

Preference and Utilization of Media Channels as Communication Instruments of Local Public Administrators in Bacolod City, Negros Occidental

Dr. Yasmin Pascual-Dormido

Professor; Head of Bachelor of Arts in Communication Program
STI West Negros University Bacolod City
Negros Occidental, Philippines

Abstract

This descriptive study sought to determine the level of preference and extent of utilization of local public administrators (LPAs) of Bacolod City of media channels as communication instruments. Needed data were collected from all 85 middle-level managers holding positions as department head, assistant department head, division chief, and assistant division chiefs in the local government unit (LGU) using a survey questionnaire that has passed both validity and reliability test. Subsequent analyses reveal respondents' level preference and extent of utilization of social media, specifically Facebook and mainstream media (television/radio and newspapers) as information sources and feedback instruments concerning their functions as public administrators. Respondents exhibited a "high level" of preference and a "great extent" of utilization in the above-mentioned areas. Meanwhile, a significant difference was present in demographic variables like age and length of service. There was a significant relationship between the LPA's level of preference and extent of utilization. It has been established that respondents' preference led to their utilization of a specific medium. These findings call for a review and possible modification of departments' and divisions' communication strategies for relevance, transparency, and responsiveness.

Keywords: *Mainstream/social media; preference; utilization; local public administrators; Bacolod City, Negros Occidental*

Introduction

Social media offers great opportunities for transparency in public administration since its birth in 1997. Criado et al. (2013) wrote about how social media like Facebook, is becoming one of the major trends in global e-government research and practice. Public policies, plans, and programs are increasingly put under the virtual microscope for the public to see and this, in the words of Olsson and Eriksson (2016), has the potential to change organizational practices, processes, and cultures. This claim is supported by evidence from Mickoleit (2014) who pointed out that social media offers new opportunities to reduce political exclusion and enables governments to design public policies and services in more interactive, collaborative, and responsive ways.

Media, whether print, broadcast or social media, are communication channels that allow public administrators to relay significant information to and get feedback from their constituents. The institution has evolved over the years.

One of the crucial communication tasks public administrators must make, is the careful and wise selection of a communication channel. A communication channel is a medium or means to send a message to intended receivers. The primary channels are written (hard copy print or digital formats), oral or spoken, and electronic and multimedia (Bruton, Bruton, & Lumen Learning). It is along this context that this paper sought to determine the level of preference and extent of utilization of media channels as communication instruments during the Third Quarter of Calendar Year 2019.

Objectives of the Study

This paper aimed to determine the level of preference and extent of utilization of LPAs of media channels. Specifically, it sought answers to the following questions: 1. What is the level of preference of LPAs for media channels in social media, television/radio, and newspaper? 2. What is the extent of utilization of LPAs of media channels according to the aforementioned areas? 3. What is the level of preference of LPAs of media channels when grouped according to the aforementioned variables? 4. What is the extent of utilization of LPAs of media channels when grouped according to the aforementioned variables? 5. Is there a significant difference in the level of preference of LPAs of media channels when grouped and compared according to variables? 6. Is there a significant difference in the extent of utilization of LPAs of media channels when grouped and compared according to variables? 7. Is there a significant relationship between the level of preference and the extent of utilization of LPAs of media channels?

In pursuit of the just-mentioned objectives, the following hypotheses were hereby formulated: 1. There is no significant difference in the level of preference LPAs of media channels when they are grouped and compared according to the aforementioned variables. 2. There is no significant difference in the extent of utilization of LPAs of media channels when they are grouped and compared according to the aforementioned variables. 3. There is no significant relationship between the level of preference and the extent of utilization of the LPAs of media channels.

Related Research

Communication has an exceptional role in public administration. Public administrators must develop strategies and wisely utilize available technology to be able to communicate directly with citizens. Digital technology places even more pressure on change in the traditional role of public service communicators as communication channels have increased with the emergence of social media, unlike 50 years ago, where TV, radio and print were the main information vehicles. [Ifigenia](#) and [Dimitrios](#) (2018) reported that today, social media is considered a common thread that connects millions of people worldwide. Some even say, with the advent of social media, mainstream media is already irrelevant.

In governments today, social media is utilized as complementary information dissemination, communication, and participation channels enabling citizens to access government data to make informed decisions (Song and Lee, 2015). According to Reddick et al. (2017), Facebook shows higher engagement levels of citizens with local governments. The potential of social media use during disasters and crisis situations has also been emphasized and researched (e.g., Liu et al., 2016). But a separate study revealed that social media use is not being used as a platform for citizen-government interaction but only for information dissemination or not for involving the citizens in the decision-making process (Roengtam, 2017).

Public administration is regarded as the dynamic organ of government that keeps on moving and responding to change in conditions, occurrence, and time in solving problems that the state encounters. It must be adaptable to changes like technological innovations that impact the way community members receive and retrieve information.

TV and radio broadcasting include the production and transmission of informative, educational and entertaining content that utilizes audio and visual technologies. Both are conventional mass media channels public administrators utilized before the Internet.

Conventional or mainstream media is famous for agenda-setting, focusing on public issues and influencing public opinion. McCombs (2014) wrote that the agenda of a news organization is found in its pattern of coverage on public issues over some period of time. Newton (2015) pointed out that in spite of the revolution brought about by the new digital means, watching television news is still the main way in which most people keep up with current affairs.

Meanwhile, radio is regarded as a pervasive mass medium. According to the University of Florida, 90 percent of cars have radios, and 95 percent of people in cars listen to radio. People who do not watch TV or read newspapers still listen to radio. Community radio, in particular, has proved to be a sustainable and interactive medium for poor and marginalized populations to be heard and informed, shape knowledgeable opinions, learn the give-and-take of informed dialogue, and become more decisive agents of development (Wabwire, 2013).

Finally, a newspaper is a printed publication consisting of folded unstapled sheets, containing news, feature articles, advertisements, and correspondence which carry topics concerning community events, government policies, projects and public affairs issues.

Methods

This section illustrates the practical approach needed to carry out the study in observance of research as a scientific study. It discusses the research design, research environment, subjects of the study, data gathering instrument and its tests of validity and reliability, the data gathering procedure, data analysis, and corresponding statistical tools used in data analysis.

Research Design

This study is descriptive, a research design that can accurately and systematically describe a population, situation, and phenomenon which can answer what, when, where, and how questions. However, the said design cannot possibly explain why questions. In the words of McCombs (2019), a descriptive research design is capable of using many quantitative as well as qualitative research methods to investigate several variables.

Subject-Respondents

This study used a heterogeneous population comprising of middle managers, specifically department heads, division chiefs, and their assistants who were all detailed in the local government of Bacolod City. Since the total population of middle managers in the said LGU was only 85, this paper used total enumeration, a type of purposive sampling technique that involves examining the entire population that has a particular set of characteristics. The profile of the respondents was established through data provided by them in the survey questionnaires. Readers' attention is invited to Table 1.

Data-Gathering Instrument

The study used a survey questionnaire to gather the necessary data from respondents. The first part obtained demographic data from respondents while the second part offered them a venue to reveal their level of preference and extent of utilization of specific media channels, including activities they engage in using the said media. The said questionnaire passed validity and reliability tests.

Data Gathering Procedure

At the onset, approval was sought from the office of the City Mayor of Bacolod to conduct the research consistent with research protocols. After getting the green light for the study, questionnaires were distributed to respondents who were identified with the help of the Human Resource Department of the Local Government Unit (LGU). The actual survey was conducted and completed in two weeks in the month of October 2020.

Data Analysis

This paper used the mean to determine the level of preference and extent of utilization of media channels, the Mann Whitney U test to determine whether or not a significant difference exists between the major variables, the Spearman's rho to determine whether or not a significant relationship exists between the level of preference and extent of utilization of media channels.

Ethical Considerations

Prior to the conduct of the survey, the respondents were assured that their identities would be kept confidential. Hence, their names were not included in the data presented, nor were they asked to write their names on the questionnaires.

Results and Discussion

This section presents data gathered in relation to the objectives listed in the introductory section of this paper.

Profile of Local Public Administrators (LPAs) based on Age, Sex, Civil Status, Educational Attainment, Length of Service, and Position

This sub-section describes the profile of 85 LPAs as respondents who are occupying positions of leadership in Bacolod. These are department heads, assistant department heads, division chiefs and assistant division chiefs. Data gathered show a 54:46 ratio in favor of the more aged group, 55:45 favoring the females, a whopping 77:23 ratio in favor of the married ones, 62:38 ratio dominated by bachelor's degree holders and outnumbering those with master's degree, and 52:48 in favor of those who have served longer.

Level of LPA's Preference in Media Channels as Communication Instruments (MCCIs) when grouped by Social Media

This sub-section summarizes the analysis on the level of LPA's preference on media channels (MCCI) when grouped by social media, which recorded an overall mean of 3.32, interpreted as "moderate level" (ML). When items are taken individually, item 1, which reads, "Uses Facebook to get news and information," obtained the highest mean score of 3.68, interpreted as "high level" (HL) of preference. This would mean that majority of respondents choose to get information from Facebook. Those who rely less on FB as news source exhibit higher levels of perceived knowledge about politics than those who rely more on it for news. Controlling for traditional news use, following political officials or institutions on social media are associated with higher levels of political interest and engagement, those with more politically active friends on FB have higher levels of exposure to political content online, and there is a positive correlation between FB being a source of information about politics and discussing politics more often with others (David, San Pascual & Torres, 2019).

Comparatively, the lowest mean score is 2.87, obtained by item number 5, which says, "Monitors feedback of taxpayers on various endeavors of the LGU through FB comments and posts," duly interpreted as ML of preference. This would imply that LPAs did not see social media as an effective tool in gathering feedback. This also gave the researcher an idea that LPAs employed other means to monitor opinions or feedback of taxpayers.

Level of LPA's Preference on Media Channels as Communication Instruments (MCCIs) in the Area of Television/Radio

This sub-section summarizes the analysis on the level of LPA's preference in media channels as communication instruments (MCCI) when grouped by TV and radio, which recorded an overall mean of 3.822, duly interpreted as "high level" (HL). Item 1 scored the highest at 4.28 (HL) while items 3, 4, and 5 registered the lowest scores, duly interpreted as ML of preference.

