

DECISIONS, ASPIRATIONS AND MEDIA PREFERENCES OF RURAL OUT-OF-SCHOOL YOUTH

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This study employed a survey to determine the decision patterns, aspirations and media preferences of 200 out-of-school youth (OSY) from five Philippine municipalities. The findings reveal that the decisions of the OSY are highly influenced by their parents. Age, sex and the education of the youth are associated with their decision patterns. Scores on the I-E scale show that the OSY are "externals." Education remains the most widely held aspiration of the OSY, and employment is desired primarily as the means to furthering their education. Sibling position is found to be unrelated to decisions and aspirations. In mass media, the radio and comics are the most frequently patronized forms, while the 'drama' is the most popular program format. Educational attainment is associated with media preferences. Programs or stories are listened to, viewed, or read if they are found to be 'entertaining,' express the OSY's own feelings and emotions, or have themes and characters that they can 'identify' with.

INTRODUCTION

It is estimated that 4.5 million Filipino youth between the ages of 7 to 21 are out of school annually. In addition, about 420,000 of the unemployed labor force are between 10 to 24 years of age. Given these figures, it is apparent that a large sector of our youth are disadvantaged in terms of both education and employment opportunities.

The Filipino out-of-school youth (OSY) have not dropped out voluntarily from formal education. By and large, they have failed to complete an elementary or secondary education because of poverty. The exigencies of life force the OSY to leave school, not only because their parents can no longer

afford to pay for their school expenses, but, more importantly, because their services are necessary as income earners for the family.

The typical Filipino OSY is not one who fritters his time away in idle truancy. Instead, the young boy may be found vending newspapers, cigarettes and candies in the city, or helping plow his father's field in the barrio. Similarly, the young girl spends her time babysitting younger sibs, helping in the housework while her parents are working, or is employed in various ways: as househelp, vendor, or store tender.

The Filipino OSY may, thus, be characterized as a large disadvantaged sector of Philippine society, usually 12 to 25 years, whose strivings for formal education have been frustrated by poverty, and who are forced to seek employment for their own sake and for the welfare of their families.

Over the past decade, government has been

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concerned with implementing remedial measures which provide the OSY additional skills that qualify them for employment. Hopefully, this will enable them to earn money for family necessities and for their future re-entry into the educational system.

Congruent to the social action programs earmarked for the OSY, there has been an upsurge of interest within the past decade in research studies that describe their personal, social and economic circumstances. The present report is a contribution to the benchmark studies on the Filipino out-of-school youth. It focuses on social and psychological factors that situate the OSY's roles and responsibilities within his family, and describe his responsiveness to mass media.

A. OBJECTIVES

In general, this study focuses on a description of the following factors:

1. Selected sociodemographic and psychological characteristics of the OSY;
2. Patterns of, and influences on, decision-making;
3. Goals and aspirations, and the behavior perceived instrumental to their attainment;
4. Mass media preferences and influences; and
5. Leisure activities.

Included as psychological factors are the OSY's sibling position, locus of control, nature of decisions and aspirations. From these patterns, the OSY's dual role as child and income earner in the family may be better understood in terms of both external influences and personal motives affecting behavior.

Descriptions of the rural OSY's mass media preferences and leisure activities are included to further elaborate on the social behavior of this group.

Given these concerns, the study has the following specific objectives:

- a. To determine the sociodemographic profile of the OSY in five municipalities: including the education and income levels attained by self and parent, work history, migration history, religion and family size;
- b. To depict the interplay between some of the above factors and psychological processes like aspirations and decision-making;
- c. To determine the influences of "significant others" on decision-making;
- d. To describe mass media preferences, and the extent to which these are related to sociodemographic factors;
- e. To determine the leisure activities of the OSY; and
- f. To delineate similarities or differences on these characteristics among youth of different municipalities.

B. HYPOTHESIS

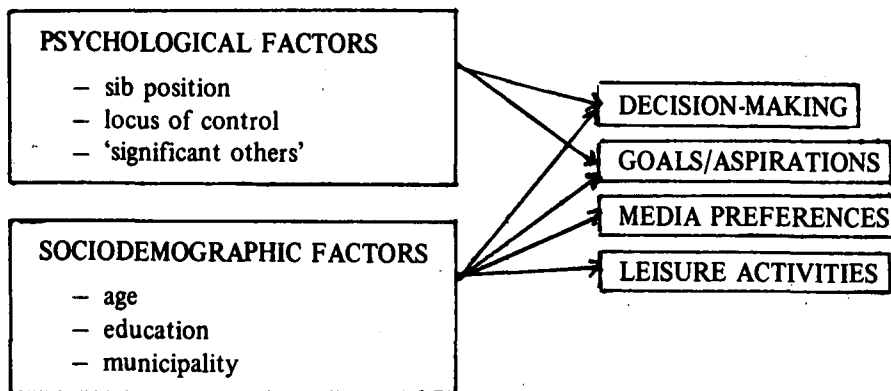
Hypotheses are made on some aspects of the investigation. These predictions are largely based on existing literature about the OSY. No hypotheses are made on relationships between factors for which no studies could be found, although they are presented in the results.

1. Decisions of the OSY are influenced by their reference groups, including their parents, elder siblings and significant peers.
2. The desire to continue formal education is a widely-held aspiration of the OSY, regardless of area and organizational affiliation.
3. Aspirations for education will be related to the OSY parents' own educational attainments, the OSY's own achieved level of schooling, and his degree of involvement in nonformal training programs for the youth.
4. Employment is a goal of the OSY and will be perceived as instrumental to the furtherance of education.

5. Decisions frequently made by the OSY will be those instrumental to goal attainment.
6. The locus of control on the OSY's behavior will be largely external rather than internal and hinges on the influence of their 'significant others.'
7. Age and sex factors will relate to mass media preferences.
8. Media preferences will reflect entertainment-seeking rather than information gathering among OSY.

C. CONCEPTUAL FRAMEWORK

The social psychological factors which are investigated in this study have been demonstrated in earlier researches to be related to both psychological and sociodemographic variables. The variables may be depicted to have the following predicted relationships:



REVIEW OF LITERATURE: SELECTED INVESTIGATIONS ON THE OSY

A. SOCIODEMOGRAPHIC CHARACTERISTICS

The great concern presently being demonstrated for out-of-school youth by agencies of government may be traced to two factors: one, the large proportion of the youth population in rural areas that have left school and remain unemployed or underemployed; second, the potential social problems that such a situation presents, especially the dangers of delinquency, drug addiction, and more widespread poverty.

The OSY as a target of development programs includes that portion of the national population between 12 to 25 years of age, and who are neither employed nor regularly enrolled in vocational or formal schools

(*Report... Nat'l. Seminar-Workshop on OSY Dev.*, 1975). Other investigators describe this sector as coming from families with an average size of five children and a mean income of approximately P1,150.00 (Escomes, L., 1974; Raffaele, V., 1971; Jamias, E., 1966).

The OSY themselves are usually able to reach only the sixth grade level, an attainment not much higher than that of their parents who average 5 years of elementary schooling (Escomes, L., 1974). A low profile of OSY participation in the labor force is evident (Raffaele, V., 1971). In fact, Escomes (1974) reports that less than twenty percent of them have definite sources of income.

More than 65% of the nation's OSY are to be found in rural areas (Raffaele, V., 1971). Those who seek employment largely find farming jobs for themselves. Generally, there

is a tendency for the occupational interests of the OSY to parallel those undertaken by their own parents (Nguyen, T.V.H., 1974). Flores (1972) reports that the OSY usually do farm work, housework (either in their families or as domestic helpers), and other nonfarm jobs.

B. VALUES AND ASPIRATIONS

The most common value found to be held by the Filipino OSY is that of formal education (Jamias, E., 1966; Nguyen, T.N., 1975; *Report . . . for the National Workshop on OSY Development*, 1975). This desire is seen to be linked to an aspiration for social mobility, where education is perceived to be the key to enjoying better standards of living (Shahi, M., 1975).

Factors which are seemingly related to this value-orientation include the educational attainment of the OSY, the range and variety of their involvements and relationships in the community, and the actual income levels of their families (Shahi, M., 1975; Nguyen, T.N., 1975). Thus, OSY with relatively higher levels of education aspire to return to school more than do those with limited education. The more involved the OSY are with community projects and self-help training programs, the more frequently is formal education expressed to be a value. Finally, OSY belonging to families with relatively higher earnings aspire more to further their education than OSY of truly impoverished families.

