Online Word of Mouth as A Channel of Communication in Eulogio "Amang" Rodriguez Institute of Science And Technology (Earist)

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Abstract
Leveraging online word of mouth in schools can enhance communication, collaboration, and community building among students, faculty, parents, and other stakeholders, contributing to a more positive and engaging learning environment. Online word of mouth serves as a dynamic and influential communication channel in the digital landscape, offering reach, immediacy, interactivity, and persuasive power. By understanding its characteristics and leveraging its potential, individuals and organizations can effectively communicate, engage with their audience, and achieve their communication objectives in the digital era.

In this study sentiment, volume, source credibility, content characteristics, engagement, platform and timing influenced the dynamics, impact, and outcomes of using online word of mouth of Eulogio "Amang' Rodriguez Institute of Science and Technology (EARIST) students, faculty, parents, and other stakeholders as a channel in communication.

Introduction

Online word of mouth in schools plays a significant role in shaping the educational experience, fostering community engagement, and facilitating communication and collaboration among stakeholders. Schools can leverage online word of mouth to enhance transparency, build trust, and strengthen relationships within the school community. Studies have shown that online word of mouth facilitates rapid communication, allowing for real-time sharing of information and updates, contributing to timely discussions and reactions (Zhang et al., 2021).

With the increasing use of technology in education, many schools utilize online learning platforms or learning management systems (LMS) to deliver course materials, assignments, and assessments. Students and teachers can communicate, collaborate, and share resources within these platforms, fostering online word of mouth related to coursework and academic activities.

Students, teachers, and school administrators use social media platforms such as Facebook, Twitter, Instagram, and TikTok to share updates, announcements, achievements, and events within the school community. These platforms facilitate real-time communication and engagement among members of the school community. (Lianlian Song and Guangzhi Zheng 2018) This study explores the role of social media platforms in facilitating online word-of-mouth communication and its effects on consumer behavior.

Eulogio "Amang Rodriguez Institute of Science and Technology (EARIST) used online word of mouth as channels such as email newsletters, school websites, and social media platforms to communicate important announcements, updates, and events to students, parents, and staff. This includes information about school closures, upcoming activities, changes in schedules, and academic achievements, facilitates communication between parents and teachers, allowing them to stay informed about their child's academic progress, behavior, and school-related activities. (Nienke Hoogveld and Wouter Schenke 2018). discusses the use of online forums as a tool for communication, collaboration, and knowledge sharing in education and training programs.

This study examined the use of online word of mouth and determined the problems encountered in using it as a channel of communication of Eulogio "Amang Rodriguez Institute of Science and Technology (EARIST) students, faculty, parents, and other stakeholders.

Methodology

The provided excerpt outlines the methodology of a study conducted at the Eulogio "Amang" Rodriguez Institute of Science and Technology, involving 120 participants consisting of faculty and students from the College of Business and Public Administration. The study aims to investigate the use of online word of mouth as a channel of communication, as well as the problems encountered in its utilization. Here's an expounded analysis:

Respondents of the Study: The study population comprised 20 faculty members and 100 students from the College of Business and Public Administration. This division indicates a comprehensive approach to gathering perspectives from both academic staff and students, which can provide diverse insights into the research topic.

Research Instrument: The primary research instrument utilized was a researcher-made survey checklist. This instrument was meticulously developed through a thorough review of existing literature and studies. Additionally, it underwent multiple revisions to ensure its reliability and validity. The validation process involved scrutiny by experts in the field, enhancing the credibility of the survey questionnaire. The inclusion of various parts in the questionnaire, such as respondent profiles, usage of online word of mouth, and encountered problems, indicates a structured approach to data collection, allowing for a comprehensive analysis of the research objectives.

Statistical Tools Used: Percentage: Percentage calculation was employed to analyze the profile of the respondents. This method is useful for providing a clear overview of demographic characteristics, such as age, sex, and civil status. Weighted Mean: The weighted mean was utilized to determine the responses of the three groups of respondents (faculty, students, and possibly administrators or stakeholders) regarding each variable presented in the survey. This statistical tool helps in gauging the average sentiment or perception across different respondent groups. And Analysis of Variance (F-Test): The F-test, a statistical tool for comparing means, was used to evaluate significant differences in responses among different groups of respondents, such as administrators, employees, and stakeholders. This analysis allows for a nuanced understanding of variations in perspectives among distinct participant categories.