Level of LPA's Preference in MCCIs in the Area of Newspaper

This particular sub-section analyzes the level of LPA's preference on MCCIs when grouped by newspaper, which recorded an overall mean of 3.46, and correspondingly interpreted as "moderate level" (ML). Item 1 scored the highest 3.89, interpreted to mean HL of preference. The mean score implies that respondents preferred newspapers as information sources probably because they have been used to such it as a primary news news. LGUs like Bacolod City, subscribe to dailies which are accessible and cheap sources of news and information..

Six items, nonetheless got an ML of interpretation. It is also noteworthy that the recent growth of the community newspaper industry, particularly in rural communities, seems to be driven by factors like the citizens' need to know what is happening in local communities, their need to be educated and the importance of people's participation in communities (Community Journalism, 2014).

Extent of LPA's Utilization of MCCIs in terms of Social Media

This sub-section analyzes the extent of LPA's utilization of MCCIs when grouped by social media, which recorded an overall mean of 3.21, and correspondingly interpreted as "moderate extent" (ME). As expected, item 1 scored the highest 3.47, interpreted to mean moderate extent (ME) of utilization. This means that social media has reached popularity in use even in local governance. LPAs are aware of the help social

media can extend to local governments in getting important and useful information and in monitoring community news as well. As of March this year, SWS said 99% of adult internet users have Facebook accounts. "This is equivalent to 45% of the total adult population (est. 30.5 million individuals)," it said. By area, Metro Manila had the highest number of adults with FB accounts at 64% (or about 5.8 million individuals). The rest of Luzon was at 48% or about 14.4 million individuals, followed by Mindanao at 39% or 5.8 million individuals, and the Visayas at 33% or 4.2 million individuals. Surprisingly, all items got interpreted as "moderate extent."

Extent of LPA's Utilization of MCCIs in terms of TV/Radio

This part of this paper analyzes LPA's extent of utilization of MCCIs in terms of TV/radio obtaining an overall mean of 3.54, duly interpreted to mean "great extent" (GE). When viewed closely, Table 7 scored the highest at 4.09 (GE), implying that TV and radio, still top the list of channels LPAs regularly use. Radio is very appealing because aside from being interactive, it also can provoke dialogue and solicit participation of locals with lower production costs and extreme versatility. Omenea (1997) observed that radio programs are usually timely and capable of extending messages to the audience no matter where they may be as long as there is power (Familusi & Owoeye, 2014). As Deane (2016) points out, even with Internet and mobile phone access rapidly rising, radio and TV remain key sources of information for most people.

In contrast, Item number 3, "Communicates to constituents through television and radio news and current affairs programs", obtained the lowest mean score of 3.14, interpreted as ME of utilization. This implies that LPAs opt for other communication means like face-to-face or interpersonal communication than relaying messages through broadcast media. One implication of this would be that LPAs utilized other channels like FB in order to communicate to constituents because social media is interactive, providing new engagement possibilities like user involvement (Karakiza, 2015).

Extent of LPA's Utilization of MCCIs in terms of Newspaper

This sub-section analyzes the extent of LPA's utilization of MCCIs when grouped by newspaper, which recorded an overall mean of 3.24, and correspondingly interpreted as "moderate extent" (ME). When analyzed more closely, item 8, "Regularly monitors news and current affairs by reading newspapers to know the latest happenings in Bacolod", obtained the highest mean score of 3.61, interpreted as GE of utilization, implying that newspaper is a popular medium to LPAs. This patronage for newspapers could have stemmed from a high level of trust respondents have on the medium being a mainstream medium which has a strong influence on the public because of its ability to set the agenda which become prominent in the public mind (McCombs, 2014).

Meanwhile, item 4, "Updates constituents on programs, projects and other undertakings through newspapers' public service pages" and item number 5, "Monitors feedback of taxpayers on various endeavors of the LGU through newspaper Op-Ed pages", both obtained the lowest mean score of 3.04, interpreted as ME of utilization. This would mean that LPAs did not use newspapers to relay information and get taxpayers' feedback because they used other channels for such purpose. Voice mechanism could've been used by respondents. Samuel Paul and others extended the application to the public sector, arguing that the force of public 'voice' is imperative in influencing public organizations to be accountable, responsive and efficient in their service provision. Paul (1992: 1048) defines 'voice' as "the degree to which they (the public) can influence the final outcome of a service through some form of participation or articulation of protest/feedback (Hirschman, 1970).

Level of LPA's Preference in MCCIs based on Groupings by Social Media and Age

This part examines the level of LPA's preferences in MCCIs when grouped by social media and age, registering an overall mean of 3.60 for the younger group and 3/08 for their more aged counterparts. Almost all of the items got a verbal interpretation of "moderate level" (ML). This shows that younger LPAs (those below 50 years old) were more into FB for updates on latest events. Millennials, specifically those between the ages of 18 and 24, are increasingly using digital outlets as their main news source. According to the American Press Institute, adults aged 18 - 34 spend more time on mobile devices as this is their way to

connect to the world. Many Millennials are first seeking out quick synopses of major stories through just a few taps on social media apps (Clark, 2018).

Level of LPA's Preference in MCCIs based on Groupings by Social Media and Sex

Male and female respondents' answers to questions were tabulated and presented on Table 9. The table divided respondents according to their sex. For male respondents, item number 1, "Uses Facebook to get news and information", obtained the highest mean score of 3.89, interpreted as "high level" of preference.

However, for female LPAs, item number 2, "Regularly checks FB news feed to know the latest happenings in Bacolod", obtained the highest mean score of 3.53, interpreted as "high level" of preference. In a way, reasons of both sexes for preferring to use FB were related as both sexes preferred to get updates on recent events via social media.

They recognize how helpful and useful social media is to public servants as this new media can help governments become transparent and authentic. According to a survey conducted by Open the Government, more than half of voters want to see more authenticity and transparency in their government because it is crucial to building a good relationship with citizens with the help of social media (Hootsuite, 2019).

Item number 5, "Monitors feedback of taxpayers on various endeavors of the LGU through FB comments and posts," obtained the lowest mean score of 3.00 and 2.77 respectively for both male and female respondents. From these data the research concluded that both sexes found FB as the least effective means to monitor taxpayers' feedback including its usefulness in the realization of Governance 2.0 due to inherent barriers in terms of perceptions of social media, ability of administrators to make effective use of social media tools, and software design used to operationalize social media (Lampe, LaRose, Steinfield & DeMaagd, 2011).

Level of LPA's Preference in MCCIs based on Groupings by Social Media and Civil Status

On this sub-section, the same responses were gathered from single and married respondents when surveyed to determine their level of preference of media channels. Said table revealed item number 1, "Uses Facebook to get news and information", obtained the highest mean score of 3.85 and 3.63 respectively. Both mean scores derived from responses of both single and married LPAs were interpreted as "high level" of preference. Social media is a quick source of information and news. It has become the main source of online content with more than 2.4 billion internet users nearly 64.5 percent get breaking news via Facebook, Twitter, YouTube, Snapchat and Instagram instead of traditional media. In a recent survey, 50 percent of Internet users said that they hear about the latest news via social media. A 57 percent increase in traffic to news sites referred from social media was established (Martin, 2018).

On the other hand, the lowest mean scores recorded from both set of respondents were obtained by item number 5, "Monitors feedback of taxpayers on various endeavors of the LGU through FB comments and posts", with mean scores of 3.05 and 2.82, interpreted as "moderate level" of preference. These LPAs may have had previous bad social media experiences. Related to this implication are some research findings which have uncovered the presence and existence of what are called "trolls" and "passive users" on social media. Previous research has examined the factors that influence participation and interaction in social media, the strategies to motivate participation, and online behaviors such as peripheral participation, trolling and flaming. Several factors have been found to predict active participation and contribution. Trolling is described as provoking other group members in such a way that the discussion diverts from the main topic and falls into fruitless argumentation (Herring, JobSluder & Scheckler, 2002), while flaming is an uninhibited hostile behavior expressed through profane and obscene words and insults to cause harm (Alonzo & Aiken, 2004). These are significant design hurdles when the goal is to construct a policy feedback site encouraging widespread contribution (Lampe, LaRose, Steinfield & DeMaagd, 2011).

Level of LPA's Preference in MCCIs based on Groupings by Social Media and Education

Respondents of the survey were LPAs who either have finished a bachelor's degree or has pursued and finished graduate studies. Table 11 broke down data gathered from LPAs whose responses were presented on tables. The above-mentioned table showed, both college graduates and those who held Master's Degree, share similar preference to Facebook as a news source which probably is due to speed.

Item number 1, “Uses Facebook to get news and information,” obtained the highest mean score of 3.72 and 3.62 respectively, interpreted as “high level of preference”. New media technology enables and encourages speedy news production and dissemination which forced intra media competitors (TV, radio, newspapers) to adapt to innovation to remain relevant online (Chia-Lee, 2014).

The lowest mean score was obtained by item number 5, “Monitors feedback of taxpayers on various endeavors of the LGU through FB comments and posts”, with a mean score of 2.83 and 2.94 respectively, interpreted as “moderate level” of preference. Data given by both groups of respondents led the researcher to the conclusion that LPAs who preferred to use FB were not convinced of its effectiveness as a monitoring and feedback tool because they resist to new technology which could have stemmed from the lack of technical skill as pointed out by Carlton (2018), an inexperienced leader will be incapable of appreciating technology if he lacks experience and technical know-how.

Level of LPA’s Preference in MCCIs based on Groupings by Social Media and Length of Service

This sub-section brings to fore items in the data-gathering instrument, specifically number 1, which says, “Uses Facebook to get news and information”, and item number 2, “Regularly checks FB news feed to know the latest happenings in Bacolod”, obtained the highest mean score of 3.83. Said data were gathered from LPAs who had shorter period (less than 19 years in service) of stay. But respondents who had been in government service beyond 19 years also gave the same responses in item number 1, “Uses Facebook to get news and information”, as reflected in the data shown on the table, that said item obtained the highest mean score of 3.55, interpreted as “high level” of preference.