Another expression of the OSY's aspiration for greater upward social mobility lies in their desire to find steady employment (*Report . . . 1975*; Estrada, 1974). The kind of employments aspired for are professional white-collared jobs, and are largely related to their parents' own occupational aspirations for them (Nguyen, T.N., 1975).

Despite these aspirations, we find that the OSY are content with employment that would give them no more than an average monthly income of P500.00. This indicates that the

youth and their families enjoy much lower actual incomes. (Nguyen, 1975; Jamias, E., 1966).

Many researchers have interpreted these aspirations of the OSY to be based on a realistic grasp of their social conditions and environmental opportunities (*Report . . . 1975*; Nguyen, T.N., 1975; Smith, T., 1974). Thus, their goals are not completely outside of their reach, so long as the social forces around them prove to be supportive. Smith (1974) adds that the OSY's value-orientation towards education results from their perception of it as an obligation, apart from being recognized as the avenue for attaining social mobility. Exposure to print media and nonformal training courses also influence this value.

C. INFLUENCES ON ADOLESCENT BEHAVIOR

Every individual who grows and lives in society learns the various practices, norms and expectations of his social group. Such a process is known as socialization, and it is an integral aspect of human development (Elkin and Handel, 1972). From infancy, the individual learns about his social surroundings. Depending on cultural practices, the first persons responsible for early socialization are the parents (particularly the mother), other siblings, relatives or domestic helpers (like the 'yaya').

As the child matures and is able to move around by himself, he interacts with other persons belonging to different families and institutions. Thus, peers, playmates, classmates, teachers and representatives of other social groups with whom the child comes into contact contribute to the furtherance of his socialization (Jersild, A., 1961). All these influences, and more, remain during adolescence. In the modern world, mass media assumes significance as a socializing agent for the youth (Elkin and Handel, 1972).

The various agents who contribute to an individual's socialization become the 'role models' of a child. When a child tends to pattern his behaviors and aspirations after particular persons, these individuals become his 'significant others.' Role models become significant, especially when they present themselves to the child "with authority to state rules and to enforce them with positive and negative sanctions."¹ Gradually, through this process of interaction, the child (and later the youth) forms distinct patterns of behavior that become his "self," his personality. Socialization, then, does not merely mean modelling, but the internalization of values and norms which are authoritatively presented by significant others.

In this way, socialization continues throughout life. For so long as a person moves within different social milieu, he continues to imbibe new influences which may strengthen or remold his 'self.'

D. DECISION-MAKING PATTERNS AND INFLUENCES

The parents of OSY, as in the case of in-school youth, exercise tremendous influences on the plans of their children by virtue of their role in the socialization process. It is reported that the occupational and employment preferences of the youth run parallel to those of their parents. Secondly, the possibility that an OSY returns to school is also influenced by his parents' attitudes towards school and the youth's extracurricular activities, their demands for assistance in household chores and their attempts to find jobs for their children. Thirdly, the participation of OSY in skills training and other nonformal courses rests on the acceptance and endorsement by their parents of such undertakings (Nguyen, T.N., 1975).

However, incorporated in this pattern of influence, Jamias (1966) avers that the families of OSY lack adequate problem-solving capacities, so that they are unable to effectively mobilize their own and the community's resources in order to meet their needs and to improve their situations. This limitation is attributed to the observed vagueness and diversity of the planned solutions to problems in these families. The added fact that the problems encountered by the parents in their youth parallel those presently faced by their children suggest the prevalence and continuing irresolution of these situations.

The problems about which decisions may have to be made generally relate to the OSY's employment, his educational insufficiency, health, housing, psychological, social and cultural needs (Buhain, A., 1971). In solving these problems, the OSY is generally observed to be mature and realistic (*Report . . . 1975*). Relatives — including aunts, uncles and cousins — are among their 'significant others,' and are persons who may influence the OSY's decisions (Jamias, E., 1966).

E. THE LOCUS OF CONTROL ON BEHAVIOR (Internal vs. External Control)

Julian Rotter developed a social learning model which plots out the relationship between decision-making behavior and particular personality variables (Hamsher, Geller and Rotter, 1968). In this conceptualization, choice behavior is linked with the individual's habitual expectancy of the source of reinforcement.

As a result of repeated decisions in similar situations, according to Rotter, an individual builds up a 'generalized expectancy' of the relationship between his behavior and their consequences (either rewarding or punishing results). Essentially, the source of reinforcement for behavior may be generally perceived by a person to stem from either of

¹Elkin and Handel, *The Child and Society: the Process of Socialization*. (2nd edition). N.Y. Random House, 1972.

two sources: a) his actions, or b) forces such as luck, chance, fate or other powerful figures in his life. Individuals who perceive consequences to be rooted in themselves are characterized as persons with 'internal' loci of control; the other type are individuals with 'external' loci of control for their behavior.

As such, Internals see that their own actions determine their lives and become more attentive to aspects of their environment which are personally relevant and potentially useful. They tend to be more oriented towards taking social-action and become more involved in situations that call upon their skills rather than chance factors (Gore and Rotter, 1963). Such persons have also been found to be more resistant to attitude changes.

The Externals are characterized by inverse patterns of reactions. Hence, they may attend more to environmental factors which they perceive to affect their own actions, are more prone to take risks in some situations and are less able to commit themselves to social action-taking decisions (Gore and Rotter, 1963).

The rural Filipino OSY are expected to be more 'external' than 'internal' in their loci of control. This is in consideration of locally reported findings which point out an almost consistent pattern of strong influences on the OSY's behavior exercised by parents and other authoritative relatives.

F. MASS MEDIA PREFERENCES AND INFLUENCE ON ADOLESCENTS

Two researches show that male OSY prefer sports activities to media patronage, whereas female OSY favor the reading of comics and magazines to other more active pursuits (Escomes, L., 1974; Jamias, E., 1966). The Jamias study states further that males prefer movies over all the other types of media.

Other media studies which are reviewed

here do not refer to the preference of OSY alone, but of adolescents in general. One important observation obtained from these investigations is that media does not fundamentally change the attitudes, outlooks, knowledge and values of children (James, D.L., 1971). However, listenership may increase during adolescence because of popular music programs. Girls spend more time with radio than do boys (Hileman, D., 1953), although sex differences are not as obvious as preferences in relation to the age of the youth. James (1971) found that TV and radio are preferred by younger adolescents than by older ones.

Magazine readership increases with the age of children. It may also be affected by the income of families and parental education (James D., 1971). Peak preference for magazines is usually observed among youth in college.

Except for the comics section, which is read even by young children, newspapers are preferred later than either radio, TV or magazines. When read, newspapers are used principally for information-gathering than for entertainment (James, D., 1971).

Wade (1966) observed that media preferences are less stereotypic among creative children. These youth expose themselves to diverse forms of mass media and tend to prefer print media to visuals (especially TV). Their program preferences from day to day are largely unplanned. However, their habitual 'likes' may be considered in reference to the preferences of their friends and families -- their 'significant others.' Hileman (1953) also states that for radio and TV, it is programs rather than stations/channels that determine patronage.

G. OTHER CHARACTERISTICS OF THE YOUTH

The following are some other interesting findings in studies of the OSY:

1. The OSY are mature and serious, not much different from their in-school counterparts (*Report . . . 1975*).
2. The OSY fear sickness, death, poverty and unemployment. They may also worry about both personal and national affairs (*Report . . . 1975*).
3. Job-seeking is generally left to chance by the OSY. Consequently, employment is usually confined to their immediate areas of residence (Raffaele, V., 1971).
4. Training needs of the OSY may be affected by the sex of the target recipient (Escomes, 1974). This is especially true for skills training programs.

METHODOLOGY OF THE STUDY

The profile of the OSY in the study was obtained in two ways: through a *survey* of youth in five municipalities, and through *case studies* of ten OSY. Essentially, the case studies were undertaken to obtain depth reports on some of the variables in the survey. The present report, however, focuses on the survey results.

