

Priorities In Communication Research In Asia

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Discussion Paper Prepared for the Seminar on "Priorities in Communication Research in Asia" sponsored by the Asian Mass Communication Information and Research Centre, Singapore, 17 - 21 May 1982.

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Introduction

Nature of Paper

This is a Background Paper intended for use as one of the reference materials in AMIC's Seminar on "Priorities in Communication Research in Asia" to be held in Singapore on 17-21 May 1982. It uses data from (a) research reports on the 10 participating Asian countries available locally (Please see Annex A), (b) reports on other Asian countries not represented in the Seminar (Please see Annex B), (c) on AMIC's Research Monographs, Bibliographies and Directory (Please see Annex C), and, on the writer's nearly 18 years of research experience in Asia particularly Southeast Asia, through country consultations, missions, seminar-workshops and direct participation in regional and sub-regional research projects. Time constraints did not allow the inclusion of East-West Communication Institute studies as well as studies done on Asia in American Universities. Hence, the data and statements in the paper are far from being exhaustive and definitive. This Paper is merely a preliminary draft which presents tentative observations and recommendations on the subject of the Seminar only for discussion purposes.

The paper will address itself mainly to the main objective of the Seminar, namely, "To determine priorities in communication research taking

into consideration, needs of media users, media practitioners, policy makers, planners, researchers and theorists." However, these priorities will be determined using background information on the general communication situation in the 10 countries, an analysis of these background data, pointing out areas of concern and gaps in communication research in the Asian Region.

Status of Communication Research

In general, the status, orientation, and direction of communication research in Asia is, to a large degree, reflected by the extent of media development of which it is a part. In this respect, communication research in the Region can be said to be in its infancy stage in development, largely media- and journalism-oriented and school-based, Western-influenced, and multi-directional. But while communication research tends to follow the mass media, it has not kept pace with them. However, mass media development on a national scale in most Asian countries, while still inadequate especially by Western standards, has taken on an accelerated stride in the decade of the 70's and onto the 80's as part of the strategy of Asian governments to hasten the development of their economies. However, while communication research deserves similar attention to optimize communication effectiveness, it has received less priority concern for reasons which will be explained later in this Background Paper.

Likewise, the status, orientation and direction of communication research in several countries of the Region, have been influenced, either positively or negatively, by the degree of political stability of the

country which determines the extent of press freedom of media's constituencies, the management and control of media resources, broadcast media in particular, in both content and presentation, and the nature of public information activities in both, urban and rural areas. On the plus side, one can maybe cite such countries as Hongkong, India, Malaysia, Sri Lanka, Singapore and Indonesia. On the negative side, this holds true perhaps for Bangladesh, Pakistan and the Philippines.

The further growth of the various communications media, particularly print, during the last half decade (1978-1982) have been hampered by the high cost of newsprint (e.g., Bangladesh, Pakistan, Philippines and Thailand), decreasing circulation (Indonesia, Philippines except for one daily tabloid, The People's Journal, and Thailand), decline in advertising revenue, the greater attention and focus given to the broadcast media, particularly radio and television, the inadequate support given to communication research by policy makers and managers due perhaps, among others, to the more sensitive nature of communication information compared to data in the other social sciences, the lack of studies on the impact/effectiveness of communications media in support of socio-economic concerns and the dearth of useful data for policy and planning.

Countries where strides have been made, are those where there have been an increase in (a) number of new publications, (b) readership, listenership and viewership of media audiences, and (c) advertising revenue such as in Hongkong, Malaysia, Philippines, Singapore, Sri Lanka and Thailand.

Although now an area of much greater concern than in the early and mid-70's, mass communication in most Asian countries may generally be said to be still highly inadequate, especially in the face of growing populations widely dispersed over large and often inaccessible geographic areas. This is to be expected, for the mass media develop in the context of socio-economic development, while the latter is achievable with media support. Evidence of media deficiencies have come out from 1980 data on total newspaper circulation in the participating countries, population and number of newspaper copies per 1,000 persons.