The accessibility of the channel and its speed when it comes to posting news and other events on real time were among the most possible reasons for such high level of preference, especially now that Journalism has become continuous now, faster and gaining more traffic and page views through the help of social media platforms (Smith, 2012, para. 3).

Both groups of respondents had the same responses to item number 5, “Monitors feedback of taxpayers on various endeavors of the LGU through FB comments and posts”, as revealed on the table, said item obtained the lowest mean score of 3.20 and 2.57. Such implication of both groups of LPAs not considering FB as the most effective monitoring and feedback tool. Public administrators could have used other channels to be able to get the pulse of their constituents which supports the findings of Dudley, Yi-Lin, Mancini & Ng (2016) citing how governments have made efforts to improve service delivery through online portals and “one-stop shops” which were not solely dependent on social media platforms.

Level of LPA’s Preference in MCCIs based on Groupings by Social Media and Office Position

This section examines the distribution of data based on responses of LPAs to determine their “Level of Preference of Media Channels as Communication Instruments” in the area of Social Media according to office position. Said table revealed that item number 1, “Uses Facebook to get news and information”, LPAs who were holding both high and low positions shared the same preference, having obtained the highest mean score of 3.63 and 3.81 respectively. These mean scores have the interpretation of “high level” of preference which implied that regardless of positions held, both respondents chose FB as their major news and information source.

It can be concluded that FB is a top news source among Filipinos not just LPAs as established in Social Weather Stations (SWS) report stating that over 13 million Filipinos turn to FB, more than newspapers and radio combined, as their news source. This however contradicts data presented by Business World (2019) showing that compared to other news media, a majority 60% of adults (est. 40.4 million individuals) still consume news daily through television, while only “21% of adult Filipinos or an estimated 13.9 million individuals” use FB to read news and engage in political and social activities.

Item number 5, “Monitors feedback of taxpayers on various endeavors of the LGU through FB comments and posts”, obtained the lowest mean scores in the said two groups of respondents, with 2.93 and 2.73 respectively, interpreted as “moderate level” of preference.

Certain limitations of the internet and FB may be the reasons why some LPAs least choose it to monitor feedback or engage constituents in a discussion online as proven in a related study. The expansion

of the public sphere through the Internet according to Dahlberg (2010), requires not only developing deliberative spaces but also attracting citizen participation.

Level of LPA's Preference in MCCIs based on Groupings by TV/Radio and Age

This part of the paper summarizes the analysis of the level of LPA's preference in MCCIs based on groupings by TV/radio and age recording an overall mean of 3.80 (HL) for the young and 3.65 (HL) for their more aged counterparts. When viewed closely, Item number 1, "Watches television and listens to radio to get news and information", in Table 15 obtained the highest mean score as drawn from responses of younger and older LPAs. The highest mean scores obtained for both categories of respondents were 4.15 and 4.39, interpreted as "high level" of preference of television and radio as communication instruments for such purpose.

The data imply that all LPAs preferred broadcast channels over other media like FB maybe because online posts are less readable and are poor when it comes to portability as Nielsen (1998) pointed out, traditionally, online content has often been deemed less readable when compared to print equivalents (Nielsen, 1998), but this is largely due to poor portability or the inability to underline or make notes in the margins of online content (O'Hara & Sellen, 1997).

Level of LPA's Preference in MCCIs based on Groupings by TV/Radio and Sex

Table sub-section summarizes the analysis on the level of LPA's preference in MCCIs based on groupings by TV/radio and sex recording an overall mean of 3.74 (HL) for the males and 3.70 (HL) for their female counterparts. When viewed closely, item number 1, "Watches television and listens to radio to get news and information", obtained the highest mean scores of 4.29 and 4.28 from both male and female respondents. Such high level of preference could have stemmed from the value placed by LPAs on TV as an informative and educational medium because it can send information to a large number of people which is helpful in scaling up information sharing (Movius et al., 2007; Nazari and Hassan 2011).

Contrastingly, item number 5, "Monitors feedback of taxpayers on various endeavors of the LGU through TV and radio commentaries with phone-in participation of listeners and viewers", obtained the lowest mean scores as derived from responses of both male and female LPAs. The lowest mean scores recorded were 3.47 and 3.30, interpreted as "moderate level" of preference. Both male and female respondents shared the same preference for broadcast media as sources of news and information could be because of its dependability and credibility. But their least preference in monitoring feedback and communicating to constituents might be because of their belief or perception that said media has limitations when it comes to feedback collection.

News credibility is the public's perception of a news organization's believability, and it is also called media credibility (Bucy, 2003). News credibility is a complex construct that has been studied using a variety of different operationalizations. Chung, Nam, and Stefanone (2012) measure credibility as a single-item variable (credible) that is measured using the criteria: believability, fairness, accuracy, informativeness, and depth, while Meyer, Marchionni and Thorson (2010) measure it using six items namely; fair, unbiased, accurate, trust, reliance and believable (Chia Lee, 2014).

Level of LPA's Preference in MCCIs based on Groupings by TV/Radio and Civil Status

This part 16 summarizes the analysis of the level of LPA's preference in MCCIs based on groupings by TV/radio and civil status recording an overall mean of 3.67 (HL) for the singles and 3.74 (HL) for their married counterparts. When viewed closely, item number 1, "Watches television and listens to radio to get news and information," obtained the highest mean scores of 4.05 and 4.35 based on the responses of single and married respondents, respectively. Such mean scores were interpreted "high level" of preference. The data implies that the said mainstream mass media still remain as top news platforms despite the advent of social media. The First Quarter 2019 SWS survey conducted March 28 to 31 shows that TV is still the main platform for news consumption while an estimated 9.7 million or 15% listen to radio for daily news, and only 2% or an estimated 1 million read newspapers (Business World, 2019).

Nonetheless, for single LPAs, item number 3, "Communicates to constituents through television and radio news and current affairs programs", obtained the lowest mean score of 3.15, while item number 5,

“Monitors feedback of taxpayers on various endeavors of the LGU through TV and radio commentaries with phone-in participation of listeners and viewers”, obtained the lowest mean score of 3.34, based on data drawn from responses of married LPAs. Both mean scores have the interpretation of “moderate level” of preference. This could be because married LPAs preferred more new channels like FB to bring government close to people as most citizens find out about candidates for office, public officials' activities, and the burning issues of the day through TV, newspapers, radio, and the Internet. Social media has the power to shape the mind and also allows people to give feedback to the government (USHistory.Org, 2018).

While single and married LPAs varied in the items they have rated low in terms of preference for TV and radio, their reasons for not having preferred these mass media were in a way related because their objectives were to communicate and obtain feedback from the people they serve. Respondents preferred other ways in order to communicate to the public and get feedback. Many constituents contact mayor's or congressional offices to initiate their own requests, but public officials may also engage in outreach activities to get in touch with constituents like what some public offices do like posting constituent service links on their official websites and mentioning constituent services in newsletters, in other communications, or at events (EveryCRSReport.com, 2018).

Level of LPA's Preference in MCCIs based on Groupings by TV/Radio and Educational Attainment

Moving on, this sub-section now tackles the level of LPA's preference in MCCIs based on groupings by TV/radio and educational attainment, recording an overall mean of 3.76 (HL) for the college graduate group and 3.65 (HL) for the master's group. When viewed closely, item number 1, “Watches television and listens to radio to get news and information”, obtained the highest mean scores of 4.30 and 4.25, interpreted as “high level” of preference. The said data were drawn from responses elicited from respondents who were either graduates of Bachelor's or Master's Degree.

Item number 3, which reads, “Communicates to constituents through television and radio news and current affairs programs”, also garnered the lowest mean scores of 3.42 and 3.31, interpreted as “moderate level” of preference as shown on data given by respondents whose educational attainments varied. The lowest mean scores of LPAs who were either graduates Bachelor's or Master's Degrees indicate that they find these mainstream broadcast media less effective and influential than the social environment. However, these channels are still viewed significant, especially in affirming attitudes and opinions that are already established as people are able to form opinions about personalities and issues through the agenda set by media (Encyclopedia Britannica, 2018).

Level of LPA's Preference in MCCIs based on Groupings by TV/Radio and Length of Service

This sub-section analyzes the level of LPA's preference in MCCIs based on groupings by TV/radio and length of service, recording an overall mean of 4.04 (HL) for the shorter-tenured and 3.42 (ML) for their longer-tenured counterparts. When viewed closely, item number 2, which reads, “Regularly monitors news and current affairs programs on TV and radio to know the latest happenings in Bacolod”, with a mean score of 4.34, interpreted as “high level” of preference, by LPAs who were in service for a shorter period of time.

Meanwhile, LPAs who have been in government service beyond 19 years, preferred TV and radio as shown on the table with item number 1, “Watches television and listens to radio to get news and information”, having obtained the highest mean score of 4.25, interpreted as “high level” of preference. Perceived high credibility of the said mass media is probably the major reason for the HL of preference of LPAs. The results of the study revealed that TV is more credible than FB to convey news. This study also explored a positive and significant relationship between issue salience, media reliance, and media usage with perception of the Internet and television credibility (Mehrabi, 2009).

On the other hand, the lowest mean scores were obtained by item number 3, “Communicates to constituents through television and radio news and current affairs programs” and item number 4, “Updates constituents regarding programs, projects and other undertakings through television and radio advisories and newscasts”, as results of LPAs who were in service for shorter and longer durations respectively. The said mean scores have the same verbal interpretation of “moderate level” of preference.

These results implied that LPAs may have tried other means of reaching out to people which could have proven effective based on results that resorting to TV and radio programs in order to inform and update

the community they serve. Holding focus group discussions in specific communities could have been one. FGDs help governments define outcomes of their work, as the public sees them, and as government will then want to track and measure outcomes. By soliciting the public's views and ratings for specific government services, governments can identify new outcome measures, or adjust current ones so that they reflect the public's perspectives (National Center for Civic Innovation Center on Government Performance, 2008).