A. VARIABLES: DEFINITIONS AND INDICATORS

1. *Sociodemographic factors* refer to population characteristics possessed by the OSY and include the following: sex, civil status, age, religion, dialect spoken, educational attainment, place of birth, membership in organizations, job history and migration history, family and household sizes.
2. *Social-psychological factors* include the OSY's sibling position, locus of control, significant reference groups or persons, decision making 'styles,' goals, aspirations and value orientations.
 - a. Locus of control on behavior is taken to mean the extent to which the self is able to make decisions and perceive social reality in terms of internalized

norms. An internally-oriented individual would, therefore, be one who acts on these internalized values while an externally-oriented one behaves largely in terms of the overt influences of reference groups (Rotter, J., 1965).

- b. Reference groups and significant others would include those groups in society to whom the youth may either belong or whose values and norms influence his own behavior. Foremost among these would be parents, elder siblings, close relatives and intimate peers.
3. *Mass media factors* include preferences for different media forms and program formats, and time spent in attending to these programs or media types.
 - a. Preferences for media forms include expressed liking for or time spent in patronizing any of the media forms available in communities, like the radio, TV and cinema (audiovisual forms), comics, magazines, and newspapers (print forms).

B. SAMPLING DESIGN

The respondents in the survey were out-of-school youth coming from 5 different municipalities all over the country. The urban-rural ratio in these selected towns ranged from 14.7% to 16.5%, according to the 1970 Census Data (NCSO, 1970).

The distribution of the OSY samples in terms of organization affiliation and municipal residence is shown in Table 1.

C. DATA COLLECTION PROCEDURES

The survey was conducted among OSY previously sampled in a tandem study on the post-training effects of an OSY training program under the MSSD. The interviews were conducted in 1977, usually before or after the pretraining questionnaires on the MSSD program were administered.

Table 1. *Distribution of the OSY Survey Respondents in Five Municipalities*

<i>Areas</i>	<i>Pag-asa Youth Movement</i>	<i>Kabataang Barangay</i>	<i>Total</i>
Sta. Lucia, Ilocos Sur	23	20	43
Buguey, Cagayan	20	20	40
Mambusao, Capiz	20	20	40
San Juan, Leyte	19	17	36
Lopez Jaena, Misamis Occidental	21	20	41
Total	103	97	200

All interviews were done in the languages of the municipalities. The interview schedule and case study guideline were translated into Ilocano, Cebuano, Waray and Hiligaynon.

D. PLAN OF ANALYSIS

The present study sought to obtain descriptive information about the rural OSY's social psychological make-up. As such, simple frequency distribution tables were employed to describe univariate results. Modes and medians depicted central tendencies while chi-square tests were used to test bivariate associations, at the probability level of $\alpha = 0.05$.

SOCIO-DEMOGRAPHIC PROFILE OF THE OSY: FIVE MUNICIPALITIES

A. THE "SELF"

Of the 200 OSY respondents, 64% were males and only 36% were females. Since these youth were systematically sampled from lists of members in either the Pag-asa Youth Movement (PYM) or the Kabataang Barangay (KB), the proportion indicates that a majority of the youth in these organizations who were not in school at the time of the interview were males. This was more so in the municipalities of Lopez Jaena and Sta. Lucia.

In terms of age, 55% of the OSY in the two organizations were between 16 to 19 years and 28.5% were between 20 to 23 years. Only 10.5% were younger (between 12 to 15 years) and 6% were 24 years and older.

By municipalities, the following age patterns emerged:

- none of the respondents from Sta. Lucia, Ilocos Sur were between 12-15 years of age; 56% were 16-19 years and the rest were no longer adolescents;
- Seventy percent of the Buguey youth (Cagayan) and 72.2% of the San Juan, Leyte OSY were older adolescents between 16 to 19 years;
- Fifty-five percent of the Mambusao, Capiz groups were between 12 to 19 years and 45% were 20 years or older;
- The Lopez Jaena, Misamis Occ. youth were almost equally divided in terms of being adolescents or non-adolescents: 52.9% were between 12-19 years and 46.3% were post-teeners.

These findings reveal that the OSY in the sampled groups tend to be late adolescents and young adults. Younger adolescents were mostly found among the OSY in Capiz and Misamis Occidental. It could mean that school

dropouts more often occur in late adolescence, especially in the Luzon provinces.

Only 9 of 200 interviewees were *married*. Five of them had 1 child, one had 2 children, and 2 had no offsprings at the time of the study.

The modal level of *education* reached by the OSY sample was elementary schooling: 27% completed the elementary school while 30% had only gone through the intermediate grades. 16.5% had completed some years of high school, and only 22% of the sample OSY were high school graduates. In the five municipalities, the OSY from Mambusao and San Juan had the most limited levels of education. The majority in these towns completed only the elementary grades, a handful completed high school and none at all reached the collegiate level. The youth from Lopez Jaena were a little better off in their education – the modal attainment was high school. The groups with the highest levels of schooling came from Sta. Lucia and Buguey. A great majority of the youth in these 2 areas completed either their elementary or high school education. A handful were fortunate enough to go into college, but failed to complete tertiary education.

About half of the interviewees were *employed*. Of this number (107 OSY), 50% were working within their respective municipalities. The predominant occupation was agricultural – as farmers, fishermen, loggers, and the like (42.5%). Only a small percentage were employed as sales and service workers, or as craftsmen, production and blue collared laborers (10.5% in all).

Among the municipalities, the youth of Sta. Lucia and Mambusao were the most fortunate: 69.8% and 62.5% respectively claimed to be employed. More OSY from Buguey, San Juan and Lopez Jaena stated being out-of-work at the time of the interviews.

The OSY sample was equally divided in

terms of having had previous employments. Of those with previous work histories, the place of employment had been both within their residential areas (95.2%) and outside of it (4.8%). Nonetheless, both previous and present occupations were largely agricultural in nature.

Only a minority of the OSY were migrants to the areas wherein they resided at the time of the study. Eighty-six percent claimed they had always resided in these towns and 79% had been born within the locality. Of those who had resided elsewhere, 22% came from Metro Manila.

B. THE FAMILY

Eighty-four percent and 93.5% of the OSY had fathers and mothers, respectively, who were still alive. The modal ages of both parents were between 46 to 50 years, with a range of 31 to 75 years.

Like their children, the average educational attainment of the parents was elementary schooling: 21.5% of the fathers and 23.5% of the mothers had graduated from the elementary grades while 24% and 30%, respectively, had entered the intermediate grades. In addition, about 5% of either parent, had not gone to school at all. More of the OSY themselves, however, had finished high school (22%) in comparison to their parents (7%).

In terms of employment, we find that 58% of the OSY's fathers were agricultural workers: as farmers, fishermen and the like. On the other hand, 51% of the mothers were plain housewives, with only 28.5% reportedly working in agriculture. The other most frequently reported occupations of the OSY's fathers were as craftsmen or production laborers.

A majority of the OSY's families were Catholics (86%) followed by Iglesia ni Kristo adherents (6.5%), and Aglipayans (4.5%). Other religious affiliations made up only a

small minority.

In 81% of the cases reported, the OSY were living with their immediate families. Only 17.5% claimed that they had extended members of the family in the same household. The modal number of male or female siblings in the families of the respondents was three. Combined, the average family size was six.

SIBLING POSITION OF THE OSY

The sibling positions of the OSY were determined in an attempt to discover possible relationship between this factor and other psychological variables. The literature on child psychology is replete with observations that personality patterns vary between eldest children, middle or youngest sibs (Jersild, A., 1961). The study attempted to draw out possible relations between this factor and the OSY's decision-making patterns, goals and aspirations.

The majority of the interviewees were either the oldest or the second sibs in their families (43%). Fifteen percent were the youngest children and the rest were middle children. When the distribution is examined by respondent groups, we note that the modal

position of the OSY is as middle children, i.e., the third, fourth or younger sibling.

Cross tabulations between sibling position and other sociopsychological variables did not yield many significant results. These trends will be presented in succeeding sections.

LOCUS OF CONTROL (INTERNAL VS. EXTERNAL CONTROL)

The criterion for distinguishing between 'internals' and 'externals' in this study was based on the actual range of obtained scores on the Rotter scale. Empirically, the scores varied from 5 to 17 points. Hence, the midpoint of the distribution is 8.5. We will therefore label as 'internals' those individuals whose scores were 8 or less, and as 'externals' the individuals with scores of 9 or higher.

