

Iba-iba kami ng line of business eh...so kagaya ng hipag ko...ang ano [trabaho] niya sa ospital. Eh hindi naman ako pwede pumasok sa ospital. At least yung friends...kapareho ko ng hinahanap. (We have different lines of business. For instance, my sister-in-law [works] at the hospital. I can't work at the hospital. So at least, my friends and I are looking for similar jobs.)

Most of the interviewees acquired only basic job-related information from the people they inquired to, such as job fairs and job-openings.

*Media Used in Job-Searching by Sources of Job-Related Information*

The most common medium used by interviewees' sources of job-related information was internet, with four out of eight interviewees' sources using the said medium. Seven out of eight interviewees said that their sources recommended the methods used to them, while six out of these seven followed the recommendations of their sources. The six jobseekers followed the recommendations for these reasons: they trusted their sources; they believed that they will not lose anything in trying; and, they believed that these recommendations can help them find a job.

Nevertheless, there was one interviewee, Barrameda, who did not follow the recommendation of his sources to use internet because he trusted his past experiences more in job-searching. According to him:

Based on experience din...para sa akin mas madali yung alam mong diretso yung information eh kaysa magresearch ka kasi ubos ng oras yung magresearch...kaysa magtanong ka lang. Mas mabilis. (Based on experience, for me, it's easier to resort to direct information than to research because research takes too much time than to just ask, which is faster.)



### **C. Synthesis**

Both the survey and interview had the following variables: media preferences, media perception, and media accessibility. Media preferences refer to the media used and preferred by jobseekers in their everyday lives and in their job-search. Media perception refers to jobseekers' level of ease, difficulty, knowledge, comprehension, and trust in using different media. Media perception also gauges media's helpfulness and informativeness for the users. Lastly, media accessibility refers to how jobseekers access different type of media.

#### ***Media Preferences***

Interview results showed that in the interviewees' everyday lives, the most frequently used medium was internet. It was found that one's internet usage frequency can be measured by the activities he/she does on the internet. Online gamers, despite not having internet access at home, were more frequent users of internet than non-gamers. On the other hand, the least frequently used media were the newspaper and radio. The reasons for respondents' infrequent usage were unavailability of the said media, lack of interest in using the said media, and presence of other media that provide the same offerings as newspaper and radio.

In job-searching, majority of the jobseekers employed traditional job-search methods such as walk-in application and attending job fairs. Survey results showed that jobseekers resorted to job-searching methods that give job or job results faster. Nevertheless, even though majority subscribed to traditional job-search methods, it was

found that all of the jobseekers used media in job-searching. The most frequently used medium was internet, having almost all of the respondents as its users, while the least frequently used medium in job-searching was television. The same results were found in the interview.

Both of the survey and interview results showed that some internet jobseekers preferred internet because of the presence of online job portals, such as JobStreet, JobsDB, PhilJobnNet, among others, which involve online application and online submission of résumés. Nevertheless, not all who utilized internet in job-searching were open to the idea of using these. In fact, even though almost all of the respondents and interviewees were internet jobseekers, only about one-third of the 200 respondents utilized visiting job portals and sending resumes online. This means that the remaining two-thirds of the total respondents utilized internet only through online searching of job-related information. They used the information they gathered online in supplementing the traditional methods most of them used, such as walk-in application and going to job fairs. Also through the non-internet jobseekers, it has been found that frequent usage of internet does not guarantee that one will use the said medium in job-searching. The main reason for this is the availability of other means or other media that they believe are more effective than the internet.

An interesting difference was found between radio and newspaper. Despite both media having no frequent users among the interviewees, newspaper was still resorted by half of the total respondents while radio was not used by any respondent of the study. Nevertheless, one respondent expressed his preference for radio because of its informativeness yet the said respondent never used the medium in job-searching. This

indicates hindrance/s on the part of the jobseeker in using the said medium even though he/she showed preference for it. Interview results showed that a respondent believed that radio seldom provides job-related information, which is why he never used it in searching for job-related information.

In a nutshell, new media have really penetrated the media usage of jobseekers in their job hunt. Nevertheless, traditional media were still subscribed to by half of the total respondents. It is important to note though that a gradual shift from traditional to new media has been found among jobseekers, which is why it is not impossible that in few years time, jobseekers will completely shift from traditional to new media in job-searching. Yet, results showed that non-media traditional job-searching methods such as walk-in application and visiting job fairs will still remain and will still be preferred by most jobseekers as proven by majority of the respondents who utilized the said methods (Table 5).