Level of LPA's Preference in MCCIs based on Groupings by TV/Radio and Office Position

This part of this research paper brings to fore the level of LPA's preference in MCCIs based on groupings by TV/radio and office position, recording an overall mean of 3.66 (HL) for the lower-level 3.87 (HL) for their higher level office counterparts. When analyzed closely, item number 1, "Watches television and listens to radio to get news and information", obtained the highest mean scores from responses given by high-ranking and low-ranking respondents surveyed. Mean scores obtained from both categories of LPAs were 4.15 and 4.58 respectively, interpreted as "high level" of preference. The results implied that these LPAs highly preferred TV and radio as sources of news because of its credibility and it may also be because they have done the same out of habit as part of their daily routine.

On the other hand, item number 5, "Monitors feedback of taxpayers on various endeavors of the LGU through TV and radio commentaries with phone-in participation of listeners and viewers", obtained the lowest mean score as reflected in the responses of high-ranking LPAs while item number 3, "Communicates to constituents through television and radio news and current affairs programs", obtained the lowest mean score of 3.38 based on data drawn from answers of respondents who were holding low-level positions. These responses were given by LPAs probably because of the inherent limitations of the said medium.

Among radio's inherent limitations is it being a one-way channel of communication since the listener's attention is held only by the sound, which means that messages communicated through radio can reach only those who listen carefully and intelligently. Also, radio does not offer feedback regarding messages relayed (e-Krishi Shiksha, 2011).

Level of LPA's Preference in MCCIs based on Groupings by Newspapers and Age

This sub-section summarizes the analysis on the level of LPA's preference in MCCIs based on groupings by newspaper and age, registering an overall mean of 3.62 (HL) for the young and 3.32 (HL) for their more aged counterparts. When viewed closely, item 2, "Regularly monitors news and current affairs by reading newspapers to know the latest happenings in Bacolod", obtained the highest mean score of 3.92, interpreted as "high level" of preference of younger LPAs surveyed. On the other hand, older respondents showed a "high level" of preference for newspaper as news and information source as shown on the table with item number 1, "Reads local newspapers to get news and information", getting the highest mean score of 3.87.

On the other hand, the lowest mean scores obtained were in item number 3, "Communicates to constituents through articles, community news published in local dailies", 3.36 and 3.04 respectively; and item number 4, "Updates constituents on programs, projects and other undertakings through newspapers' public service pages", 3.04, all interpreted as "moderate level" of preference. While the respondents differ in age, their reasons in preferring newspaper as a helpful medium in knowing the latest goings-on in the community were the same. The implication is that while younger and older LPAs choose newspaper as their main information source, they did not see the printed paper as the most effective in updating constituents about the local government's undertakings. One reason could be because newspaper is not the medium that can publish press releases immediately or on real time because whatever is covered by print journalists gets published the day after. On the other hand, broadcast media have always been more speed-oriented than newspapers. Now, the 24/7 news cycle is increasingly being adopted by newspapers in their shift to speed-driven journalism online (Chia-Lee, 2014).

Level of LPA's Preference in MCCIs based on Groupings by Newspapers and Sex

This sub-section of the paper condenses the analysis on the level of LPA's preference in MCCIs based on groupings by newspaper and sex, recording an overall mean of 3.52 (HL) for the males and 3.41 (HL) for their more aged counterparts. When viewed closely, item number 1, "Reads local newspapers to get news

and information” confirmed this fact for having obtained the highest mean scores of 3.92 and 3.87 based on the responses of both genders respectively. Thoroughness in writing and accuracy of facts could probably be among the reasons why LPAs had a high level of preference of the medium as an information and news source, as it has traditionally prided itself in prioritizing in-depth analysis and thorough fact checking when compared to broadcast media (Johnston & Forde, 2011).

Meanwhile, male LPAs gave the lowest preference for newspaper as revealed in item number 4, “Updates constituents on programs, projects and other undertakings through newspapers’ public service pages”, with a mean score of 3.21, interpreted as “moderate level” of preference. Female LPAs on the other hand, gave the lowest level of preference for newspapers as helpful in reaching constituents through community news pages as revealed in the lowest mean score obtained by item number 3, “Communicates to constituents through articles, community news published in local dailies, which obtained a 3.15 score, interpreted as ML of preference.

Level of LPA’s Preference in MCCIs based on Groupings by Newspapers and Civil Status

This sub-section summarizes the analysis on the level of LPA’s preference in MCCIs based on groupings by newspaper and civil status, recording an overall mean of 3.55 (HL) for the singles and 3.43 (HL) for their married counterparts. When viewed closely, item number 2, “Regularly monitors news and current affairs by reading newspapers to know the latest happenings in Bacolod”, obtained the highest mean score of 3.95 which revealed a “high level” of preference of single LPAs for newspaper as an instrument to monitor news and current affairs issues regularly. Meanwhile, married LPAs showed a “high level” of preference for newspaper as a source of news and information as revealed in item number 1, “Reads local newspapers to get news and information”, which obtained the highest mean score of 3.89.

However, the lowest mean scores were obtained by item number 3, “Communicates to constituents through articles, community news published in local dailies”, with mean scores of 3.35 and 3.14 as drawn from responses of both single and married respondents respectively. These data implied that regardless of civil status, LPAs have the least preference for newspaper as a medium. Such responses could have stemmed from actual incidents wherein attempts of respondents to reach out to the public using the said medium failed. Newspapers, radio, television, and the Internet—including e-mail and blogs—are usually less influential than the social environment, but they are still significant, especially in affirming attitudes and opinions that are already established through media’s agenda-setting function (Encyclopedia Britannica, 2018).

Level of LPA’s Preference in MCCIs based on Groupings by Newspapers and Educational Attainment

This sub-section elaborates a bit on the level of LPA’s preference in MCCIs based on groupings by newspaper and educational attainment, recording an overall mean of 3.48 (ML) for the college graduate groups and 3.42 (ML) for their master’s counterparts. When viewed closely, item number 1, “Reads local newspapers to get news and information”, obtained the highest mean scores from responses of LPAs with different educational attainment, interpreted as HL of preference. Master’s Degree holders on the other hand, showed a “high level of preference” for newspapers as an informative medium, as revealed in the same table with item number 2, “Regularly monitors news and current affairs by reading newspapers to know the latest happenings in Bacolod”, having obtained the highest mean score of 3.94.

The said data imply that these LPAs still found newspaper as a reliable and credible source of information source as compared to social media that a reputation for spreading disinformation because among the identified barriers that keep people from publishing content on the Internet are the anonymity of sender’s location, sender’s role and even the sender’s identity. Fabricated or false quotations and inaccurate information scare people from using social media (Fogg, 2003).

On the other hand, the lowest mean score was obtained by item number 3, “Communicates to constituents through articles, community news published in local dailies”, which garnered 3.14, interpreted as “moderate level” of preference. Such data was drawn from responses of LPAs whose highest educational attainment was having finished tertiary level education. For respondents who were Master’s Degree holders, item number 5, “Monitors feedback of taxpayers on various endeavors of the LGU through newspaper Op-

Ed pages”, obtained the lowest mean score of 3.12, interpreted as “moderate level” of preference. It could be due to the popularity of social media that caused them to prefer less or least the said medium, as revealed in the findings of a study that stated that the drop in the number of people using traditional media to monitor news was accompanied by spike in people using mobiles to stay up to date, from 21% to 25%, and a significant jump in those saying they got their news via word of mouth, from 11% to 14% (Sweney, 2015).

Level of LPA’s Preference in MCCIs based on Groupings by Newspapers and Length of Service

This sub-section summarizes the analysis on the level of LPA’s preference in MCCIs based on groupings by newspaper and length of service, recording an overall mean of 3.76 (HL) for the shorter-tenured group and 3.18 (ML) for their longer-tenured aged counterparts. When viewed closely, item number 1, “Reads local newspapers to get news and information”, obtained the highest mean scores of 4.14 and 3.68, interpreted as “high level” of preference, as shown in the data drawn from responses of LPAs who have been in government service for less than 15 years and beyond respectively. Such high level of preference of LPAs for the newspaper as an informative medium can be attributed to the probable credibility of the printed medium viewed as accurate. Since accuracy is the paramount principle of trust, people establish trust and patronage for newspapers that get the facts right as established in study findings showing eighty-five percent of Americans rate it as extremely or very important that news organizations get the facts right, higher than any other general principle as accuracy is most valued (The Media Insight Project, 2016).

In contrast, item number 3, “Communicates to constituents through articles, community news published in local dailies”, also obtained the lowest mean scores based on the responses of two groups of respondents with shorter and longer years of stay in the public sector. The lowest mean scores recorded were 3.56 and 2.84. However, respondents who were in government service for a shorter period of time, also had the lowest level of preference for newspaper as a feedback monitoring mechanism, as revealed in item number 5, “Monitors feedback of taxpayers on various endeavors of the LGU through newspaper Op-Ed pages”. The lowest recorded mean score of 3.56 has the interpretation “moderate level” of preference.

These data imply that most likely, respondents with longer length of service, based on experience have proven face-to-face communication more effective in communicating to the public through dialogue and fora, enabling them to direct feedback and quick responses from citizens. The other term for it is public deliberation which is a form of public discussion that seeks collective solutions to social problem, thereby strengthening local government practices internationally (Michel, De la Vega & Yuen, 2018).

Level of LPA’s Preference in MCCIs based on Groupings by Newspapers and Office Position

This sub-section analyzes the level of LPA’s preference in MCCIs based on groupings by newspaper and office positions, recording an overall mean of 3.37 (ML) for holders of higher level positions and 3.65 (HL) for holders of lower-level office positions. When viewed closely, item number 1, “Reads local newspapers to get news and information”, obtained the highest mean scores of 3.76 and 4.19 as revealed in the responses of LPAs holding high and low positions respectively. The mean scores, interpreted as “high level” of preference implied that regardless of their position in public service, respondents were the same in terms of relying on newspapers as news and information sources due to the medium’s reliability and credibility. This agrees with the findings of a number of researchers that discovered that online sites sponsored by traditional media are perceived as more credible than commercial sources (Flanagin & Metzger, 2003). Stephens (2014) also pointed out that greater trust is automatically attached to mainstream sources in the new medium.