The data show that Hongkong leads the other nine participating countries in number of copies of newspapers/1,000 persons, followed by Singapore Malaysia, Sri Lanka, Thailand, Philippines, Indonesia, India, Bangladesh and Pakistan (Please see Table 1).

Table 1. Number of newspaper copies/1,000 persons, 1980

<u>Country</u>	<u>Population</u>	<u>Total Newspaper Circulation</u>	<u>Copies/1000 Persons</u>
Hongkong	4.8 million	2,785,200	580.25
India	676.2 million	7,290,454	10.78
Bangladesh	90.6 "	400,400	4.42
Malaysia	14 "	1,944,078	138.86
Philippines	48.3 "	1,533,432	31.75
Sri Lanka	14.8 "	740,000	50.00
Pakistan	86.5 "	325,877	3.77
Thailand	47.3 "	2,089,000	44.16
Singapore	2.4 "	927,138	386.31
Indonesia	144.3 "	1,781,000	12.34

Sources: The 1979-1980 Asian Press and Media Directory, Syne Media Enterprises, Ltd., 1303 World Trade Center, Causeway Bay, Hong Kong, 247 p.; and United Nations population estimates for 1980.

Media Studies

Because of the urgency with which vast human resources must be mobilized for national development, the overriding concern of the majority of Asian countries has been on penetrating as large a segment of their populations as possible. Thus, in general, outreach or quantitative audience coverage has been (and still is) the primary concern, and such other considerations as media-use effectiveness become areas of interest only after the priorities have been dealt with. Moreover, when communication research was subsequently initiated, it was focused principally on areas in which the media were interested in and this centered on basic data and information pools upon which other studies on other areas of concerns could be built.

Not surprisingly, therefore, communication research in the Asian Region initially took the form of basic media studies, i.e., data and statistics on the role, number, audience reach, profile, etc., of newspapers and other periodicals and radio, and studies in regard to specialized areas in communication, such as the broadcasting industries, audio-visual education, and public relations.

In the past decade, such types of studies have predominated over other possible subject areas of communication research. This is patently manifested by (a) graduate theses in communication departments/institutes, (b) Asian studies reviewed for this paper, and (c) the listing of past and on-going studies of some 136 mass communication institutions in 16 countries of Asia surveyed by the Asian Mass Communication Research and Information Centre (AMIC, 1973).

The following reported research titles in the AMIC Directory, are some examples of such basic media studies:

India: Professional journalism in print; Studies in film history; Exposure to mass media: a national survey; Effectiveness of press advertising in Delhi; Impact of radio on our villages; Content analysis of the leading articles in two dailies.

Pakistan: Coverage of Pakistan in three U.S. News-Magazines; Professional Training of Journalists in Pakistan and Problems and Needs of Journalism in Pakistan; Mass Communication in Pakistan; Journalism in Pakistan; Journalism in Pakistan and India; and Press in Muslim World.

Bangladesh: Communication and Rural Communication in Bangladesh; the growth and development of particular mass media; the role of mass media in socio-economic change; exposure to some mass media. (Based on theses).

Sri Lanka: Mass Media Research in Ceylon; Radio Listenership Behaviour in Relation to Occupation and Urbanization in Sri Lanka; and Study on the Effectiveness of Mass Media Communication in Ceylon.

Hongkong: A Comparative Study of Mass Communications in Hongkong; Studies of the Press in Mainland China; Taiwan and Overseas Chinese Societies; The Study of the Press and Journalism Education in Hongkong; and A Survey of the Chinese Language Daily Press.

Indonesia: Source of information; The role of radio in mass education; Freedom of the press; Media readership survey in seven campuses; The role of public relations in the midst of activities of the Indonesia State Administration.

Malaysia: Coverage of the May 13 riots in the Malaysian newspapers; The print and broadcast media in Malaysia; Survey of the Malaysian mass communication industry; A portrait of the West Malaysian media.