Using this criterion, it may be concluded that the overall mean and median scores obtained by the OSY is in the direction of external control (10.79 and 11, respectively). The average OSY may, thus, be characterized as being Externals, that is to say, their actions are highly contingent on factors in the environment rather than in themselves (Table 2).

Table 2. *Breakdown of OSY's External-Internal (Rotter) Scores per Municipality*

	<i>Over-all Scores</i>	<i>Sta. Lucia</i>	<i>Buguey</i>	<i>Mambusao</i>	<i>San Juan</i>	<i>Lopez Jaena</i>
Mean	10.79	11.26	10.7	11.58	10.14	10.2
Median	11	11	11	11	10	11
Range	5-17	8-17	7-14	7-15	5-15	5-15

No differences in the locus of control is observed when the data is viewed in relation to locality, sex, educational attainment and other sociodemographic factors.

The finding supports the hypothesis that

the rural OSY behaves with external than internal controls over their actions. The manner by which this characterization affects other aspects of their psychological dynamics will be depicted in succeeding sections.

DECISION-MAKING:
PATTERNS AND INFLUENCES

A. THE DECISION-MAKERS

Seventy-six percent of the OSY stated that their fathers' decisions were usually carried out by the rest of the family. While no

differences in this distribution became apparent across respondent groups, by sex and education, differences across areas and age groups emerged: the father was most often reported to have the final say in Sta. Lucia (90.7%). In addition, more of the older adolescents said this was so (Tables 3 & 4).

Table 3. *Decision-Makers in the Family (By Municipality)*

Areas	Father*	Mother**	Elder Siblings	Relatives	Total
Sta. Lucia	39 (90.7%)	25 (58.1%)	0	2 (4.7%)	66
Buguey	30 (75.0%)	33 (82.5%)	10 (25.0%)	6 (15.0%)	79
Mambusao	27 (67.5%)	21 (52.5%)	3 (7.5%)	1 (2.5%)	52
San Juan	30 (83.3%)	30 (83.3%)	13 (36.1%)	2 (5.6%)	75
Lopez Jaena	26 (63.4%)	17 (41.5%)	1 (2.4%)	2 (4.9%)	46
Total	152 (76%)	126 (63%)	27 (13.5%)	13 (6.5%)	318

* $X^2 = 11.32071$, 4 df, $p = 0.0232$

** $X^2 = 23.39624$, 4 df, $p = 0.0001$

Table 4. *Decision-Makers in the Family Identified by Different Age Groups*

Age	Father*	Mother**	Elder Siblings	Relatives	Total
12 - 15	15 (71.4%)	16 (76.2%)	5 (23.8%)	2 (9.5%)	38
16 - 19	92 (83.6%)	74 (67.3%)	16 (14.5%)	7 (6.4%)	189
20 above	45 (65.2%)	36 (52.2%)	6 (8.7%)	4 (5.8%)	91
Total	152	126	27	13	318

* $X^2 = 8.15552$, 2 df, $p = 0.0169$

** $X^2 = 5.89834$, 2 df, $p = 0.0524$

The second most dominant decision-maker was the mother (63%). This was reported more often by the youth from Buguey and San Juan and by the younger adolescents. It was also found that middle siblings relied on their mother's decisions more than either the older or youngest ones ($X^2 = 16.30$). Other parties named as decision-makers were elder

sibs (13.5%) and other relatives (6.5%).

These results indicate that the nuclear family assumes much of the responsibility for working out plans and solutions. This is despite the presence, in some instances, of older members of the extended family in the same household.

The father and mother were reported to have the final say on matters pertaining to education ($X^2 = 6.79$ & $X^2 = 8.01$, respectively). Elder sibs (particularly older brothers) were often involved in making decisions regarding the OSY's activities with his peer ($X^2 = 7.56$). The reliance of younger children on their older siblings for decision-making was also indicated by the findings, and more of the youngest siblings stated that their "kuya" made the final decisions for them.

B. TYPES OF DECISIONS

In relation to the personal concerns of the OSY, parents and other family decision-makers frequently took a hand in making decisions about their work and their leisure activities. In relation to the family as a whole, these decision-makers largely took responsibility for working out solutions to family problems (Table 5).

The types of usual decisions made by OSY varied across municipalities. In Buguey, there

Table 5. *Decisions of OSY over which Family has Final Say*

<i>Types of Decisions</i>	<i>Frequency</i>	<i>(Percentage)</i>
Personal:		
Peer groups	40	(20 %)
Schooling	72	(36 %)
Work	75	(37.5%)
Courtship	25	(12.5%)
Leisure activities	75	(37.5%)
Character	6	(3 %)
Future	1	(0.5%)
Family:		
Siblings	68	(34 %)
Family Affairs	99	(49.5%)
Family problems	116	(58 %)
Family needs	6	(3 %)
Total	583	

were significantly more decisions regarding the OSY's peer groups, ($X^2 = 9.90$) his studies ($X^2 = 18.82$) and his job ($X^2 = 31.25$). Decisions concerning leisure activities, on the other hand, were frequently undertaken in Mambusao ($X^2 = 29.39$). The choices for action in Lopez Jaena centered on family affairs: about the task of siblings, family management and family problems.

A difference also appeared in relation to who made decisions for either boys or girls. Many more decisions were reportedly made by

others in the family when it concerned the leisure activities of girls (47.2%) than of boys (32.3%). ($X^2 = 3.75$). In the same way, more of the leisure activities of younger OSY were regulated by parents ($X^2 = 12.94$).

Interestingly, decisions made by parents on the education of their offsprings were most often reported by the 16 to 19 age group, rather than by the younger OSY. Others were also more often perceived to decide the education of OSY who had completed high school or gone to college ($X^2 = 20.87$).

The educational attainment of either parent was found to be significantly related to certain types of decisions:

1. Fathers who made decisions about the education of their children had often finished high school or gone to college ($X^2 = 20.87$).
2. The group which least interfered with the OSY's choices for spending his leisure time included fathers and mothers who had only completed elementary school ($X^2 = 7.97$).

The significant role played by other individuals regarding the OSY's plans for education and even leisure supports the viewpoint that, since the OSY are 'external' in their locus of control, their choice behavior will be largely dependent on decisions made by significant others. As predicted from previous studies, parents (as the primary socialization agents) exercised the most predominant influences over the OSY's behavior. For certain kinds of decisions, the education attained by parents was also found to be a critical correlate. Younger children, who are partly socialized by their older brothers, also expressed a greater dependence on the decisions of the latter regarding their own pursuits.

C. DECISION-MAKING OF THE OSY

Do the youth make their own decisions?

Despite the strong influence exerted by parents and other family members over their behavior, the youth report being able to make certain decisions by themselves (79.9%). No differentiations between respondent groups and areas were obtained. In terms of age, significantly more of the older OSY (20 years and older) reported making their own choices, in comparison to the younger groups ($X^2 = 9.66$).

The situations about which the youth often made their own decisions pertained to job-hunting and recreation. These same situations were those over which parents have

the final say. This must mean that a majority of the problems which crop up for the OSY relate to job-hunting and recreation. Hence, both the youth and his parents seem to work out the solutions to these problems.

The OSY claimed to participate in decisions regarding family life. This is particularly true in Buguey and San Juan, where 50% of respondents claimed to make such decisions ($X^2 = 9.67$).

Other findings related to the types of decisions made by the OSY themselves are the following:

1. Decisions related to studies were most frequently made by the Sta. Lucia OSY, by females, and by OSY high school graduates.
2. Choices on employment opportunities were significantly more often made by the Sta. Lucia youth and those within the highest educational group.
3. Courtship problems concerned the Buguey youth most frequently and, understandably, also the male OSY.
4. Only the Mambusao youth claimed to make decisions about their siblings' tasks.
5. Personal decisions pertaining to family affairs were most often reported by the Buguey and San Juan respondents, and those who had completed elementary school.
6. The solutions to family problems were worked out, not only by parents, but by youth who had completed the high school or elementary grades. This was also most frequently stated as an area of choice behavior by the Buguey OSY.

These decision patterns may be explained by sociodemographic and psychological attributes of the respondent sample. The Sta. Lucia group, being well-educated, participated in decisions related to their education and employment. The Mambusao youth, on the other hand, were relatively less educated and younger, and participated least in these concerns. In the same manner, youth with high school education participated in

decision-making relative to family problems.