On the other hand, the lowest mean score recorded based on responses of LPAs who were holding high positions was in item number 5, “Monitors feedback of taxpayers on various endeavors of the LGU through newspaper Op-Ed pages”, 3.19, and from answers of respondents who were holding low positions was in item number 3, “Communicates to constituents through articles, community news published in local dailies”. Both mean scores signified “moderate level” of preference. It could be because LPAs believe the newspaper has lost its popularity as a news source. Newspapers have become the least popular medium for up to date news and current affairs based on research Ofcom’s annual news consumption study that found that 31% of the population read a printed newspaper to stay informed, a significant fall from the 41% who said the same thing last year (Sweney, 2015). The sharp fall implies that the said medium are now the least

popular medium for checking news, behind radio (32%), the internet (41%) and TV (67%). TV on the other hand, remains by some distance the most popular medium at 67% (Sweney, 2015).

Extent of LPA's Utilization of MCCIs based on Groupings by Social Media and Age

This part of this paper analyzes the extent of LPA's utilization of MCCIs based on groupings by social media and age that records an overall mean of 3.49 (ME) for the young and 2.97 (ME) for their more aged counterparts. When viewed closely, both younger and older LPAs regularly accessed Facebook as an information source to keep themselves updated of the latest happenings in the local scene. The highest mean score was 3.72 in item number 2, which reads, "Regularly checks FB news feed to know the latest happenings in Bacolod." Correspondingly, this was interpreted as "great extent" of utilization. Moreover, item number 1, "Uses Facebook to get news and information", obtained the highest mean score of 3.69, from answers given by older respondents, interpreted as "moderate" extent of utilization.

The difference in the extent of utilization implied that younger LPAs were more active users of FB than the older ones which could be because of the former's fondness of social media as they are more techie compared to their older counterparts. They also recognize FB as a social forum tool because it gets through different terrain of social media landscape. A study indicated that FB is predominantly used to discuss social issues like education and human rights, making it an alternative social forum, apart other social media and the mainstream media, as of the dominant tools of 21st century media landscape (Zikargae, 2018).

On the other hand, item number 8, "Uses Facebook to regularly monitor problems in barangays", obtained the lowest mean score of 3.15, interpreted as "moderate extent" of utilization. Responses derived from older LPAs however revealed, items number 5, "Monitors feedback of taxpayers on various endeavors of the LGU through FB comments and posts" and 8, "Uses Facebook to regularly monitor problems in barangays", obtained the lowest mean score of 2.61, interpreted as "moderate extent" of utilization. These data implied that both groups of respondents did not utilize social media often to find out concerns of barangay constituents because they did not see it as the most effective means. The LPAs most probably checked on community members through regular visits and the conduct of dialogue while others get feedback through letters, emails and phone calls from constituents because of the "personal touch".

The idea that shutting down our phone lines will win the day is counterproductive, because it takes away that personal connection," says Yuri Beckelman, deputy chief of staff to California representative Mark Takano. The constituents that put the greatest effort into their communication with Congress, he says, are the ones that often get the greatest reward. "If you tell us about something that's impacting you personally, that's going to shape the work that we do on that issue" (OpenGov Foundation Report, 2018).

Extent of LPA's Utilization of MCCIs based on Groupings by Social Media and Sex

This sub-section summarizes the analysis on the level of LPA's utilization of MCCIs based on groupings by social media and sex, recording an overall mean of 3.32 (ME) for the males and 3.11 (ME) for their female counterparts. When viewed closely, item number 1, "Uses Facebook to get news and information", obtained the highest mean score 3.61 among male LPAs. The score's interpretation is "great extent" of utilization. Female respondents on the other hand, used FB in particular for two reasons: to reach out to constituents and to communicate to them, as shown in item number 3, "Communicates to constituents using FB messenger" and item number 7, "Sees social media like Facebook as a more effective tool in reaching out to constituents", which obtained mean scores of 3.38 both, interpreted as "moderate extent" of utilization. The answers of two groups of LPAs categorized based on their sexes implied that females recognized the need for government presence in social media which agrees with the findings of a study that emphasized that digital citizens are all over social media (Accenture, 2012) and there must governments go if they wish to connect with them. According to recent data, newspapers have just a single percentage point lead on social media as a source of reportage, with FB (59.5 percent), Twitter (19.9 percent) and YouTube (12.7 percent) leading the charge. Since 2009, traffic to news sites from social media channels has increased dramatically, and some 57 percent of adults who consume news via a digital device predominantly use Facebook and Twitter (Schools.com, 2012). Male LPAs on the other hand, did not put more premium on being able to communicate through FB because of the belief that not all of those they serve are online or FB users.

Extent of LPA's Utilization of MCCIs based on Groupings by Social Media and Civil Status

This sub-section analyzes the level of LPA's utilization of MCCIs based on groupings by social media and civil status, recording an overall mean of 3.43 (ME) for the singles and 3.14 (ME) for their married counterparts. When viewed closely, the highest mean score obtained based on the responses of single LPAs was recorded in item number 2, "Regularly checks FB news feed to know the latest happenings in Bacolod", with a mean score of 3.80, interpreted as "great extent" of utilization. For married LPAs on the other hand, the highest mean score was garnered by item number 1, "Uses Facebook to get news and information", with a score of 3.42, interpreted as "moderate extent" of utilization. These data imply that respondents' HL of utilization could be anchored on trust in the medium which agrees with the study findings of the Media Research Project undertaken by the American Press Institute and the Associated Press-NORC Center for Public Affairs Research which revealed factors related to trust like timeliness. It is critical to three-quarters of adults (76 percent) surveyed that a news report is up to date with the latest news and information which is something all media can compete on in the digital age on fairly equal footing (American Press Institute, 2016).

Meanwhile, item number 8 in the instrument that reads, "Uses Facebook to regularly monitor problems in barangays", obtained the lowest mean score as revealed by data drawn from responses of single LPAs. The lowest mean score recorded was 3.00, interpreted as "moderate extent" of utilization. For married LPAs, item number 5, "Monitors feedback of taxpayers on various endeavors of the LGU through FB comments and posts", obtained the lowest mean score of 2.80, interpreted as "moderate extent" of utilization. This means that both groups of respondents did not often use FB for work-related purposes even if it was highly accessible probably because they did not see it helpful due to lack of awareness or familiarity. This hampers them from increasing government communication capacity as emphasized in a report that emphasized methods that are interactive, citizen-based and focus peer-to-peer learning are important tools in building communication capacity (Institute for Public Democracy & Global Communication/Rapporteurs' Report, 2018).

Extent of LPA's Utilization of MCCIs based on Groupings by Social Media and Educational Attainment

This sub-section elaborates on the level of LPA's utilization of MCCIs based on groupings by social media and educational attainment, recording an overall mean of 3.17 (ME) for the holders of bachelor's degree and 3.26 (ME) for the master's degree holders. When viewed closely, item number 1, "Uses Facebook to get news and information" and item number 2, "Regularly checks FB news feed to know the latest happenings in Bacolod" both obtained the highest mean score of 3.47, interpreted as "moderate extent" of utilization. The said data was based on the LPAs who were college graduates. But for respondents who had Master's Degrees, their answers to the survey conducted resulted in item number 3, "Communicates to constituents using FB messenger" and item number 7, "Sees social media like Facebook as a more effective tool in reaching out to constituents", obtaining the highest mean score of 3.50, interpreted as "moderate extent" of utilization. The purposes of two groups of respondents in using Facebook showed the difference in the level of maturity and the degree to which such public administrators perform their functions. It can be surmised that those who had Master's Degrees were extra milers who explored and took advantage of available tools that can improve the service they extend to the public, while college graduates only made use of modern technology for plain checking of news and information. Their responses showed they recognize the benefits or advantages of social media to be able to achieve organizational goals.

We can mention some benefits of FB which include media literacy, education, creativity, individual identity and self-expression, strength interpersonal relationships, sense of belonging and collective identity, strengthening and building communities, civic engagement and political participation and well-being (Collin, Rahilly, Richardson, and Third, 2011) FB has been popular as social media sites that motivate different people around the world to interact and communicate different local and global issues. Most scholars cited Facebook as one of the alternative discussion forums or platforms or social forums on which many people can communicate or interconnected easily on the basis of their language and culture (Zikargae, 2018). On the other hand, item number 5, "Monitors feedback of taxpayers on various endeavors of the LGU through FB comments and posts", the lowest mean score" obtained the lowest mean score of 2.77, based on

the responses given by LPAs who finished tertiary level education, while those who finished their Master's Degree, item number 8, "Uses FB to regularly monitor problems in barangays", got the lowest mean score of 2.84. Both mean scores have the interpretation of "moderate extent" of utilization.

Both groups of respondents saw social media as not the best means to be able to get the pulse of community members. It can be construed that these LPAs maximized other ways like making punong barangays or village chieftains a channel through whom they can relay to residents important data and gather necessary feedback from communities.. Government communication involves not only sending out persuasive messages to the public, but also explaining working policies, creating awareness of the rights of citizens, and developing mechanisms that enable two-way communication between citizens and government. It is a fundamental challenge to make donors and governments understand that government communication is not propaganda. "Information development" may be a more suitable brand to generate support for government communication. Information development requires a culture of disclosure needs to be created and second governments need to have relevant information available (Institute for Public Democracy & Global Communication/Rapporteurs' Report, 2018).

Extent of LPA's Utilization of MCCIs based on Groupings by Social Media and Length of Service

This sub-section brings to the spotlight the extent of LPA's utilization of MCCIs based on groupings by social media and length of service, which recorded an overall mean of 3.57 (GE) for the shorter-tenured group and 2.87 (ME) for their longer-tenured counterparts. When viewed closely, item number 2, "Regularly checks FB news feed to know the latest happenings in Bacolod", obtained the highest mean score of 3.78, interpreted as "great extent" of utilization among LPAs who have shorter period of service in government, while respondents who have been in government service for a longer period of time, exhibited "great extent" of utilization of social media as revealed in item number 1, "Uses Facebook to get news and information", which garnered a mean score of 3.25, interpreted as "moderate extent" of utilization. The varying degree or extent of utilization between these groups of respondents speak of the dependence of the former group of LPAs to social media when it comes to getting updates about what was happening in the city. Popularity of the medium and users' easy access to it were among the most probable reasons for utilizing the said medium. Social media is one of the most popular digital tools that can support people to deeply participate with local government. Even though there are many ordinary tools such as public meeting, public hearing and referendum, but these kinds cannot make impact to local government as much as expectation (Roengtam, 2017).