### ***Media Experience***

Interview results showed that the most comfortable medium for jobseekers to use was internet while the most uncomfortable medium for jobseekers was newspaper. The factors that made the interviewees comfortable with different media were practicality, credibility, convenience, and wide media offerings. An interesting finding is that some jobseekers specifically mentioned that they felt most comfortable with the media that allowed them to multi-task. On the other hand, the factors that made users uncomfortable with different media were infrequent usage, cost and effort needed, and bad past

experiences in using different media. Results have proven that level of comfort affects the frequency of usage of users towards different media.

Through the survey results, it was found that jobseekers regarded internet as the medium they were most knowledgeable in using because of their frequent usage of the medium, while they regard radio as the medium they were least knowledgeable in using. This matched with interview results which showed that internet was the most comprehensible medium for interviewees given their frequent usage of it. It could be deduced then that because of jobseekers' frequent usage of internet, they gained high level of knowledge and comprehension in using the said medium. In the same way, it could also indicate that because of jobseekers' high level of knowledge and comprehension in using the internet, they frequently subscribed to the said medium. Nevertheless, despite the difference in level of knowledge and comprehension of jobseekers in using different media, interview results showed that most of the users did not have any difficulty at all in using media that were least comprehensible for them or that they were least knowledgeable with. The said media that were least comprehensible for them or that they were least knowledgeable with were just those which they infrequently used because of either household's infrequent usage or inaccessibility of the said media to them. For the few who indicated difficulty in some media, interview results showed that difficulty in using radio roots from its nature of being a fleeting medium, while difficulty in using the newspaper roots from unfamiliarity and infrequent usage of the medium.

It has been found in the survey results that the most credible medium for the respondents was the internet while the least credible was mobile phone. The similarity

between survey and interview results was that the respondents still utilized the media which they least trust in terms of job-searching. For jobseekers, trustworthiness of a medium was not critically necessary for them to utilize the said medium. However, this also indicates increased chances of experiencing fraud for jobseekers, given they still exhaust media and absorb media information which they do not trust. Nevertheless, it was found that instead of avoiding the media they perceived as the least credible, respondents took precautionary measures in order to avoid frauds and unwanted effects of their least credible media's weaknesses.

Survey results showed that informativeness was the primary basis of respondents in determining the helpfulness of a medium. The ranking of the helpfulness of different media (See Table 9) matched with the number of respondents who regarded each medium as informative (See Table 7a to Table 7d). Respondents perceived internet as the most helpful medium. This also matched with the interview results wherein almost all of the interviewees chose internet as the most informative medium. On the other hand, the least helpful medium for the respondents was the radio. It was found that respondents considered helpfulness as a more essential criterion than trustworthiness in choosing the medium/media they will use in job-searching.

Most of the jobseekers inquire on their friends for job-related information. Reasons that were raised were: they trusted their friends and they believed in the work experience of their friends. It has been found that most of the jobseekers acquired only basic job-related information, which could actually be acquired from media as well, from the people jobseekers inquired to.

Most of the jobseekers' sources used internet in job-searching. Some of the jobseekers and their sources do not talk about methods and media used in job-searching, which is why some jobseekers were not sure of the media their sources used. Most of the jobseekers followed the media recommendation of their sources because of their trust on them. However, there were some jobseekers who preferred to trust their own experiences in terms of choosing the medium they will use in searching for a job.

To wrap up, all the factors that shape respondents' media experience, such as level of ease, knowledge, comprehension, difficulty, credibility, helpfulness, and informativeness, affect the respondents' usage frequency of different media in job-searching. In the same way, usage frequency of different media also affects respondents' level of media experience, wherein respondents may perceive a medium more comprehensible, credible, etc. if they frequently use the said medium. However, it was found that for some jobseekers, media experiences did not matter in choosing the media they will use in job-searching; what matters for them was that they were able to use the media that they want, that are within their access, in order to gain more chances of acquiring a job. In terms of social influence, findings showed that people jobseekers inquired to for job-related information were not influential to the jobseekers. This is because people jobseekers inquired to do not contribute sufficiently to the jobseekers' job-search. Hence, jobseekers' methods and media used in job-searching were voluntarily chosen by the jobseekers themselves and were not driven by any social influence.