Contrary to what may be expected, sibling position did not surface as a significant determinant of personal decision-making. Older siblings did not make more pronounced decisions about work and education. In fact, the younger siblings reported making these decisions for themselves. Neither did the elder children concern themselves more markedly about their siblings' affairs. This was reported, however, as a characteristic area of decision-making in one town—Mambusao. It may be possible to consider that there are regional peculiarities related to patterns of choice behavior.

D. COMPLIMENTARITY OF DECISIONS: SELF AND FAMILY

Eighty-three of the interviewees stated that their personal choices were usually related to those of their parents. The rural OSY, is thus, closely integrated with his family, and is probably less of a rebel than his urban counterpart. The western stereotype of the adolescent as a rebel was absent in the youth from the Philippine countryside.

The overwhelming conformity of the rural youth to his family's decisions was most marked in two municipalities: Mambusao (96.6%) and Buguey (91.4% $X^2 = 19.78$). It was least often reported (although still by a

majority) in Sta. Lucia. No significant sex nor age differences were obtained, although the data trend for age was such that conformity to family decisions diminished with age, indicating that more of the older youth were able to protest against parental decisions. A similar relationship was found between education and complementarity of decisions: significantly more of the youth with limited schooling conformed to their parents' decisions than did those with better education.

E. "SIGNIFICANT OTHERS"

Persons that may influence the OSY's personal choices were identified. These individuals are considered the 'significant others,' insofar as choice behavior of the OSY is concerned.

The predominating maternal relationship between the OSY and their mothers was clearly depicted by the findings. Although fathers usually had the final say on decisions, personal problems were more often confided to mothers. The influence of peer groups on the youth was also evident. They chose to confide in siblings and friends more than to other relatives. Sweethearts ranked last among the OSY's confidants. This may either be because only a few among them had sweethearts, or their problems concerned their

Table 6. *Ranking of Persons Consulted on Problems*

<i>Person</i>	<i>Rank</i>	<i>Frequency</i>	<i>Percentage</i>
Mother	1	149	74.5%
Father	2	101	50.5%
Elder brother/sister	3	29	14.5%
'Barkada'	4	22	11. %
Best friend	5	20	10. %
Relatives	6	19	9.5%
Boy/girlfriend	7	6	3.0%
Total		346	

love interests and had to be told to someone else.

Mothers were most often named as the confidantes of youth from Buguey and San Juan ($X^2 = 9.89$) and by female OSY. Fathers, on the other hand, were most frequently confided in by OSY from Sta. Lucia and Buguey ($X^2 = 42.07$) and by the boys. The peer group was significantly more often sought for counsel by the PYM youth than by the KB members. Surprisingly, more females than males report this, too. The 'best friend' most often served as confidantes for the youth who had stepped into high school and least often for the elementary graduates.

The reasons usually given for confiding in the abovementioned persons were twofold: they were consulted because they "understood the youth and because they gave good advice."

In addition, fathers were consulted because of the quality of advices from them ($X^2 = 4.82$) and because of their position as parents ($X^2 = 4.51$). Mothers, on the other hand, become confidantes because of their ability to understand the youth ($X^2 = 3.72$) and because they also gave good advice ($X^2 = 4.16$).

Older sibs and peers were told confidential matters because of their ability to keep secrets ($X^2 = 7.24$). Peers were also perceived to be excellent confidantes because they were of the same ages as the OSY ($X^2 = 10.87$).

F. OTHER INFLUENCES ON DECISION-MAKING

Apart from members of the immediate family, other relatives and peers influence the OSY's decisions. The influence of relatives was much more often reported by respondents from Mambusao and Sta. Lucia ($X^2 = 12.78$) and by the oldest age group ($X^2 = 8.69$). Peer groups, on the other hand, were reportedly most influential in San Juan ($X^2 = 9.11$). The quality of advice from relatives —

good and helpful ones — was given as the reason for soliciting their confidence ($X^2 = 7.16$). Peers and other friends, however, were seen to have influence over the OSY's decisions because they allowed the youth to discuss their problems at length ($X^2 = 4.07$).

The findings in this section largely support the hypotheses made earlier in this study. As predicted, parents, elder siblings, relatives and significant peers play a part in drawing out the choice behavior of the OSY. The decisions of parents are upheld and supported by personal actions. They serve as confidantes on problems and, along with the other above-mentioned persons, influence the direction of the OSY's decisions.

The OSY have also been found to place external controls over their decisions. This supports the prediction on the locus of control of the OSY. The external factors which influence the youth's personal decisions have been identified to be his significant reference groups.

G. ASPIRATIONS OF THE OSY

A. Ranking of Aspirations

In a free-response question, the OSY named the following as among the objectives they would like to achieve in their lives:

The attractiveness of employment and education were rated similarly by the OSY belonging to either the PYM or the Kabataang Barangay. Differences, however, surfaced in relation to areas of residence and sociodemographic factors.

1. Profile of Aspirations in Five Municipalities

Differences in widely-held aspirations were obtained from among the various areas:

- a. The objective of furthering their education was most often expressed by the Buguey youth ($X^2 = 12.76$).

Table 7. *Ranking of Aspiration of the OSY*

<i>Rank</i>	<i>Aspiration</i>	<i>Frequency</i>	<i>Percentage</i>
1	To work	155	77.5%
2	To study	122	61 %
3	Help parents in old age	80	40 %
4	Educate siblings	42	21 %
5	Have a family	33	16.5%
6	Go abroad	15	7.5%
Total		447	

Considering that the OSY sampled in this town belong to the higher educational groups, this particular result supports previous literature stating that the better educated the OSY, the greater is their desire for continuing their studies (Shahi, 1975; Nguyen, T.N., 1975). The great value of education for the Buguey youth is again reflected by their aspiration to educate, not only themselves, but their brothers and sisters ($X^2 = 17.47$).

- b. Aspirations for 'work' were most frequently obtained from the Sta. Lucia and San Juan OSY ($X^2 = 21.38$). Similarly, the San Juan youth desired most to go abroad for work opportunities ($X^2 = 10.38$).

The work aspiration of the San Juan OSY is understandable in the light of the fact that 58.3% of them were out-of-job at the time of the interview. In Sta. Lucia, sixty-nine percent of the youth were then employed. However, their relatively higher educational achievement probably made them feel underemployed, inasmuch as a majority were only doing farm work. These two goals are probably interrelated with the fact that the same youth expressed a significant desire to help out their parents in their old age ($X^2 = 27.88$).

- c. Aspirations for having a family were elicited most often from the OSY of Lopez Jaena ($X^2 = 9.54$). The age profile in this community, where more than 90% of the youth were 16 years and older, accounts for this dominant aspiration to start a family.

- d. In Mambusao, the most widely-expressed goal was that of studying (62.5%), followed by desires for gainful employment (57.7%). This indicates that the lowly educated youth (as those in Mambusao) perceive the importance of continuing with their formal schooling, as much as do better-educated OSY.

2. *Sociodemographic Influences on Aspirations*

- a. Boys and girls expressed similar values for education and employment. However, many more females than males claimed to want to help their parents ($X^2 = 5.36$).
- b. Youth between 12 to 19 years aspired to study significantly more often than did the older youth ($X^2 = 16.22$). On the other hand, OSY aged 20 or more wanted most frequently to have families ($X^2 = 7.84$). This finding seems understandable when we consider that formal schooling is often associated with early youth. Contrariwise, the young adult starts wishing for stability and a

home-life of his own.

- c. Again, in support of previous researches, it was shown that the youth with relatively higher education aspired most to further their education (Table 72.5: $X^2 = 8.77$), while more graduates of elementary school and youth with some high school education preferred to seek employment ($X^2 = 8.32$).

The low positive value of education among youth with limited schooling has not been interpreted in the literature. Perhaps, employment becomes the more attractive option because of negative experiences which the OSY has previously encountered in relation to his education. These may have been experiences of intermittent frustrations or obstacles to his continuous schooling, negative attitudes of his parents, poor school performance, and the like. Thus, material security becomes a more attractive immediate goal than intellectual fulfillment. Employment may also be perceived to be an intermediate necessary step towards returning to school. Vice-versa, better educated youth are probably more cognizant of the longer-range socio-economic opportunities provided by education, and although presently wanting a suitable occupation, the value of education remains paramount.