Meanwhile, item number 6, "Monitors feedback of taxpayers on various endeavors of the LGU through FB comments and posts", obtained the lowest mean score based on the answers given by respondents who have been in their position for a shorter period of time. The lowest mean score obtained by said item number was 3.22, interpreted as "moderate extent" of utilization. The same item number also got the lowest mean score of 2.57, interpreted as "moderate extent" of utilization from LPAs with high-ranking position. The moderate extent of utilization implied that these public administrators used other means to talk to constituents and hear their respective concerns regarding government affairs and public service. Face-to-face interactions or barangay visits were among the possible activities conducted by these respondents in order to get the concerns from barangays. When you're conversing with someone who disagrees with you, communication over text or email can be cumbersome and ineffective because you cannot get the full attention of netizens. May believe that trust is not built over a text-message because connection is difficult to build if one does not see the face of the person he is communication to on a regular basis. Problem-solving is better done face-to-face (Palomino, 2018).

Extent of LPA's Utilization of MCCIs based on Groupings by Social Media and Office Position

This sub-section explains the extent of LPA's utilization of MCCIs based on groupings by social media and office positions, which recorded an overall mean of 3.17 (ME) for group belonging to lower office positions and 3.29 (ME) for their counterparts belonging to higher office positions. When viewed closely, item number 1, "Uses Facebook to get news and information" and item number 7, "Sees social media like Facebook as a more effective tool in reaching out to constituents" in Table 32 obtained the highest mean score of 3.41, interpreted as "moderate extent" of utilization among high-ranking LPAs who were among the

respondents of the survey. For respondents who were holding low-level positions on the other hand, item number 1, “Uses Facebook to get news and information” and item number 3, “Communicates to constituents using FB messenger”, obtained the highest mean score of 3.62, interpreted as “great extent” of utilization. Responses of two groups of LPAs implied that social media, specifically FB remains a popular communication tool.

Across the country, citizens turn to social media to find, follow and connect with their elected officials. At the same time, local government officials use the internet to reach and engage with citizens. Providing a platform that enables direct interactions between governments and citizens is an important part of FB’s role in bringing the world closer together (Guadarini, 2017).

Meanwhile, item number 5, “Monitors feedback of taxpayers on various endeavors of the LGU through FB comments and posts” and item number 8, “Uses Facebook to regularly monitor problems in barangays”, obtained the lowest mean scores based on responses of high-ranking respondents and those who were holding low-level positions respectively. The mean scores were 2.85 and 2.81 respectively, interpreted as “moderate extent” of utilization.

Based on these results, it would take to mean that there are still LPAs who prefer the conventional way of communicating and getting feedback from citizens. Phone calls, personal visits and public outreach are among what is considered as old school ways of reaching out and keeping in touch with the public they serve. More enlightened groups look at public relations and advocacy as ways to tell their story and influence opinion in an ongoing, open, and strategic way. The word "outreach" to describe a wide range of activities, from actual delivery of services to dissemination of information (The Community Toolbox, 201

Extent of LPA’s Utilization of MCCIs based on Groupings by TV/Radio and Age

This sub-section analyzes the extent of LPA’s utilization of MCCIs based on groupings by TV/radio and age, which recorded an overall mean of 3.56 (GE) for the young 3.561 (GE) for their more aged counterparts. When viewed closely, item number 1, “Watches television and listens to radio to get news and information”, got the highest mean scores based on responses of both younger and older respondents. Mean scores recorded were 4.03 and 4.15 for younger and older LPAs respectively. These scores were interpreted as “great extent” of utilization, implying that monitoring news using mainstream media has become a habit among these respondents. From their regular monitoring of news and information they are able to keep themselves informed on significant activities that they can take part in as public administrators and as citizens too like the elections and other political exercises. Media are platforms through which communication are passed from one person to another, or from one place to another, stimulating citizen engagement in politics that include, political party’s membership registration, voter’s registration, elections and electoral campaigns, electorates management, are among the major political activities (Sanyaolu, 2017).

On the other hand, the lowest mean score was garnered by item number 3, “Communicates to constituents through television and radio news and current affairs programs”, having obtained mean scores of 3.15 from younger LPAs and 3.13 from responses of older respondents. However, said item tied with item number 4, “Updates constituents regarding programs, projects and other undertakings through television and radio advisories and newscasts”, having obtained the same mean score of 3.13 as reflected in the responses drawn from older LPAs. These scores imply that respondents were not convinced of the capability of broadcast media in enabling two-way communication to take place which made them resort to other means to be able to relay information and receive feedback directly from the people concerned. An example would be community visits and public outreach, as more enlightened groups believe that public relations and advocacy are effective ways to tell their story and influence opinion in an open and strategic way (The Community Toolbox, 2019).

Extent of LPA’s Utilization of MCCIs based on Groupings by TV/Radio and Sex

Table 33 shows the results of the analysis on the extent of LPA’s utilization of MCCIs based on groupings by TV/radio and sex, registering an overall mean of 3.63 (GE) for the males and 3.46 (ME) for the females. When scrutinized further, item number 1 obtained the highest mean scores of 4.21 and 4.00 for both male and female LPAs, both interpreted to mean GE of utilization. On the other hand, both male and female respondents also used television and radio the least in communicating to constituents as shown in item

number 3, “Communicates to constituents through television and radio news and current affairs programs”. Said item obtained the lowest mean scores of 3.29 and 3.02 respectively, interpreted as “moderate extent” of utilization.

One of the implications could be the popularity of social media among citizens because of its capability to allow engagement among individuals and groups. Not only does social media engagement soar with each post, but it’s making government more authentic to people. One can also build public trust through social media. According to a survey conducted by the Open Government, more than half of voters want to see more authenticity and transparency in their government. Social media provides a perfect avenue for to remain transparent and clear with your constituents as possible.

Extent of LPA’s Utilization of MCCIs based on Groupings by TV/Radio and Civil Status

This sub-section now dwells on the extent of LPA’s utilization of MCCIs based on groupings by TV/radio and civil status, registering an overall mean of 3.35 (GE) for the singles 3.53 (GE) for their married counterparts. When further scrutinized, item number 1, “Watches television and listens to radio to get news and information”, obtained the highest mean scores of 3.95 and 4.14, based on responses of single and married LPAs surveyed. These scores have the verbal interpretation, “great extent” of utilization, while item number 3, “Communicates to constituents through television and radio news and current affairs programs”, obtained the lowest mean score of 2.95 based on responses drawn from single respondents and 3.20 based on responses of married respondents. However, the responses married LPAs to item number 4, “Updates constituents regarding programs, projects and other undertakings through television and radio advisories and newscasts” and item number 5, “Monitors feedback of taxpayers on various endeavors of the LGU through TV and radio commentaries with phone-in participation of listeners and viewers” also got the same lowest mean score of 3.20, interpreted as “moderate extent” of utilization.

It can be surmised that the responses imply that to them, television lack in the aspect of speed in the relaying of important announces and the delivery of feedback of constituents unlike what social media can do. Building awareness and crisis communication are but a few of the benefits of social media as pointed out by Hootsuite, a social media management tool that allows users to schedule and post updates to any page or profile on Facebook, Twitter, LinkedIn and Google+, emphasizing that relationship building and interactions are the major reasons for the adoption of social media networks by individuals. This is a clear paradigm shift from the traditional methods of interacting with customers as more than one customer can be reached easily and cheaply as well with just a click of the button (Oyza & Edwin, 2015).

Extent of LPA’s Utilization of MCCIs based on Groupings by TV/Radio and Educational Attainment

This sub-section now dwells on the extent of LPA’s utilization of MCCIs based on groupings by TV/radio and educational attainment, registering an overall mean of 3.55 (GE) for the group of bachelor’s degree holders and 3.51 (GE) for the group of master’s degree holders. When further scrutinized, item number 1, “Watches television and listens to radio to get news and information”, which obtained 4.04 and 4.19 respectively, interpreted as “great extent” of utilization. Radio is inexpensive, available to citizens at all levels of society, including the illiterate, and due to its pervasiveness, is well-placed to reach out and give voice to marginalized groups (CIMA-NED, 2011). Radio and television hear and see exactly what happens... They are the public’s mirror, reflecting things exactly as they are. (cited by Skornia 1969, pp.34-5) and continued to be used to present day (Auer, 2012).

On the other hand, item number 3, “Communicates to constituents through television and radio news and current affairs programs”, obtained the lowest mean scores of 3.21 and 3.03 as given by respondents who were Bachelor’s and Master’s Degree holders respectively. Said scores have the verbal interpretation of “moderate extent” of utilization. The limitations of the said media in terms of scope or coverage could be one of the reasons why some LPAs are not utilizing such media in communicating to constituents. Also, the relationship between public administrators and media organizations affect the choice of medium to use in reaching out to the public. Commonly, institutional culture plays an important role in shaping a government’s approach to communication. The “triangle of distrust” among all parties involved, from NGOs to media to government, calls for innovative approaches to building trust and finding common ground.

Government spokespeople are commonly seen as the mouthpieces of the political party in power, more political instrument than civil servant tasked with the responsibility of providing citizens with information about public programs, thereby increasing their credibility by communicating about policies and programs (Institute for Public Diplomacy & Global Communication/Rapporteurs' Report, 2018).

