RELATIONSHIP BETWEEN MEDIA EXPOSURE AND ATTITUDE OF ILOILO CITY JUNIOR HIGH SCHOOL STUDENTS TOWARDS INDIGENOUS PEOPLES

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ABSTRACT

This research discusses the relationship between media exposure and the attitude of selected Iloilo City public junior high school students towards the indigenous peoples. Three hundred junior high school students from Bo. Obrero National High School, Iloilo City National High School, Mandurriao National High School, Ramon Avanceña National High School, and SPED - Integrated School for Exceptional Children served as respondents to a five-part questionnaire that included demographics, exposure to media and IPs, attitude, additional questions regarding the relationship between their media exposure and their attitude towards IPs, and the information they received and wished to receive from media. The researchers found that students were most exposed to online media and that they had low exposure to mediated content on indigenous peoples on all media platforms. It was concluded that respondents had an overall positive attitude towards indigenous peoples. Moreover, both the media industry and the educational system should be more responsible in supporting the IPs through wider media coverage and introduction to more media platforms.

Keywords: Media, Exposure, Attitude, Indigenous Peoples, Iloilo City