Results And Discussion

Summary of Results

1. On the use of Online Word of Mouth as a Channel in Communication in terms of sentiment, volume, source credibility, content characteristics, engagement, platform and timing.

The overall assessment in the online word of mouth with the grand mean of 4.51. All items rated as Strongly Agree, namely: sentiment with a composite weighted mean of 4.54 as rank 1; platform with a composite weighted mean of 4.53 as rank 2; timing with a composite weighted mean of 4.52 rank 3; engagement with a composite weighted mean of 4.51 rank 4; volume with a composite weighted mean of 4.50 rank 5; content characteristics with a composite weighted mean of 4.49 rank 6; and source credibility with a composite weighted mean of 4.38 rank 7.

The students, faculty, parents, and other stakeholders of the Eulogio "Amang Rodriguez Institute of Science and Technology assess and agree that sentiment, volume, source credibility, content characteristics, engagement, platform and timing influenced online word of mouth dynamics and impact. Mirela Ciolac and Octavian Ciolac (2020) mentioned that sentiments, or tone of online discussions, whether positive, negative, or neutral, can significantly affect how online word of mouth influences consumer perceptions and behaviors.

2. On the significant comparison The computed t-values are as follows: sentiment with 0.3497, platform with 0.1514, timing with 0.1515, engagement with 0.1514, volume with 0.1513, content characteristics with 0.2482 and source credibility with 0.2483 were lower than the critical value of 1.860 with 8 degree of freedom with 0.05 level of significance. Hence, there is no significant difference on the online word of mouth as assessed by faculty members and students. Hence, the hypothesis is accepted.

The students, faculty, parents, and other stakeholders assessment has no significant differences,

3. On the problems encountered in using word of mouth as a channel in communication in terms of Bias and Misinformation, Fake Reviews and Manipulation, Negative Feedback and Reputation Damage, Information Overload and Noise, Lack of Control and Monitoring, Privacy and Security Concerns, Legal and Regulatory Risks and Lack of Authenticity and Trust

The assessment in the problems encountered in using online word of mouth posited a Highly Evident with a grand mean of 4.49

Despite the evident benefits of online word of mouth, several challenges and problems have been identified by students, faculty, parents, and other stakeholders. These problems manifest in various ways, impacting the effectiveness and efficiency of communication within the institution. Qi Huang, Yuxiao Liu, Li An, and Junjie Wu (2021) mentioned that while online word of mouth offers numerous benefits for businesses and consumers alike, it also presents various challenges and risks that must be addressed to leverage its potential effectively. Businesses must be proactive in monitoring, managing, and responding to online conversations, while consumers should exercise critical thinking and caution when interpreting and acting upon online word of mouth content.

Conclusions And Recommendations

Conclusions

The students, faculty, parents, and other stakeholders of the Eulogio "Amang Rodriguez Institute of Science and Technology clearly utilized online word of mouth as a primary communication channel, a fact that was readily observed by both groups. The challenges associated with using online word of mouth for communication, as outlined by students, faculty, parents, and other stakeholders became apparent.

Recommendations

Eulogio "Amang" Rodriguez Institute of Science and Technology (EARIST) recognizes the importance and effectiveness of online word of mouth as a communication channel in the digital age. Given the significant role that online word of mouth plays in facilitating communication and engagement among students, faculty, parents, and other stakeholders, EARIST is committed to harnessing its potential to enhance communication within the institution.

By continuing to use online word of mouth as a channel in communication, EARIST can leverage various online platforms such as social media, forums, and review websites to disseminate information, share updates, and foster dialogue among members of the school community. Through online word of mouth, EARIST can effectively communicate important announcements, upcoming events, academic resources, and other relevant information to students, faculty, parents, and other stakeholders in a timely and accessible manner.

EARIST can strengthen its communication practices, foster a sense of community and belonging among its members, and effectively adapt to the evolving digital landscape of communication in education. By embracing online word of mouth as a valuable communication tool, EARIST can continue to enhance communication, collaboration, and engagement within the institution, ultimately contributing to its mission of providing quality education and empowering its students for success in the digital age.

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