Extent of LPA's Utilization of MCCIs based on Groupings by TV/Radio and Length of Service

This part of this paper summarizes the results of the analysis on the extent of LPA's utilization of MCCIs based on groupings by TV/radio and length of service, registering an overall mean of 3.80 (GE) for the shorter-tenured group and 3.29 (ME) for their longer-tenured counterparts. When further scrutinized, item number 1, "Watches television and listens to radio to get news and information" and item number 2, "Regularly monitors news and current affairs programs on TV and radio to know the latest happenings in Bacolod", obtained the highest mean score of 4.15, interpreted as "great extent" of utilization based on respondents of LPAs who were in public service for a shorter period. Respondents who were in government service for a longer period on the other hand, relief on television and radio for news and information as shown in item number 1, "Watches television and listens to radio to get news and information", which obtained the highest mean score of 4.05, interpreted as "great extent" of utilization. These mean scores derived from LPAs implied that still, mainstream media are what they consider reliable sources of information.

The news media area a primary source of those pictures in our heads about the larger world of public affairs, a world that for most citizens is "out of reach", out of sight, out of mind (McCombs, 2014).

Item number 3, "Communicates to constituents through television and radio news and current affairs programs", obtained the lowest mean scores of 3.39 from respondents with who were in government service of a short period of time, interpreted as "moderate extent" of utilization.

The LPAs who were in public service for a longer period rated least item number 4, "Updates constituents regarding programs, projects and other undertakings through television and radio advisories and newscasts", as shown in the lowest mean score of 2.89, interpreted as "moderate extent" of utilization. These responses' implication is that the LPAs were not convinced that TV and radio enable them to communicate to their constituents. Utilization of channels that can inform their constituents and get their immediate feedback could be one of the reasons for them not using traditional media. The current "socially informed" generation, expects dialogue, and governments at all levels are being compelled to shift their views of citizens from mainly consumers to active participants by allowing citizens to contribute online to the development of governments (Azyan, 2012).

Extent of LPA's Utilization of MCCIs based on Groupings by TV/Radio and Office Position

This sub-section dwells on the extent of LPA's utilization of MCCIs based on groupings by TV/radio and office positions, registering an overall mean of 3.41 (ME) for those at the higher echelons and 3.83 (GE) for their counterparts at the lower echelons. When further scrutinized, item number 1, "Watches television and listens to radio to get news and information" obtained the highest mean scores of 3.88 and 4.58 based on responses of respondents holding high and low positions in Bacolod respectively. The scores obtained have the interpretation "great extent" and "very great" extent of utilization respectively. This implied that while both groups of LPAs utilized broadcast media for relevant information, LPAs in low-level positions used said media more.

The media -- television, the press, online -- play a central role in communicating to the public what is happening in the world. In instances when audiences do not have direct knowledge on what is happening, the public become particularly dependent on the media to inform them (Philo, 2008; Philo, Miller & Happer, in press). But they are key to the setting of agendas and focusing public interest on particular subjects, which operates to limit the range of arguments and perspectives that inform public debate (Happer & Philo, 2013).

On the other hand, high-ranking officials did not utilize much TV and radio when communicating to constituents. This was revealed by the lowest mean scored recorded for item number 3, "Communicates to constituents through television and radio news and current affairs programs, 3.08, interpreted as "moderate extent" of utilization. Those holding low-level positions also did not utilize the same traditional media much

in performing the same task as revealed in the mean score of item number 3, “Communicates to constituents through television and radio news and current affairs programs”, 3.27, interpreted as “moderate extent” of utilization also. The same lowest mean score was obtained also by item number 4, “Updates constituents regarding programs, projects and other undertakings through television and radio advisories and newscasts. Verbal interpretation for 3.27 is “moderate extent” of utilization.

The results implied that not much engagement can be expected from these conventional media unlike in social media. Social media in government is a game changer. After all, not many things have changed the way the public interacts with governments more than social media. Social media allows people to engage in direct dialogue with politicians, civic officials, and even the entire government agencies. It also gives them a chance to engage back (Schools.com, 2012).

Extent of LPA’s Utilization of MCCIs based on Groupings by Newspaper and Age

This sub-section dwells on the extent of LPA’s utilization of MCCIs based on groupings by newspaper and age, recording an overall mean of 3.46 (ME) for the young and 3.07 (ME) for their more aged counterparts. When further scrutinized, item number 2, which reads, “Regularly monitors news and current affairs by reading newspapers to know the latest happenings in Bacolod,” obtained the highest mean score of 3.85 (GE). Older LPAs on the other hand, utilized the printed medium for news and relevant information as revealed in the highest mean score obtained by item number 1, “Reads local newspapers to get news and information”, 3.54, interpreted as “great extent” of utilization. Print media enables reader flexibility. Magazines in particular, have high reader engagement because readers often give the publication full attention. Electronic messages, however, typically get delivered without warning or consideration of reader preparedness (Kokemuller, 2017).

Item number 5, “Monitors feedback of taxpayers on various endeavors of the LGU through newspaper Op-Ed pages”, obtained the lowest mean scores based on answers of both younger and older respondents. As shown on Table 39, said item got mean scores of 3.36 from younger LPAs and 2.76 from older respondents, interpreted as “moderate extent” of utilization.

However, item number 6, “Prefers to announce and relay important projects and programs through local dailies” and 8, “Makes newspapers as useful sources of information regarding problems in barangays” also got the same lowest mean scores of 3.36 based on respondents drawn from younger LPAs. The verbal interpretation for the said score is “moderate extent” of utilization. The adoption of social media by governments is an implication of the responses given by respondents who were surveyed.

Governments adopting social media to provide complementary information dissemination, communication, and participation channels whereby citizens can access government and government infomercials and make informed decisions (Song and Lee, 2015).

Extent of LPA’s Utilization of MCCIs based on Groupings by Newspaper and Sex

This part of this paper dwells on the extent of LPA’s utilization of MCCIs based on groupings by newspaper and sex, recording an overall mean of 3.38 (ME) for the males and 3.13 (ME) for their female counterparts. When further scrutinized, item number 1, “Reads local newspapers to get news and information,” scored the highest at 3.53 (GE). However, item number 4, “Updates constituents on programs, projects and other undertakings through newspapers’ public service pages”, obtained the lowest mean score as reflected in the responses of male respondents, 3.11 (ME). Both categories of LPAs did not make use much of newspapers in updating constituents about important programs and projects of government. They also utilized the print medium in moderation in order to communicate to the public.

It could probably be because newspapers do not allow immediate interaction between senders and receivers of messages while the new media facilitates instant interaction between senders and receivers. Thus, this medium gives us the latest development of events without any delay. If internet connectivity is available, one can access new media from any part of the globe (Mathew, 2015).

Extent of LPA’s Utilization of MCCIs based on Groupings by Newspaper and Civil Status

This part of the paper dwells on the extent of LPA’s utilization of MCCIs based on groupings by newspaper and civil status, recording an overall mean of 3.44 (ME) for singles and 3.19 (ME) for their married

counterparts. When further scrutinized, item number 2, “Regularly monitors news and current affairs by reading newspapers to know the latest happenings in Bacolod,” obtained the highest mean score of 3.95 (GE) for singles and while the married group got its highest mean of 3.58 (GE) on item number 1, which says, “Reads local newspapers to get news and information.” The predominance of the print medium is being implied as one of the major reasons for the great extent of utilization of such medium, having distinct features like predominance of news-oriented content, regular periodicity, future reference facility, choice of the time of use, the literate’s medium, low cost, textual medium and multiple users (Mathew, 2015).

On the other hand, item number 10, “Chooses to make important announcements of class suspension, traffic re-routing, etc., on public service or community news pages” obtained the lowest mean score based on responses of single local public administrators, 3.20, interpreted as “moderate extent” of utilization. While, from responses of married respondents, item number 5, “Monitors feedback of taxpayers on various endeavors of the LGU through newspaper Op-Ed pages, obtained the lowest mean score of 2.91, interpreted as “moderate extent” of utilization. The implication is that these LPAs, did not consider newspaper as the best medium for important and urgent announcements as newspapers typically need at least a day or two lead time to get something published (Kokemuller, 2017).

Extent of LPA’s Utilization of MCCIs based on Groupings by Newspaper and Educational Attainment

This sub-section now brings into focus the extent of LPA’s utilization of MCCIs based on groupings by newspaper and educational attainment, recording an overall mean of 3.23 (ME) for bachelor’s degree holders and 3.26 (ME) for master’s degree holders. When further scrutinized, item number 1, “Reads local newspapers to get news and information”, obtained the highest mean score of 3.55 (GE) for the bachelor’s degree holder’s group; item number 2, “Regularly monitors news and current affairs by reading newspapers to know the latest happenings in Bacolod,” obtained the highest mean score of 3.75 (GE) for master’s; degree holders. This implies that community newspapers remain distinct sources of information. This participatory interest from members of newspaper’s immediate communities, especially in communities with less-dense populations continues to make community newspapers distinct from national news media (Community Journalism, Vol. 4, Issue 1, 2014).

However, item number 3, “Communicates to constituents through articles, community news published in local dailies”, obtained the lowest mean score of 2.94, interpreted as “moderate extent” of utilization based on the responses of LPAs who acquired Tertiary Level education. On the other hand, item number 6, “Prefers to announce and relay important projects and programs through local dailies”, obtained the lowest mean score of 3.0, interpreted as “moderate extent” of utilization, derived from Master’s Degree holders. The results imply that these LPAs were after speed in the relaying of important messages and announcements to constituents and that they are unable to engage the public in an urgent information exchange via traditional media.

Social media facilitates instant interaction between communicators and audiences, giving users the latest development of events without any delay (Mathew, 2015).

Extent of LPA’s Utilization of MCCIs based on Groupings by Newspaper and Length of Service

This sub-section focuses on the extent of LPA’s utilization of MCCIs based on groupings by newspaper and length of service, recording an overall mean of 3.55 (GE) for the shorter-tenured group and 2.96 (ME) for their longer-tenured counterparts. When further scrutinized, item number 2, “Regularly monitors news and current affairs by reading newspapers to know the latest happenings in Bacolod”, obtained the highest mean score of 3.88 (GE) for respondents who have been in government service for less than 15 years. Those who were in the service beyond 15 years on the other hand, relied on newspapers as sources of information and news as revealed in item number 1, “Reads local newspapers to get news and information”, which obtained the highest mean score of 3.41 (GE). The high credibility of newspapers are sources of news and information is most probably the reason for the dependence of LPAs on it.