Philippines: An analysis of the social effects of donated radios on barrio life; Television in the rural areas; Pretesting of poster studies; Greater Manila coincidental radio/TV survey; Mass communication and national development; Crime reporting in six Philippine dailies; Strategies on the Green Revolution: Role of press in disseminating family planning information.

Singapore: A general survey of mass communication of Singapore; National survey on husband-wife communication and family planning.

Thailand: Evaluation of the mass media as audiences in relation to family planning; Feedback techniques in TV school; Mass communication resources in Thailand; The provision of information across language and cultural barriers.

It is apparent that the preoccupation with communications media studies stemmed from the need to take stock of the historical as well as the current situation, with a view toward understanding present problems and developing realistic and well-directed media strategies.

Press/Journalism Orientation

The majority of the communication research studies conducted so far have been concentrated on press/journalism concerns. A tabulation of the AMIC Directory entries comparing the trend of research in completed and ongoing projects showed that more than one-fourth of the completed studies

by the participating organizations had press and journalism for their study subject.

Corollary to this situation, a review of completed graduate theses in the Philippines (1970-71 - 1980-81) also showed that more than one-third were on the press. Considering that the journalism majors constitute only one-fifth of the total graduate students' population, this implies that broadcasting majors also choose journalism as their problem (Please see Annex D).

As has been mentioned earlier, the reason for these trends is that the press is often the first communication medium to be used significantly in a developing country, partly because -- following Western patterns -- the press has always played a critical role in a country's political development. Indications of the relative maturity of the press can be derived from the fact that journalism education has long been offered in many Asian countries. It has been traced back to 1918 in China (Hsu, 1971) to 1920 in the Philippines (Maslog, 1971) to 1938 in India (Singh, 1971) and to 1939 in Thailand (Siha-Umphai, 1971). Not surprisingly most of the research contributions in journalism were made by these countries.

Completed studies on television and radio were accounted for mostly by the Philippines and Korea, where both media appear to be achieving rapid growth and by Japan, where they have developed a high degree of sophistication.

The other research areas where significant outputs have been achieved were communication and development, communication support to family planning,

agricultural communication, mass communication, and audio-visual aids/films -- point to two other major subject areas of communication research: 1) studies of communicators and receivers of messages, and 2) development-oriented studies, or those dealing with the communication elements of national development programmes, such as peace and order, health, labor, business, and government and public affairs.

During the last half of the past decade, there has been an increasing number of studies on the broadcast and projected media, particularly in academe. Some examples: Study of Radio Station 908, Thailand; Television Broadcasting via satellite, Indonesia; Television News Exchange in Asia, Radio-School-on-the-Air for Teachers and Summative Evaluation of the Use of Radio for Teaching Language in Elementary Schools in the Philippines and others. (Please see Annex A).

Broadcast research done by or for the broadcast media industry has focussed on coincidental surveys to measure programme ratings, and image studies of male and female portrayals in television and film.

Likewise, in the studies done by the 10 participating countries, two-thirds dealt with media, particularly, press and radio. Other study types in communication research such as message analyses and effects/effectiveness studies were few and far apart.

Studies of Communicators and Audiences

Most of the studies on communicators and audiences of communication were conducted primarily in relation to the rural development (agriculture, health and nutrition) programmes implemented in several Asian countries,

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principally India, Sri Lanka and the Philippines. These were mainly agricultural communication studies related to the spread of innovations in farming practices as well as to other aspects of rural community development. In India, examples would include those conducted by the National Institute of Community Development: Agricultural innovations in Indian villages; Communication in India; Experiments in introducing change; Adoption of high yielding varieties; A study in three Indian villages (Zaheer, 1974) as well as those coming from the Indian Institute of Mass Communication (Agro-information flow at the village level; Audience reactions to films screened in villages). In Sri Lanka, the information acquisition patterns in three villages were studied to come up with applied structural modes of communication and development. In the Philippines, the major study source has been the University of the Philippine College of Agriculture (the relative effectiveness of two communication strategies in presenting homemaking information; The human variable in farm practice adoption; Communication structures in the adoption of agricultural innovations).