### ***Media Accessibility***

Survey results showed that internet was the respondents' most accessible medium while newspaper was their least accessible medium. The most common mode of access to all media was through family or household ownership. It was found however that the most accessible medium, internet, was not accessible at households of almost one-fourth of the total respondents. Hence, the said respondents accessed the internet through computer shop rentals. These findings were further supported by the interview results, which showed that majority of the interviewees accessed internet through computer shops. More interestingly, it was found that the respondents who accessed internet through computer shops were more active and more frequent users of internet than those who access at home.

In job-searching, accessibility was found to be the most important factor in jobseekers' selection of medium/media to be used. Despite numerous struggles of jobseekers in using a specific medium, they would still utilize the said medium if it is more accessible to them than other media. Nevertheless, the case of internet illustrated that accessibility of a medium is dependent on a person's will to access the said medium. Despite internet being the second to the least accessible medium at households, it managed to be the most accessible medium for the respondents because of its users' will to access the said medium. Thus, media preference of jobseekers is driven by media experience, media accessibility and users' desire for particular media consumption.

## **Chapter 6**

### **SUMMARY AND CONCLUSION**

#### **Summary**

Descriptive type of research was conducted among 200 unemployed jobseekers of Metro Manila using survey and interview as research methods. The study aims to examine the present role of media in job-searching of unemployed Filipinos. Using survey, quantitative results were acquired involving the following variables: media preferences, media experiences, and media accessibility of jobseekers. On the other hand, interview was conducted to acquire qualitative results of the same variables and to validate the survey results.

Majority of the respondents were aged 20 to 24 years old. Most of them were females, which matched NSO 2014 report which stated that more females were unemployed in the country. Majority were college graduates belonging to socio-economic classes D and E.

The most frequently used medium in the respondents' everyday lives was the internet. Results showed that one's internet usage frequency can be measured by one's activities on the internet. Infrequent usage of other media, on the other hand, was found to be brought about by the availability of other media that gave the users more satisfaction and convenience. In job-searching, most jobseekers employed traditional job-search methods, specifically walk-in application and attending job fairs. Nevertheless, it



was found that all of the jobseekers used media in job-searching. Internet was the respondents' most frequently used medium in searching for job-related information.

The most comfortable and knowledgeable medium for the jobseekers was internet. It was found that because of jobseekers' frequent usage of internet, jobseekers gained high level of knowledge and comprehension in using the said medium. In the same way, because of their high level of knowledge and comprehension in using the internet, they frequently subscribed to the said medium. Despite the difference in level of ease, knowledge, and comprehension of jobseekers in using different media, results showed that most of the users did not have any difficulty at all in using any medium. In terms of credibility, it was found that trustworthiness of a medium was not a critical criterion for jobseekers in choosing a medium to be used in job-searching. Results showed that respondents still utilized the media they least trusted in terms of job-searching. Nevertheless, the most credible medium for the jobseekers was internet. It was also found that unlike trustworthiness, helpfulness of a medium was an essential criterion for jobseekers' selection of medium to be used in job-searching. For the jobseekers, helpfulness was best determined by the level of informativeness of a medium. Internet was found to be the most helpful and informative medium.

It was also found that jobseekers inquired usually to their friends and family for job-related information. Nevertheless, information they acquired from these people were only basic job-related information, which can be acquired from media as well. Thus, jobseekers' human sources of job-related information did not contribute enough to the jobseekers' job-search. Consequently, jobseekers' human sources of job-related information were not influential to the media choices and preferences of the jobseekers.

Accessibility was found to be the most important factor in the jobseekers' selection of medium/media to be used in job-searching. The most common mode of access to all media was through family or household ownership. Internet, despite being the most accessible medium, was the second to the least accessible medium at households, which means that a number of jobseekers accessed internet only through computer shop rentals. Hence, the case of internet illustrated that accessibility of a medium is dependent on a person's will to access the said medium.

To simply put, media preference of jobseekers is driven by media experience, media accessibility and users' desire for particular media consumption.

## **Conclusion**

The role of media in job-searching of Filipinos is to be the main source of the job-related information. Through providing job-related information, media makes it possible for the jobseekers to employ the traditional job-search methods such as walk-in application and attending job fairs. Without media, employing traditional job-search methods will not be possible because despite the presence of human sources of job-related information, media still serves as the channel to relay information from sources to jobseekers given face-to-face interaction does not always happen.