- d. Many more of the unemployed youth valued education than did the employed OSY ($X^2 = 5.10$).
- e. Youth with fathers possessing only an elementary education also desired most to find work rather than to study. This supports previous observations that youth aspirations are positively related to their parent's own achieved levels of formal schooling ($X^2 = 9.36$).

B. ACTIVITIES PERCEIVED TO BE INSTRUMENTAL TO GOAL ACHIEVEMENT

1. *Plans for the Achievement of Goals*

Fifty-five percent of all the OSY planned to work, in order to be able to save money for their studies. The next most frequent plan was to persevere in present jobs in order to be able to progress, earn more money and help out their families (23%). Thus, as was predicted earlier, work aspirations are seen to be tied up with the ultimate goal of studying – if not for themselves, for their siblings (Table 8).

2. *Instrumental Activities in Different Areas*

The idea of continuing in their employment in order to accumulate savings was most often articulated by the Buguey

Table 8. *Plans of the OSY for Achieving Aspirations*

<i>Plans</i>	<i>Frequency</i>	<i>Percentage</i>
To work, save & study	111	55.5%
Persevere to be able to help family	46	23.0%
Ask help from friends/relatives for employment	27	23.0%
Take up anything	16	8.0%
Look for scholarships	7	3.5%
Ask help from relatives abroad	46	23.0%
Total	213	

and San Juan OSY ($X^2 = 24.68$). In addition, the youth from Buguey and Lopez Jaena also saw perseverance as an important step towards helping their siblings and parents ($X^2 = 591$).

3. Age & Education as Affecting Plans

Plans to work and to save for further studies was stated most frequently by the older adolescents ($X^2 = 8.21$). Out of school youth with at least a high school education shared this view ($X^2 = 15.59$).

The articulated plan to work for later studies, as expressed by youth with higher education, again bolsters the predicted association between education and aspiration for studies. Clearly, we see here how occupation is perceived to be a prerequisite to a higher value – that of obtaining formal education.

The relative absence of dependency on others as a perceived avenue for obtaining their goals speaks well of the maturity of the OSY. Early in life, they realize that only their own actions can help them progress. This is despite the fact that the OSY rely on their reference groups for decision-making. Apparently, once a decision is made through consultation with elders, the opportunity is then utilized by the OSY to help themselves and, later, their families.

4. Assistance in Goal-Attainment

The OSY was asked to pinpoint individuals who could be of assistance in reaching their goals. The most frequently named persons were their parents (48.5%) followed by siblings (25.5%), and relatives (20%). Nonfamily individuals, such as friends and peers, were seldom named as possible sources of assistance.

Parents ($X^2 = 32.4$) and siblings ($X^2 = 15.54$) were significantly more often mentioned as persons who could help the OSY in Buguey. On the other hand, the Lopez Jaena youth mentioned these parties

least often as sources of succor, and rather named their other relatives as the ones who could be of help. This difference may be contingent on the socioeconomic statuses of parents and relatives in the various communities. The Lopez Jaena youth probably had more relatives who were better-off than their own families.

A meaningful relationship between the number of children in a family and persons sought for assistance also surfaced. Parents were mostly perceived as the source of help for goal attainment by youth who have only one other sibling. The dependence on parents decreased as the number of siblings in a family increased. Similarly, younger siblings expressed the view that their older brothers or sisters could help them either study or work ($X^2 = 10.45$).

The form of assistance that families or relatives may provide is largely related to the OSY's own predominant goals: they can either help the youth obtain employment (39.5%) or send them to school (34.5%).

Assistance in terms of going back to school was most often hoped for by the Buguey youth, younger adolescents and high school drop-outs.

The post-adolescent youth, however, preferred to obtain assistance in terms of employment. This kind of help was also most desirable in Buguey. Educational attainment made no difference in eliciting this response.

MEDIA PREFERENCES OF THE OSY

A. PROFILE OF PREFERENCES FOR DIFFERENT MASS COMMUNICATION CHANNELS

1. Ranking of Preferences of OSY for Different Mass Media Forms

Eighty-nine percent of all the interviewed OSY stated that they usually listened to the radio. This medium of mass

communication was most often patronized by the sampled youth. Following radio are preferences for comics (80%), movies (63%) and magazines (50%). Newspapers and television were the least patronized.

The ranking of media patronage may largely be explained by the degree of accessibility of the different mass media forms in the five municipalities. As in most other Philippine towns and barrios, radio (especially portable ones) proliferated much more than television in the rural households. In fact, in only two of the visited areas were television sets found by the research staff in various households.

Among the different forms of print media, comics (either owned or rented) were most frequently accessible, in comparison to magazine (usually "Kislap" and its translated copies) or newspaper (which often do not reach barrios at all, especially those distant from capitals and cities).

2. Mass Media Preferences in Different Areas

The above interpretation becomes more concrete when preferences for different media forms in the five municipalities are examined. The results obtained were as follows (Table 9):

Table 9. *Media Preferences in Five Different Areas*

Media Forms	Sta. Lucia		Buguey		Mambusao		San Juan		Lopez Jaena		Total
	F	%	F	%	F	%	F	%	F	%	
Radio	37	86	33	82.5	39	97.5	33	91.7	36	87.8	178
Television ¹	35	81.4	1	2.5	13	32.5	9	25	3	7.3	61
Cinema ²	25	51.1	24	60	18	45	29	80.6	30	73.2	126
Comics	37	86	31	77.5	31	77.5	31	86.1	30	73.2	160
Newspaper ³	33	76.7	9	22.5	3	7.5	12	33.5	3	7.5	60
Magazine ⁴	23	53.5	37	92.5	3	7.5	21	58.3	16	39	100
Total	190		135		107		135		118		685

$$^1\chi^2 = 78.32473, 4 \text{ df. } p=0.0000$$

$$^2\chi^2 = 12.72936, 4 \text{ df. } p=0.0127$$

$$^3\chi^2 = 65.69092, 4 \text{ df. } p=0.0000$$

$$^4\chi^2 = 60.98491, 4 \text{ df. } p=0.0000$$

- a. Regardless of area, the majority of the OSY in five towns claimed to listen to radio programs, with percentage of responses ranging from 82.5% to 97.5% of interviewees per town.
- b. Television was viewed most often by OSY from Sta. Lucia (81.4%) and least by those from Buguey (2.5%). Less than 40% of the youth from the other towns report viewership, and this may have

been on occasions when they visited the electrified *municipios* or capital cities. In fact, while an ocular inspection reveals the presence of television antennas in many homes within Sta. Lucia, none at all could be seen in Buguey, which has no electric power to speak of. In Mambusao, the town proper itself has electricity but the outlying barrios have none. In San Juan, a few families have their own generators and are thus able

to have TV sets. Neighbors then share the programs with them.

- c. The cinema was significantly more often patronized by youth from San Juan and Lopez Jaena than those from the other three towns ($X^2 = 12.73$). This report is interesting because there were no cinema houses in these towns themselves. The nearest movie house was about 1.5 to 2 hours away, in another town or city.
- d. Like radio, no differences in comics readership was found in the various areas, with a range of percentage responses from 73.2% (in Lopez Jaena) to 86.1% (in San Juan). While waiting for bus or jeepney rides in these towns, one notes the presence of comics vendors at the stations. In the barrios themselves, it is not an uncommon sight to find youth clustered around sari-sari stores which rent out comic books.
- e. Newspaper readership was greatest in Sta. Lucia (76.7%) and least in Mambusao and Lopez Jaena (7.5%, respectively). Less than 40% of the youth in Buguey and San Juan read newspapers.

The low percentage of readership in Mambusao and San Juan may be explained by the relatively low levels of educational attainment of the youth in these areas. The Sta. Lucia youth, contrariwise, have mostly finished high school. The Buguey youth, we will see in the next section, prefer listening to radio news programs.