Communication research of the types just presented is harnessed by Asian countries to inform, motivate, educate, and obtain the participation of their people in development programmes via the mass media supported by interpersonal channels. For instance, the Health and Family Welfare Planning Programmes of all Southeast Asian governments make significant use of communication research material emanating mostly from educational institutions to speed up the adoption process. The AMIC Directory lists a total of 40 completed and 13 on-going research studies on communication and family planning in India, Korea, Singapore, Thailand and the Philippines.

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Communication research also serves as the instrument by which governments obtain feedback in the form of public reaction toward government policies, projects and programmes. Such feedback is utilized in policy and planning as well as in improving existing communication projects and programmes. Countries which undertake significant public opinion studies include India, Indonesia, the Philippines, Pakistan, and Sri Lanka.

Assessment of Communication Studies Reviewed

A review of the data sources cited at the beginning of this Paper reveals (a) some trends in the apparent shift in emphasis relating to typologies of research classified according to the elements of the communication process and in the various elements of the research process itself, (b) some gaps and/or needs in the communication research field of study which apparently need to be met, (c) some gains in terms of certain factors associated with communication research, (d) some priority areas of research in communication and, (e) the role of AMIC in supporting or encouraging the conduct of some of the communication research priorities; disseminating the research findings and using these findings toward making AMIC a more efficient and effective regional media organization.

Some Trends in Nature of Studies

Less Focus on Audience Research

Audience research which dominated the field in the 60's and 70's, is slowly but quite noticeably taking a backseat to media research as well as media effects and effectiveness studies.

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By way of recall, audience studies in communication which require heavy field work and financial resources, were undertaken at the rural and urban levels toward the mid-60's by communication researchers as members of a multi-disciplinary team. The early audience studies not only had a communication component but also rural sociology, psychology, agricultural education and agricultural economics.

The studies utilized these disciplines as support to facilitate the realization of the development goals of the country's rural development project or programme.

Media effects and effectiveness studies were reported by Hilbrink, Albert for Indonesia (1973); Krilin, Joseph, et. al. for India (1968); Singh, Jaggish for Asia (1971); Leveland, C.A. for India (1975); Vilanilam, John for India (1973); Shukha, S. for India (1979); Somera for the Philippines (1974) and others.

Subjects discussed included the importance of literacy training programmes for developing social values, adoption of innovations, message presentation strategies, gains in language development through satellite broadcasting and others. Those at the urban level dealt with how these areas of study could bring about urbanization and modernization with a minimum of stress.

These studies also dealt with farmers' communication behavior (including their readership, listenership and viewership profiles) and the dissemination and use of research findings on farming technology. The audience studies had built-in questions which enabled the researchers to establish profiles of communicators or sources of information.

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Some reasons for the shift in emphasis from audience to media studies are: (a) the high-cost factor involved in audience studies, (b) the decreasing confidence in the sample survey technique in eliciting valid and reliable information and (c) the availability of adequate communication audiences' data from national demographic surveys and surveys of national households, censuses, etc. In some countries, e.g., Southeast Asia, some communication questions are also built-in in the questionnaires of economic policy and planning studies.

Scope of Studies

In general, the majority of communication studies reported in the literature were done at the micro level. This means that the researcher limits his study to two or three villages as in Sri Lanka (William, John, 1973), one region of the country in Northeast Thailand (Baker, F.J., 1973) or one big island, e.g., Java, Indonesia.