With the rise of new media, media's role was even extended to making job-searching easier and more convenient for the jobseekers. Case in point is the improvement of job-searching from newspaper, which only provides information jobseekers chance upon to see, to internet, which enables search tools for specific jobs

jobseekers need. The improvement of technology also allowed new media to bring traditional job-search methods online. Resumes, which used to be submitted at companies or job fairs, can now be submitted online; job openings, which used to be posted on bulletin boards and job boards of the barangay, are now posted at online job portals; and, classified advertisement, which used to be accessible only through newspapers, can now be accessed online.

As a whole, different media work hand-in-hand to disseminate job-related information to people from different walks of life. Certain media fill the gap of inaccessibility of other media to people who are not capable of accessing them. The study proves that media is presently successful in carrying out its role in the job culture of the Philippines. As technology enriches, media's role in job-searching is seen to expand. Potential is seen on new media to take over other traditional job-search methods in the years to come, given that new media is accessible to almost all of the jobseekers and given that jobseekers greatly value accessibility and convenience as proven in the study.

## **Chapter 7**

### **IMPLICATIONS AND RECOMMENDATIONS**

This chapter discusses the implications of using the theories applied to the study, implications of using the research methods, and implications of the practical uses of the study. The last part of this chapter contains recommendations from the respondents, interviewees, and the researcher regarding this study and the similar studies to come.

#### **Theoretical Implications**

As stated in Chapter 3, the theory and model applied for this study were Channel Expansion Theory and Fraction of Selection Model. Channel Expansion Theory by John Carlson and Robert Zmud states that users' richness perception of a medium depends on the users' experiences on the said medium. Four experiences relevant to developing media perception of users were identified in the theory: experience with the channel, experience with the messaging topic, experience with the organizational context, and experience with communication co-participants. On the other hand, Fraction of Selection Model by Wilbur Schramm states that the selection of medium of an individual depends on the expectation of reward from the medium and effort required to use the said medium.

The results of the study have fit and have proven true the main provision of Channel Expansion Theory. The theory's main provision states that there are four experiences relevant to developing media perception: experience with the channel,

experience with the messaging topic, experience with the organizational context, and experience with communication co-participants. This provision was proven true by the study in the case of internet, which was found to be the perceived richest medium of the jobseekers. First of all, internet was found to be the medium providing jobseekers the best experience given that internet is the most comfortable medium of the jobseekers. In addition, internet is also the jobseekers' most frequently used medium in their everyday lives and in their job-search. Secondly, internet is also the medium providing jobseekers the best experience in messaging topic, given that internet is the medium with the most comprehensible information according to the jobseekers. Also, no difficulty was found among the jobseekers in using the internet. Thirdly, internet was found to be the medium providing jobseekers with the best experience with organizational context, given that internet is perceived as the most helpful medium in job-searching. The last experience stated by the theory, which is experience with communication co-participants, however was not applicable for the study because jobseekers in the study are detached from their co-participants given that co-participants do not contribute much to the job-search of the jobseekers. Thus, the last experience stated by the theory cannot be proven true or false by the study.

The provision still holds true for the medium perceived to be the least rich, which is radio. First of all, the users do not have enough experiences with the channel given they do not use it frequently nor use it in their job-searching activities. Also, users' experience with the medium depreciates because of the difficulty experienced by some of the jobseekers in using the said medium. Secondly, radio does not provide jobseekers with good messaging topic as well, given that radio is the medium that the jobseekers are

least knowledgeable with. Lastly, radio does not provide good experience with organizational context, given that it is perceived to be the least helpful in job-searching. Because of all these, radio is perceived to be the least rich medium which is why no jobseekers subscribe to the said medium.

In a nutshell, all the experiences stated by the theory, except for the experience with communication co-participants, were found suitable to the study. The medium preferred by the most jobseekers is internet because it is found to be the richest medium as proven by their experiences; whereas, radio is not preferred by any user because it is found to be the least rich medium. However, it is beyond the study's capacity to prove the change of users' perception over time, which is also one of the theory's provisions, given the short span of this study.