- f. The percentage of OSY who do read magazines may be ranked as follows: (1) 92.5% of Buguey respondents; (2) 58.3% of those from San Juan; (3) 53.5% of youth in Sta. Lucia; (4) 39% of Lopez Jaena respondents and (5) 7.5% of Mambusao youth ($X^2 = 60.99$).
3. *Mass Media Preferences in Relation to Age, Sex and Educational Attainment of Respondents*

Unlike what is indicated in the literature, no significant differences between age groups were found in relation to patronage of different forms of mass communication. Nevertheless, a consistent trend emerged across different media forms which showed that listenership, viewership and readership increased with age. More of the older OSY in comparison to the younger ones report patronizing any of the media types. This partly supports the observation of James (1971) that older adolescents use mass media forms more than do younger ones.

In terms of sex differences, a significant finding emerges only in relation to newspapers. Significantly more males than females were found to read newspapers ($X^2 = 3.84$). The data also indicate that, except for reading magazines, males patronize any of the media forms more often than do females. This contradicts previous findings which describe the preponderance of female readership, especially for comics and magazines (Escomes, 1974; Jamias, 1966).

Educational attainment is associated with preferences for TV, cinema, and newspapers. The percentage of OSY who reported using these media types increased with level of education. In fact, a significant finding in relation to newspaper reading shows that many more of the OSY who graduated from high school read newspapers, in contrast to low readership among those who had only completed some amount of elementary schooling ($X^2 = 18.56$). Vice-versa, the highest percentages of OSY who reportedly read magazines were the elementary graduates ($X^2 = 21.64$).

Those with the lowest educational attainments reported patronage of the audiovisual media forms least often. However, this group indulged in radio listenership (90%) and comics readership (83.3%).

B. RADIO PROGRAM PREFERENCES OF THE OSY

Generally, the type of radio program most

preferred by the sampled youth was the 'drama' (86.1%). None of the other categories of program format was preferred by more than a fourth of the OSY (Table 10).

Table 10. *Favorite Program Formats of the OSY in Different Types of Media (Frequency Distribution)*

Types of Programs	Audio Visuals		Print	Total
	Radio	TV & Cinema	Comics, Magazines & News	
Drama	155 (86.1%)	88 (59.1%)	98 (53.3%)	341
Action	37 (20.4%)	87 (58 %)	68 (37.0%)	192
Comedy	44 (24.3%)	69 (46.3%)	81 (44.0%)	194
Adventure	35 (19.3%)	38 (25.5%)	35 (19.0%)	108
Horror	14 (7.7%)	24 (16.1%)	17 (9.2%)	55
Fantasy	5 (2.8%)	8 (5.4%)	17 (9.2%)	30
Love Story	13 (7.2%)	10 (6.7%)	33 (17.9%)	56
News	29 (16.0%)	1 (0.7%)	12 (6.5%)	42
Musical	29 (16.0%)	7 (4.7%)	3 (1.6%)	39
Total	361	332	364	1,057

Other findings related to listenership were as follows:

1. *By Areas*

The liking for drama programs was apparent in all areas. However, municipality differences were found in relation to preferences for comedy, adventure and musical programs. In addition, although few of the youth in Buguey read newspapers, almost half of them listened to radio newscasts. The Sta. Lucia OSY, on the other hand, predominantly read newspapers and no longer watched out for news over the radio. The Mambusao youth appears to be the group least interested in current events – only a handful claimed to read newspapers and none at all listened to newscasts.

2. *Sociodemographic Factors and Radio Preferences*

No sex differences in format preferences

were obtained although more females than males liked any of the radio program formats. In the format preferences of the OSY, it was shown that the younger OSY (12 to 15 years) enjoyed horror programs much more than the older ones did ($X^2 = 6.89$).

Other trends showed that preference for news and musical radio programs increased with age. This is consistent with Hileman's contention that radio listenership increases among older adolescents because of their liking for popular music programs (Hileman, D., 1953). The older adolescents (16 to 19 years) also preferred comedy and love story programs to horror shows.

Action programs on radio were most often preferred by youth with some amount of high school education and least by those who had either graduated from high school or had stepped into college. As in previously reported findings of this

study, the latter group liked news programs more than those with lower educational attainment.

C. FORMAT PREFERENCES IN PRINT MEDIA

Drama stories were best liked when reading newspapers, comics or magazines (53.3%). A close second preference emerged – a liking for funny (comedy) stories (44%). The high percentage of comics readership may explain this finding.

1. *By Areas*

Trend results on three print formats were found among the areas. Funny stories were preferred most by the youth of Mambusao and San Juan (65.5% and 62.5% respectively) and least by those from Buguey (7.5%). Adventure stories were most enjoyed by the OSY from Sta. Lucia (32.6%) and San Juan (31.3%) and least by the youth from Buguey (10%).

Horror stories were liked by 28.1% of OSY from San Juan; only an average of two respondents in any of the other four areas claimed to enjoy this type of story.

2. *Format Preferences of OSY with Different Educational Attainments*

Action stories were mostly enjoyed by those youth who had either stepped into high school (51.7%) or had only some elementary education (50%). Similarly, funny stories were best enjoyed by youth with the lowest level of education.

Adventure stories and love stories were preferred by youth who had gone to high school (32.1%), followed by OSY who were elementary graduates (29.2%).

These findings for format preferences in the print media almost completely parallel the results obtained for radio program preferences. Action, comedy and love stories were mostly enjoyed by youth who had at least gone to high school, while

adventure stories were enjoyed by many of those with higher educational accomplishments. Drama was enjoyed by youth in all levels for both media communication channels.

D. FORMAT PREFERENCES IN TELEVISION AND CINEMA

Generally, the total sample of OSY stated a preference for viewing drama (59.1%) and action programs (58%) on audio-visual media.

1. *By Areas*

The strongest preference for TV or movie drama was obtained in Mambusao (95.5%). Action programs, however, were more to the liking of the youth from Sta. Lucia and San Juan.

2. *By Sex*

Drama on TV and in the cinema was the overwhelming favorite of females rather than males (80.4%; $X^2 = 11.33$). More females also expressed a liking for comedy, horror and fantasy shows, while more males enjoyed action and adventure pictures (These findings, however, were not significantly different).

3. *By Educational Attainment*

When the youth were ranked in terms of education and their preference for drama, the results were as follows (Table 11):

Unlike for radio and print media, dramatic forms on audiovisual media were significantly more often preferred by youth with low levels of education. On the other hand, similar patterns of preferences by educational attainment for action, comedy and adventure formats were found. Trend results showed that more of the OSY who had gone to high school enjoyed these programs.

E. EXPRESSED REASONS FOR FORMAT PREFERENCES

Three reasons were most often given by the

Table 11. *Ranking of OSY with Different Educational Attainment on Preferences for Drama (Audio-Visual Media)*

<i>Rank</i>	<i>Educational Attainment</i>
1	Some elementary education
2	Some high school education
3	High school graduate or higher
4	Elementary graduate

OSY to explain their format preferences in any of the three media categories in this study. A great majority (64.5%) stated that their preferences stemmed from the entertainment value of the programs. Secondly, programs or story types were liked because they effectively brought out the youth's own personal feelings (27%). The third reason given for format preference was that the youth identified with the characters acting out the story lines.

Hence, it would seem that entertainment is still the first function expected of mass media by the rural youth. This result supports the hypothesis of this study — that media preferences of the OSY will be determined by entertainment-seeking rather than information-gathering goals. If the answers provided by the OSY are also characteristic of all other adolescents, then we may state that, truly, media does not effectively alter the attitudes, knowledge and outlook of the youth (James, 1971).

This observation is supported further by the two other reasons given most frequently for format preferences. The youth averred that they viewed, listened to, or read communications which dramatized their own feelings and played out their lives. Empathy and identification are, therefore, more important factors for enjoyment than the seeking of solutions to their problems through media. The last reason for liking format was expressed by only 16.5% of the 200 interviewees.

Media thus appears to function more as a vehicle for reassuring the youth that their personal experiences are not singular nor unique, but that their situation in life is shared by many others. The educational function of mass media is almost totally absent, perhaps because of both the scarcity of such programs, as well as the low appeal of such a format to the young listener or reader.

1. *Area Variation in Expressed Reasons for Format Preference:*

The entertainment factor in program preference was stated by 85% of the Buguey youth ($X^2 = 33.90$). This reason was least given by the OSY from Sta. Lucia. Again, significantly more of the Buguey OSY than those from other areas stated that they enjoyed a program or story because it dramatized their own feelings ($X^2 = 44.96$). On the other hand, many more of the Lopez Jaena youth claimed that they enjoyed a program format because of the lessons it provided them ($X^2 = 9.11$).

