Faculty, students present papers in int’l confab

Faculty members and former students from the College of Development Communication (CDC) presented papers in international conferences in Japan and Thailand last April.

Dr. Serlie B. Jamias and aProf. Aletheia G. Canubas of the Department of Development Journalism and CDC alumni—Miguel Victor T. Durian, Augustus Franco B. Jamias, and Kristine E. Araguas—presented their research during the 2nd World Conference on Media and Mass Communication (MEDCOM) last April 21-22 at Bangkok, Thailand.

Dr. Jamias and Durian’s research titled **Agenda-Setting Theory of Social Media: Use of Facebook Pages of Online News Services and the Perceived Importance of Social Issues among Undergraduate Students in a State University in the Philippines** was presented by Dr. Jamias and was recognized as the Best Presentation in the Journalism and the News Session. 

CDC team leads PCAARRD publications impact study

A team composed of CDC faculty is conducting a nationwide impact assessment study of selected publications of the Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development (PCAARRD).

The CDC faculty members involved in the project are aProf. Aldo Gavril T. Lim and aProf. Hermiilea Marie C. Castillo of the Department of Science Communication, (DSC) and aProf. Aletheia G. Canubas of the Department of Development Journalism (DDJ). aProf. Garry Jay S. Montemayor, chair of the DSC, is the team leader. Also part of the research team are aProf. Roselle V. Collado from the UPLB Institute of Statistics; Ysabel Anne Lee, the project science research analyst; and Rohanne Karolle Ablang and Jara Kaeshav Andrion, project assistants.

PCAARRD Publications Impact Assessment Team meet with Hilario Francisco, municipal agriculturist, and staff of the Municipal Agriculture Office of Marilao, Bulacan. (Photo courtesy of Jara Kaeshav Andrion)
MEET CDC’S NEW REPS

Three UPLB BS Development Communication students make a return at the College of Development Communication (CDC) this time as the youngest batch of research and extension personnel (REPS).

(Photos courtesy of Mario Maningas)

JOSEPH LYDIO “CHAD” ROBLE III
University Extension Associate I
Department of Development Broadcasting and Telecommunication

Roble began working at DDBT last March 2016 as a technical director of the college’s weekly Community Cable program, Dito sa Laguna.

He has a bachelor’s degree in development communication major in educational communication back in 2011, and has finished his master’s degree in development communication at the UP Open University.

Roble has also worked as University Research Associate, at the Office of Public Relations. He also became a host of K-Now!, a Knowledge Channel program, for six years.

Roble juggled these with freelance projects as a photographer, videographer, and video editor.

One of Roble’s recognized works is Hugot, a short film he had co-written and co-directed with Sanda Lazo, also a DevCom graduate. It won Best Cinematography at the Cinemaningning Awards 2010 and was also a finalist in Pelikultura in the same year.

RIKKI LEE “K” MENDIOLA
University Extension Associate II
Department of Educational Communication

Mendiola started working at the Department of Educational Communication last May 2015.

She finished her bachelor’s degree in development communication major in development journalism last 2013. After graduating, Mendiola worked as an information officer at the Department of Agriculture-Agricultural Training Institute and then as a creative arts specialist at the Ecosystems Research and Development Bureau. She also worked at an advertising firm.

Mendiola also does freelance work as a graphic artist, writer, and web developer.

Mendiola has presented several studies at different conferences. The first international conference she attended was the Asian Conference on Media and Mass Communications 2013 at Japan, where she presented her undergraduate thesis, Exploring the Notions of an Indigenous Presence in the Public Sphere of Mining Discourse: The Alangan Mangyan’s “Enclaved Public”. In February 2013, she joined the 4th National Communication Research Conference, where she won second place for student paper competition.

She also presented another study last January 2016, Self-Reflexivity in DevCom Research: An Autoethnography, at the National University of Singapore during the Communication for Social Change Intersections of Theory and Praxis Conference hosted by the Center for Culture-Centered Approach to Research and Evaluation (CARE), where she got a scholarship.

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The study identified the causal relationship between the agenda set by the Facebook pages of four online Philippine news media companies and the issues important to undergraduate students of CDC.

aProf. Canubas' research **Framing Super Typhoon Haiyan by Philippine and International Online News** looked into frames used by various local and international online news platforms (bulatlat.com, interaksyon.com, bbc.co.uk, and cnn.com) in their coverage about Typhoon Haiyan. This is a study done under the UPLB Basic Research project of Dr. Jamias on **Communication Governance in Times of Disaster**.