On the other hand, the results of the study have also fit and proven true the provision of the Fraction of Selection Model. Fraction of Selection Model states that the formula for determining the possibility of selection of a medium is expectation of reward over effort required. In the case of internet, there is a very high expectation of reward among the users given that it is perceived as the most helpful, most informative, and most credible medium; whereas, the effort required in using the medium is low given that it is the most accessible medium despite having one-fourth of the total respondents accessing the said medium through computer shops. Also, low effort is needed given the high level of ease and the absence of difficulty in using the medium. Thus, internet received the highest possibility of selection among the media.

The same holds true for the least selected medium, radio. Expectation of reward is very low because it has the lowest perceived helpfulness and credibility among the media. In addition, effort required is high because radio is regarded as the jobseekers least comfortable medium, and using an uncomfortable medium requires more effort. Also, one of the interviewees raised difficulty in using the radio given its fleeting nature, which poses another reason for increasing the effort exerted. Hence, it has the lowest possibility of selection among the media.

To put it simply, Channel Expansion Theory and Fraction of Selection Model were found suitable to the study. The results of the study were aligned with the provisions of the two theories. Nevertheless, some provisions were found inapplicable for the study given the limitation of the research.

### **Methodological Implications**

The study used two research methods, survey and interview, in order to acquire both quantitative and qualitative results. Past studies regarding job-searching presented quantitative results only. Thus, the researcher found it necessary to explore the qualitative side of the subject matter through the use of interview.

The survey was found appropriate for the study to determine the number of respondents utilizing different media and methods in job-searching. Furthermore, with the survey, the study was able to measure the level of trust, helpfulness, knowledge, frequency of usage, and accessibility to different media. Survey also tried to acquire qualitative answers from the respondents; however, qualitative data acquired using the

survey were not perceived sufficient for the study. Nevertheless, all of the findings of the survey were found essential in understanding the jobseekers' selection process of media to be used in job-searching.

On the other hand, the interview was also found appropriate for the study in order to have a deeper understanding on the media usage of jobseekers not only in job-searching but also in their everyday lives. Interview provided an in-depth discussion on the media choices of the jobseekers and the reasons behind them. Also, the interview allowed chosen respondents to expound on their quantitative answers and to share past experiences with different media.

It can be concluded that survey and interview are the most appropriate research methods for the study. The two methods have successfully carried out their roles in providing sufficient quantitative and qualitative data for the study. As a result, the research problem was answered and the research objectives were attained.

### **Practical Implications**

The study is found beneficial to several sectors of the society. First of all, this study is beneficial to the government, job-related institutions, and employers because they can use the data of this study to disseminate job-related information more effectively to as many unemployed people as possible. Secondly, present and future jobseekers will also benefit from the study through learning from the experiences of the jobseekers interviewed in the study. The results of the study impart the strengths and weaknesses of different media in job-searching, which can be used by the present and future jobseekers



as a basis for choosing media and methods in job-searching. Furthermore, the qualitative results give the jobseekers ideas on how to maximize utilization of different media in job-searching. Also, jobseekers will be able to have an idea on the number of competitors they have in job-openings they find in different media. Lastly, the study is also beneficial to other communication-related industries such as advertising and broadcasting industry, as the study presents the media choices and media perception of the users.

### **Recommendations**

In the data gathering, two respondents shared their recommendations for the study. One of the respondents suggested the inclusion of posters and flyers among the media choices used by jobseekers in job-searching; however, the researcher explained that the said platforms are not part of mass media which is why they were not included in the study. Another respondent suggested that the results of the study be presented to the government so that the government would know how hard it is for jobseekers to search for a job.

On the other hand, the researcher has also her own recommendations for the future researchers of the same or similar study. The researcher recommends to always include quantitative analysis so that changes in figures can be tracked over time. As theorists have hypothesized, selection of media changes over time. Thus, it is interesting to see how media consumption changes by comparing the results of the media selection studies from the past to the years to come. Also, through tracking of changes in

consumption over time, researchers will be able to determine the pace of the shift from traditional media to new media not only in job-searching but in users' everyday lives.

If future researchers will be studying the same topic, the researcher recommends larger sampling in the interview, if possible, so that qualitative analysis can be generalized as well. Also, the researcher finds it interesting to study media consumption of users and jobseekers outside Metro Manila, specifically provinces, and compare their media consumption with the consumption of those within Metro Manila. Also, as an alternative, the researcher recommends life story as the research method to be used in order to have a deeper understanding on the role of media in the lives of the people. In doing this, researchers will have better understanding on the media selection of the users.