These results may partially explain why the youth from Buguey ranked lowest in expressing preference for either action, comedy or adventure programs. These program types would not prove entertaining to an audience that seeks to empathize with the characters and the storyline because they usually involve plots which are not ordinarily played out in real life.

Vice-versa, the Buguey OSY claimed to favor dramatic shows and love stories. This may be because these programs act out situations more akin to what the rural youth experience, or like what they imagine themselves to be.

2. Sociodemographic Factors

- a. Significantly more females than males gave 'identification with story characters' as the reason for enjoying media ($X^2 = 4.94$).
- b. Age did not emerge as a significant variable related to format preference factors. However, the trend of results indicates that the entertainment value of a program was most important among the younger OSY, and declined directly with increase in age.
- c. Youth who had completed their

elementary education most often expressed 'empathy' and 'delight' with programs as their reasons for preference of format. The second-ranking group which gave these as reasons were those who had stepped into high school. Thus, youth with "mid-level" educational achievements preferred programs that they could identify with.

AMOUNT OF TIME SPENT BY THE OSY WITH MEDIA

A. TIME DEVOTED TO DIFFERENT MEDIA FORMS

The modal number of hours in a week spent either reading, listening to or viewing media communications was three hours. When ranked, the following results are indicated:

Table 12. *Ranking of Media in Terms of Modal Time Devoted to Them*

Rank	Medium	Frequency	Percentage
1	Comics	96	48.0%
2	Radio	80	40.0%
3	Magazine	74	37.0%
4	Cinema	57	28.5%
5	Newspapers	31	15.5%
6	Television	21	10.1%

The abovementioned ranks are similar to those obtained previously (to indicate patronage of different media types), and lends reliability to our obtained findings.

B. SEX AND EMPLOYMENT STATUS IN RELATION TO TIME SPENT FOR MEDIA

1. As may be expected from the literature, more females (26.7%) than males (8%) reportedly listen to the radio for eleven or

more hours in a week (See Hileman, 1953). Male OSY stated that they spent only from 1 to 10 hours listening to the radio ($X^2 = 10.25$).

2. The other sociodemographic factor which produced a significant result in relation to time spent with the radio was employment. Significantly more of the employed youth were able to listen to the radio for only 1-5 hours in a week. On the other hand, many more of the unemployed

OSY spent eleven hours listening to the radio.

LEISURE ACTIVITIES OF THE OSY

The most frequently reported activity of the OSY during their non-hours was that of looking for employment. Sports activities ranked only second, followed by *paglilibot* (roaming aimlessly), 'pagtatambay' (standing around with peer group), resting and helping out in the house.

1. Significant differences in two types of activities was also elicited from among the different areas. Many more of the youth from Mambusao and Buguey (47.5% and 65%) stated that they spent their free time going around with their 'barkada.' In contrast, only 33% of the OSY in San Juan did so in their leisure hours.

Despite the Buguey youth's frequent roaming around, they also frequently reported that nonworking hours were spent looking for better employment (97.5%), while only 5% of the Mambusao youth reported this as an activity. It appears that the Buguey youth combined 'paglilibot' with a purpose: employment seeking.

2. As may be expected from sex role stereotypes, significantly more boys than girls spent their leisure hours with sports ($X^2 = 27.58$). On the other hand, more girls stated that they rest during their free time ($X^2 = 4.78$).
3. Job-seeking was a activity of the older adolescents more often than either the younger or post-adolescent group ($X^2 = 7.51$). This could mean that they were the group least satisfied with their present occupations.
4. The elementary graduates were also the ones who most often went job-hunting during their spare time ($X^2 = 22.96$) followed by those who had finished either high school or higher educational levels. The group with the most limited education

spent the least time looking for employment. Again, this may mean that both elementary and high school graduates perceive themselves to be underemployed. The ones who had the most limited schooling perceived their opportunities for advancement through employment to be more limited and preferred to remain in their present occupations.

SUMMARY AND CONCLUSIONS

The results presented in this report provide a broad description of the sociopsychological characteristics of rural out-of-school youth in 5 Philippine towns. Particular attention has been given to their decision making processes, aspirations, media preferences and leisure activities.

The following findings are significant:

1. The sibling position of an OSY did not emerge as a factor significantly associated with decision-making practices in the rural families. The eldest, middle or younger siblings all relied on their parents for making the final decisions in matters pertaining to personal and family problems. Thus, the authority for decision making in the studied families was centralized in the parents.

2. Using Rotter's I-E Scale, the Filipino OSY is described to have external rather than internal loci of control over their choice behavior. The study indicated that the "externals" who influence OSY behavior are their "significant others" — parents, elder siblings, close relatives and good friends (*barkada*).

As such, it is found that these groups, particularly the parents, are consulted when making decisions related to serious matters (on employment and education), and also in relation to deciding what to do for leisure or recreation. According to the OSY, they depend on others for decision-making because they give "good advice." In addition, the OSY perceived their "significant others" to be the

ones who could best assist them in attaining their life goals — be these for education, employment, or for starting their own families.

3. Age, sex and the education of the OSY were associated with decision-making patterns. For instance, older adolescents relied on their parents for decision-making, while the younger OSY depended on their older sibs for making their own decisions. The leisure activities of girls were regulated more often by the parents than those of the boys, and parental decisions on the OSY's education were made more often for youth with relatively higher educational accomplishments.

4. The hypothesis that education will be a widely-held aspiration was supported by the data. In addition, "to work" was found to be the second-ranking goal of the OSY, but primarily in terms of being the means to continue their own studies, or to support other siblings in their education.

5. Also as predicted, the findings indicate that the educational attainment of the OSY was positively associated with their expressed desires for education. OSY who had only finished the elementary school more markedly wished to find employment, in contrast to education-seeking high-school drop-outs.

On a similar plane, the educational attainment of parents of the OSY was positively associated with their offsprings' aspirations for educational advancement. Youth whose fathers had completed only the elementary grades preferred to find employment rather than to study.

6. The radio was found to be the most widely patronized medium of mass communication. This is understandable when considered in terms of the wide proliferation of radios in the rural areas relative to other mass media channels. The second most popular medium was the comics.

7. Contrary to predicted results, age and

sex were not significantly associated with media preferences. At best, trends were found that linked listenership, viewership, and readership with increase in age.

8. The education of the OSY, however, was a significant factor for media preferences. For instance, while youth with low educational attainments infrequently liked newspapers or television, those who had gone to high school indicated preferences for these media channels. Education was also associated with preferences for program formats.

9. Regardless of media channels, the "drama" was given as the best-liked program format. In print media, funny stories take second place, while on TV or in the movies, action pictures ranked second.

When queried about the factors that lead to program preferences, the OSY cite the entertainment value of the programs as the leading reason. This was followed by the program's ability to evoke feelings, and to allow the OSY to identify with the stories' characters.

The obtained images of the OSY in the present report are consistent with the findings in the literature. Although this study was conducted later than those reviewed, it indicates the continuing aspirations of the OSY for formal education. It also points out that employment is sought as a means to education more than as an end in itself. This is especially true among the youth who have stopped at the secondary or tertiary levels. Perhaps, it is these youth who aspire for greater social mobility, and perceive formal education as the passport to a better life.

The decision-making practices of the OSY have not been dealt with in earlier studies. The results indicate that the Filipino OSY depend heavily on the decisions of his elders, and make personal choices which complement (rather than contradict) those of the older generation. This particular result, however, may be deemed typical of the rural families in

the sampled communities, and is not a peculiar feature of the OSY. Very likely, in the tradition-bound families within the rural villages, both in-school and out-of-school youth allow their elders to make the final decisions for them.

The findings on mass media preferences indicate that entertainment – through either cathartic experience or through empathy – is what usually draws the OSY to any of the media forms. However, the information-seeking value of mass media tends to increase with age. Thus, educational inputs for the OSY will be successful if they are found to be entertaining, and will probably not be listened to, viewed, nor read if given as serious educational material.

In general, the presented findings show that the Filipino OSY is one still bound within traditional culture, but who appreciates the importance of knowledge for improving his lot in life. He (or she) is also one who combines leisure with self improvement, and enjoys popular forms of culture which can evoke deep-seated feelings, or which represent himself/herself in redeeming “real-life” situations.

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