Araguas' study titled **Not Gold, Guns, and Goons: Facebook as Platform of a Science Political Party in the Philippines** looked into AGHAM partylist's use of the social network platform in promoting their bid for Congress back in 2013.

Lastly, Mr. Jamias presented his research **Digital Literacy Enhancement among Rural Women in Luna, Apayao in the Philippines**. The study looked into what first time women digital learners gained from the trainings and what they were able to apply in their families and communities.

Another faculty member, Dr. Edmund G. Centeno, chair of the Department of Educational Communication, presented a paper during the 6th Asian Conference on Technology in the Classroom held at the Kobe Art Center, Kobe, Japan, April 28-May 1.

His paper entitled **Flipping development communication classes: an analysis of blended learning at the University of the Philippines Los Baños, Philippines** investigated the relationships between the level of participation, level of satisfaction, and learning achievement of students in a traditional classroom and a blended learning set-up. Participants of the study were students taking DEVC 40 (Fundamentals of Educational Communication) during the First Semester of AY 2014-2015.

Dr. Centeno explained that aside from determining the motivating and engaging factors to students and effect of blended learning on a student’s learning achievement, the study was also able to document the students' experiences in a blended learning environment which could help teachers in UPLB in finding new learning strategies more suited for specific learning needs.

The said conference, organized by the International Academic Forum, was attended by academics and experts in educational technology and instructional design all over the world. (DMGCRocamora and EVPadilla)

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**CDC leads...**

The project aims to assess three publications produced by PCAARRD’s Applied Communication Division: **PCAARRD FarmNews**, a quarterly radio production on research findings and technical information; **PCAARRD Monitor**, a quarterly newsletter; and **Philippines Recommends Series**, a series of semi-technical information on recommendations for specific commodities.

The research team will look into the publications’ readership, format and content, perceived effectiveness and impact, as well as the production process from acquiring information to distributing the publications. Based from these data, the team aims to determine why the publications are being read or not being read; analyze the impact of the publications among its readers; and give recommendations to PCAARRD on how to increase the impact of their publications.

At least 1,500 respondents from different regions across the country will participate in the study. The targeted participants are municipal agriculturists, broadcasters, magsasaka siyentista, other government agencies, and state colleges and universities.

The project is expected to run from March 18, 2016 to June 17, 2017. (EVPadilla)
Ponce de Leon talks about scicom in grad seminar

A seminar entitled Science Communication Beliefs of Researchers based in the Philippines and the United States: A Qualitative Analysis of Research Cultures and Worldviews was held at the College of Development Communication (CDC) Graduate Room on May 6.

Dr. Maria Inez Angela Z. Ponce de Leon from the Department of Communication in Ateneo de Manila University discussed how researchers’ background, cultures and worldviews influence their beliefs about science communication.

Her study found that no single culture of science exists and that scientists are unique in terms of their culture, training, and environment.

Because of this, she suggests that the key players of science communication (scientists, communicators, public) should engage in dialogue and discussion “to facilitate cooperation and trust.” She also explained that her study’s findings may be used in developing a science communication theory and serve as conceptual frameworks for further science communication research. She also adds that her research may help in advancing science education.

Dr. Ponce de Leon has a background in molecular biology. She also practiced as a science communication specialist, specializing in biotechnology and genetically modified organisms (GMOs).

In an email exchange with Dr. Ponce de Leon, she shared some personal insights and reflections about her study.

She admits that prior to her postdoctoral studies in science communication, she had a different view about it. She used to think that the way to communicate about science to the people was to “teach them well and simplify everything.”

“Once I got into the theoretical aspect of comm[unication], I realized that I, as a scientist, didn’t know anything about people,” Dr. Ponce de Leon said.

She emphasized that her work “has a goal of uncovering why scientists think and behave in certain ways, and why they may choose to communicate or not.”

Dr. Ponce de Leon added that the research was “a tool for understanding scientists, and for scientists to understand themselves.”

Meet CDC’s...

RYAN JAY “RJ” GALANG
University Research Associate II
Department of Development Broadcasting and Telecommunication

Galang began working at DDBT last March 2016. He is currently the co-executive producer and one of the hosts of the college’s weekly Community Cable program, Dito sa Laguna.

Prior to this, Galang worked at Zoe Broadcasting Network’s AM station, DZJV 1458, as a program development head, producer, and host from 2008 to 2009. He helped in assembling a team of devcom graduates who were behind the re-programming and rebranding of the station.

He later worked at ABS-CBN as a production technical specialist, and was promoted as junior news writer for DZMM Radyo Patrol 630 under the Integrated News and Current Affairs Division.

He is also a musician, events host and a volunteer worker at his local church. (EVPadilla)