The researcher also recommends exploring similar topic related to job-searching. Given that there is a new mobile phone application made specifically for job-searching, it is interesting to study the responses of the jobseekers in the said mobile application years from now. Also, it is worth studying how this new creation will affect the shift from traditional media to new media. Another recommendation is to study the effectiveness of each medium in providing jobs to jobseekers. Using political economy as the framework, future researchers can study the actual number of jobseekers acquiring jobs when using different media and discuss its relation with the number of jobseekers using different media.

Similar to this study, all these recommendations will benefit the government, job-related institutions, employers, jobseekers, and other communication-related industries.

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## APPENDICES

## APPENDIX A

### Survey Questionnaire

Good day! I am Sandra S. Samaniego, a 4<sup>th</sup> year Broadcast Communication student from University of the Philippines. I am conducting a thesis about the role of media in job-searching of Filipinos. I would like to ask for a few minutes of your time to answer my survey regarding my study. There are no right or wrong answers. Your answers will be strictly confidential and will only be used for the purpose of this study. Thank you.

#### I. Demographics

1. Name (optional): \_\_\_\_\_

2. Age:    ☐ 15-19    ☐ 20-24    ☐ 25-29    ☐ 30 and over

3. Sex:    ☐ Male    ☐ Female

4. Highest level of educational attainment

- ☐ Elementary graduate
- ☐ High school graduate
- ☐ College graduate
- ☐ Masters graduate
- ☐ Ph.D. graduate

5. Monthly household income

- ☐ 100,001 php and above
- ☐ 20,001 php to 100,000 php
- ☐ 10,001 php – 20,000 php
- ☐ 10,000 php and below

#### II. Media and Job-searching

1. Which of the following methods do you employ when searching for a job? (Please check all that applies)

- |  |   |
|--|---|
| <input type="checkbox"/> Walk-in application                         | <input type="checkbox"/> Attending job fairs            |
| <input type="checkbox"/> Referrals                                   | <input type="checkbox"/> Asking friends/relatives       |
| <input type="checkbox"/> Physically sending resumes to company       | <input type="checkbox"/> Sending resumes online         |
| <input type="checkbox"/> Sending direct mail to employer             | <input type="checkbox"/> Visiting company's website     |
| <input type="checkbox"/> Recruitment agencies                        | <input type="checkbox"/> Using social media             |
| <input type="checkbox"/> Searching at newspaper classifieds          | <input type="checkbox"/> Others: (please specify) _____ |
| <input type="checkbox"/> Searching at job sites or online job boards |   |

2. Which of the following media do you **use** when searching for a job? (Please check all that applies.)

☐ Newspaper    ☐ Television    ☐ Radio    ☐ Internet    ☐ Mobile Phone

3. If you answered anything other than Internet in question number 2, please skip the question in this number and proceed to question number 4. If you answered **ONLY** Internet in question number 2, please answer this question:

Besides Internet, have you ever tried using other medium/media when searching for a job?

☐ Yes

If yes, what is/are this/these medium/media and why did you stop using it/them?

---

☐ No

If no, why are you not trying other medium/media when searching for a job?

---

4.. Which of the following media do you **prefer** to use when searching for a job? (Please check all that applies.)

☐ Newspaper    ☐ Television    ☐ Radio    ☐ Internet    ☐ Mobile Phone

Why do you prefer this/these medium/media?

---



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---

5. On the scale of 1-5, 1 being the lowest and 5 being the highest, how much do you **trust** the truthfulness of job-related information found in the following media? (Please encircle the answer that applies.)

Newspaper	1	2	3	4	5
Television	1	2	3	4	5
Radio	1	2	3	4	5
Internet	1	2	3	4	5
Mobile Phone	1	2	3	4	5

6. On the scale of 1-5, 1 being the lowest and 5 being the highest, how much do you think the following media **help** you in your job-search?

Newspaper	1	2	3	4	5
Television	1	2	3	4	5
Radio	1	2	3	4	5
Internet	1	2	3	4	5
Mobile Phone	1	2	3	4	5

7. On the scale of 1-5, 1 being the least frequent and 5 being the most **frequent**, how often do you use the following media when searching for job-related information?

Newspaper	1	2	3	4	5
Television	1	2	3	4	5
Radio	1	2	3	4	5
Internet	1	2	3	4	5
Mobile Phone	1	2	3	4	5

8. On the scale of 1-5, 1 being the lowest and 5 being the highest, how **knowledgeable** are you in using the following media?