Fact checking and subbing processes, along with long-established media standards and practices, have historically given newspapers a higher level of credibility. One of the primary reasons local news stands apart is that it’s often perceived as having higher levels of relatability and accountability (Edelman

Trust Barometer, 2018). The lowest mean scores were recorded in item number 5, “Monitors feedback of taxpayers on various endeavors of the LGU through newspaper Op-Ed pages”, and 6, “Prefers to announce and relay important projects and programs through local dailies”, both having garnered 3.41, interpreted as “moderate extent” of utilization. Said scores and verbal interpretations were derived from responses of LPAs who have been in service for a short period.

Meanwhile, the answers of the other category of respondents resulted in item number 4, “Updates constituents on programs, projects and other undertakings through newspapers’ public service pages”, obtaining the lowest mean score of 2.66, interpreted as “moderate extent” of utilization. The moderate extent of utilization of newspapers by both groups of LPAs could possibly be because the said traditional medium do not allow rapid dissemination of messages. Social networking sites allow users to share and interact with online content and to connect with like-minded people. Its strengths include rapid dissemination and amplification of content and the ability to lead informal conversations – make it a powerful tool to use in a professional context (Osterreider, 2013).

Extent of LPA’s Utilization of MCCIs based on Groupings by Newspaper and Office Position

This sub-section brings to fore the extent of LPA’s utilization of MCCIs based on groupings by newspaper and office positions, recording an overall mean of 3.07 (ME) for those at the higher echelon and 3.65 (GE) for their counterparts at the lower echelons of the LGU. When further scrutinized, items 1 and 2 obtained the highest mean score of 3.39 (ME) from the responses of LPAs holding high positions. Meanwhile, respondents holding lower office positions got the highest mean of 4.08 (GE) in item number 1, which reads, “Reads local newspapers to get news and information.” The high credibility of newspapers are sources of news and information is most probably the reason for the dependence of LPAs on the said medium.

A newspaper’s higher level of credibility is attributed to the discipline of fact checking, along with long-established media standards and practices (Edelman Trust Barometer, 2018). For the first category of respondents, item number 6, “Prefers to announce and relay important projects and programs through local dailies”, obtained the lowest mean score of 2.90, interpreted as “moderate extent” of utilization, while item number 3, “Communicates to constituents through articles, community news published in local dailies”, obtained the lowest mean score of 3.23, interpreted as “moderate extent” of utilization based on the responses given by low-ranking public administrators.

A Comparative Analysis on LPA’s Level of Preference in MCCIs in terms of Social Media and Selected Variables

This sub-section tackles the results of the comparative analysis on the level of LPA’s preference in MCCIs based on groupings by social media and those six oft-repeated selected variables. As shown on the last column, no significant difference was observed based on variable groupings by sex, civil status, education, and office positions; hence, the null hypotheses are accepted. On the contrary, a significant difference was found when respondents were grouped by age and length of service, resulting in the rejection of the null hypotheses.

A Comparative Analysis on LPA’s Level of Preference in MCCIs in terms of TV/Radio and Selected Variables

This sub-section now brings the discussion on the comparative analysis on the level of LPA’s preference in MCCIs based on groupings by TV/radio and those six oft-repeated selected variables. As shown on the last column, no significant difference was observed based on variable groupings by age, sex, civil status, education, and office positions; hence, the null hypotheses are accepted. On the contrary, a significant difference was found when respondents were grouped by length of service, resulting in the rejection of the null hypotheses.

In the Philippines, not exactly, according to data gathered by global media intelligence firm Kantar Media through its Media Habits Survey. The survey found that while Filipinos “are increasingly embracing the digital wave, as internet coverage improves and mobile access becomes more affordable,” TV remains king in most households, radio patronage is still “stable,” and newspapers are still viewed as a credible

source of information. The extensive survey conducted in 2016 in both rural and urban Philippines, with a respondent base of 10,000 individuals, revealed that since 2014, daily TV viewership has risen from around 91 percent to almost 97 percent of the total population, with most people watching during prime time from 8 to 10 p.m. When it comes to radio, the survey found that “listening figures remained stable in 2016 with an average of three out of 10 consumers tuning in on a daily basis.” Most tuned in between the hours of 5 and 10 a.m., when daily morning newscasts are usually aired (Kantar Media, 2016).

A Comparative Analysis on LPA’s Level of Preference in MCCIs in terms of Newspaper and Selected Variables

This sub-section discusses the results of the comparative analysis on the level of LPA’s preference in MCCIs based on groupings by newspaper and those six oft-repeated selected variables. As shown on the last column, no significant difference was observed based on five variable groupings by age, sex, civil status, education, and office positions; hence, the null hypotheses are accepted. In contrast, and similar to Table 46, a significant difference was found when respondents were grouped by age and length of service, resulting in the rejection of the null hypotheses.

A Comparative Analysis on LPA’s Extent of Utilization of MCCIs in terms of Social Media and Selected Variables

This sub-section now tackles the results of the comparative analysis on the level of LPA’s preference in MCCIs based on groupings by social media and those six oft-repeated selected variables. As shown on the last column, no significant difference was observed based on four variable groupings by sex, civil status, education, and office positions, resulting in the acceptance of the null hypotheses. In contrast, a significant difference was found when respondents were grouped by age and length of service, resulting in the rejection of the null hypotheses. The results imply that younger public administrators were more active users of social media, specifically Facebook while there could be resistance on the part of older LPAs when it comes to use of modern technology.

A Comparative Analysis on LPA’s Extent of Utilization of MCCIs in terms of TV/Radio and Selected Variables

This sub-section brings the spotlight on the analysis of the level of LPA’s preference in MCCIs based on groupings by TV/radio and those six oft-repeated selected variables. As shown on the last column, no significant difference was observed based on five variable groupings by age, sex, civil status, education, and office positions; hence, the null hypotheses are accepted. In contrast, and similar to Table 46, a significant difference was found when respondents were grouped by length of service, resulting in the rejection of the null hypotheses.

A Comparative Analysis on LPA’s Extent of Utilization of MCCIs in terms of Newspaper and Selected Variables

This sub-section briefly discusses the analysis made on the level of LPA’s preference in MCCIs based on groupings by newspaper and those six oft-repeated selected variables. As shown on the last column, no significant difference was observed based on four variable groupings by age, sex, civil status, and educational attainment; hence, the null hypotheses are accepted. In contrast, a significant difference was found when respondents were grouped by length of service and office positions, resulting in the rejection of the null hypotheses.

The Relationship between LPA’s Level of Preferences and Extent of Utilization of MCCIs

Finally, this sub-section brings the discussion on the correlation between LPA’s level of preferences and extent of utilization of media channels as communication instruments both as receiver or transmitter of information. The computed Rho was 0.874 with a p-value of 0.000, interpreted as "significant," implying that the preference of media channels of LPAs was a key factor in their utilization of certain media channels relative to their duties as public administrators. Their preference led to the use of a specific medium so that

their goals will be achieved. It implies that whatever was on top of respondent's mind, was the medium that he or she was most likely use to fulfill a task.

This finding can be linked to the Uses and Gratifications Theory of Mass Communication Research. The said theory, says McQuail (1987), is founded on the basic assumptions that some audience of a given medium of communication select among the various items of the content which they want. The reason for media usage, as Katz et al. (1974) indicated, can be found in social and psychological circumstances that pose a problem for which eventual media uses result in their solution. The uses of the gratification perspective in communication research are out of the realization that the audience of mass communication is not a passive recipient of its contents Blumber (1979). The approach argues that the audience, rather than being passive, is active, possessing particular needs and knowingly selecting communications channels and messages most likely to fulfill their needs (Lometh, Reeves, & Bybee, 1979).

Conclusion

Public sector organizations are moving toward the concept of open governments, making use of modern information and communication technology to better their operations and service to the public at the same time through transparency and responsiveness. Social media are platforms on which governments and constituents can interact directly; a clear paradigm shift from the traditional methods of interacting with customers as more than one customer can be reached easily and cheaply as well with just a click of the button. Governments benefit from the use of new communication an engagement channels because using it improves the effectiveness of public service delivery, generates information and data and helps build trust-based relationships that help restore confidence in local government. But many organizations within the public sector have not modified their operations to include the use of social media platforms or researched the impact of how such phenomena can be beneficial to developing trust, engagement, and a credible reputation as revealed in the results of the study showing how age influences preference and utilization of respondents of social media in relation to public service. Only younger public administrators were keen on using social media in order to serve constituents better. Respondents who have been in public service for a long time still prefer traditional media, revealing that their the length of service of respondents influenced also both their preference and utilization of media channels. The lack of technical skill in social media usage is among the possible reason why respondents were not maximizing the utilization of said channels in their jobs. However, it is also possible that the local government has not fully adopted the said innovation that is social media, even if it is not blind to the fact that the most modern technology can help local governments become more transparent and responsive to constituents. In conclusion, there is a need to revisit local governments' communication strategies with regard to the use of media to ensure its relevance and effectiveness. It is imperative for LPAs to learn and relearn the many ways media can be helpful to public administration. Resources, motivation, determination and necessity are among factors that influence the decision of an individual or organization to adopt new media technologies. In this digital age, eople use a certain technology to socialize, reach target audiences, obtain feedback and send important files or letters to others, thereby, revolutionizing the communication process. This emphasizes the challenge for governments' communication strategies and data gathering procedures to evolve, along with technology. Local governments and those serving the public must be adaptable and ready to embrace features of both the conventional and new media that, when maximized, can help bring government closer to people and make government understand the people, to serve them better.

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Researcher's Biodata

Yasmin Pascual-Dormido is a Senior Reporter of ABS-CBN Bacolod and a part-time Faculty Member of the Mass Communication Department of the University of Negros Occidental-Recoletos. She is a Bachelor of Science in Mass Communication graduate of the said university and is also a Master in Public Administration degree holder. Her research interests include communication technology's impact on local governance and how people interact in communities and digital media and its effects on mainstream media.