Newspaper	1	2	3	4	5
Television	1	2	3	4	5
Radio	1	2	3	4	5
Internet	1	2	3	4	5
Mobile Phone	1	2	3	4	5

### III. Media Accessibility

How do you **access** the following media? Please check the answer that applies for each medium.

Medium	Personally-owned	Family-owned	Rented	Borrowed	No Access
Newspaper					
Television					
Radio					
Internet					
Mobile Phone					

## **APPENDIX B**

### **Interview Guide**

#### **I. Media Usage**

1. What is your daily routine?
2. What media do you use frequently? How often do you use these media? Why do you use these media?
3. How often do you use the other media you have not mentioned? When do you find it necessary to use the media you do not use frequently? Why don't you use the other media as frequent as those you have mentioned earlier?
4. What media do you use when searching for a job? How do you utilize these media? Why do you prefer these media?
5. In what ways do the media you use for job-searching help you in your job-search?

#### **II. Media Experience**

1. Have you ever had any difficulty in using any medium? If yes, what kind of difficulty?
2. How would you compare the ease of use of different media? Which media do you feel most comfortable using? Why? Which media do you feel least comfortable using? Why?
3. How would you compare the amount of attention you give to different media? Are there media which engage you more? Are there media which entertain you more? If yes, what are these media? Why do these media engage or entertain you more?
4. How would you compare the information you acquire from different media? Do you find information on some media easier to understand than those in the other media? Do you find information on some media more informative than those in the other media? Do you find information on some media more credible than those in the other media? Why?
5. Who are you usually with when you use different media? How do these people affect your media usage experience?

#### **III. Social Influence**

1. Who do you usually ask for job-related information? Why do you ask these people?
2. What information do you get from these people?
3. What kinds of media do these people use in job-searching? Do they recommend these media to you? Do you use the same media that they use? Why?



## APPENDIX C

### Actual Photos of Job Fairs Attended for the Study



Photo courtesy of Magnus Eventus Inc.



Photo courtesy of Magnus Eventus Inc.





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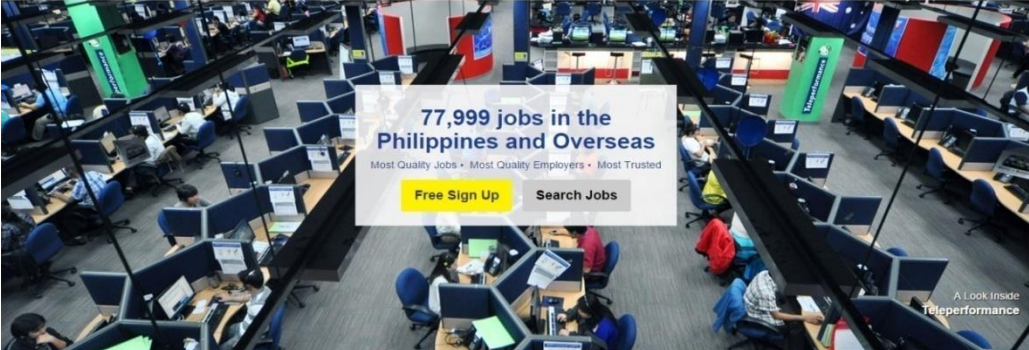
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aims to fast track the jobseeker's  
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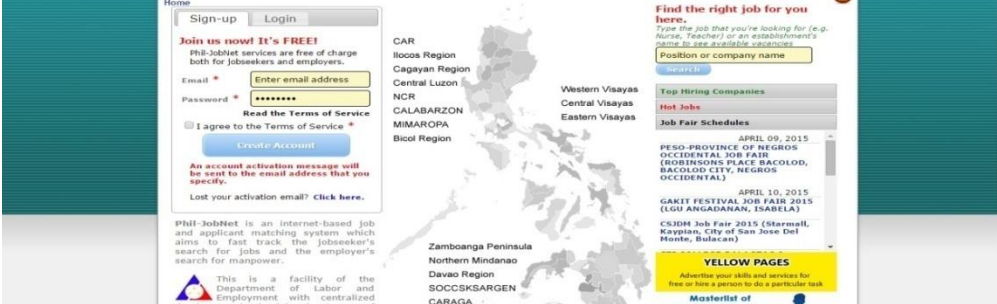
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