In a few countries, however macro level studies, i.e., those conducted nationally or internationally/regionally or sub-regionally. This is due to one aspect of the concept of development-oriented communication which treats communication as support to the various components of national development, e.g., agrarian reform, health, nutrition, human settlements and others. At the national level are studies such as Chatterji, P.C. (1974), Bindra Vinita (1974). The ASEAN Multi-Media Project (1981) is one example of a sub-regional project. Others include the role of churches in national development (Eapen, 1973); satellite communication in Indonesia for domestic and regional development in ASEAN (Alesjahbana, I. (1979).

However, there are studies which have used communication as independent strategy, as a means or a way or a technique/approach to generate a new idea, or concept e.g., gross national welfare (in lieu of gross national product) or a new strategy such as using radio in the teaching of language at the elementary school level, or a new institution such as nationwide networking to facilitate the dissemination and use of communication research findings; or a macroplan for communication and cultural development (Liu-Tan Kwa-Sui, 1973).

Respondents/Subjects

Since the great majority of the countries of Asia are primarily agricultural, it is inevitable that respondents/subjects of communication studies will belong to the rural sector. This is borne out by studies in the Region, e.g., Assegaff, D. (1973), Rahim, Syed (1976), Hilbrink, Albert (1973). In general, university research often use urban-based respondents especially undergraduate and graduate students owing to constraints of financial resources and often, time.

Research Staff

There has been a noticeable trend in the use of communication students, particularly those majoring in communication research who have had rural experience in their internship in both, urban or rural communication studies. This was done in the ASEAN Multi-Media Project (1981) which utilized students from the universities in Indonesia, Malaysia, the Philippines, Singapore and Thailand. These students offer advantages of knowledge of properly using

communication research methods and techniques, understanding of the communication process and effects and, the low-cost factor.

In the various regions (provincial/district levels) these kinds of students, may not have the necessary knowledge of and skills to do communication research. Hence, the added cost of training them prior to fielding them if the sample survey technique is to be used.

Research Methods Used and Areas of Concern

In the sample of 30 communication research studies in Annex A, one-third, (9) used the survey design and/or method; the rest dealt with the use of multiple methods (e.g., survey, case study), 6; case studies, 6; experiment, 4; content analysis, 3; historical method, 1; and readership study, 1.

Similarly, in a sampling of graduate students theses (1970-71 - 1980-81), numbering 84, similar findings were noted. The majority used the survey method, 47; followed by case study approach, 12; content analyses, 10; historical method, 10; experiment, 5; readability technique, 2; and multiple methods, 3 (Please see Annex D).

It is worthy of note that although the survey still predominates over the other methods, communication researchers in Asia are beginning to shift to those which tend to elicit more valid and reliable information, e.g., the experiment and the use of multiple methods.

It is apropos to point out at this juncture that, in general, the eight methodological deficiencies in communication research in Asia which this researcher documented in an East-West Communication Institute Seminar paper on "The Status of Communication Research in Asia" more than eight years ago are

still valid in several Asian countries today. (For a listing of these methodological problems, please see Annex E). However, some of the deficiencies have been made less marked. In the 84 graduate theses reviewed for this paper, there were only a few methodological studies undertaken by the graduate students, e.g., "A Measurement Model for Analysis of Diplomatic Missions' Information Campaigns" (Kofski, James 1971-72) and "A Methodological Study on the Development of an Evaluation Instrument for the Use of Radio in the Non-Formal Education of Teachers", (de Ocampo, Maria Lourdes C. 1978-1979).

Some possible reasons for the dearth of studies of this type is the relative difficulty of undertaking it vis-a-vis the other methods, the lack of students interested in this area due to inadequate preparation in statistics and mathematics, and the lack of encouragement on the part of the faculty due to their lack of interest, too, as well as training in studies of this type. The improvement in the methodology of communication research in the Region is manifested in the following observations:

1. There is now greater awareness among the young communication researchers in academe to consult with statisticians in determining the sampling procedures appropriate to the problem to be studied, statistical method/s to be used, and, the data analysis and mode of data interpretation. Also, there is a trend toward getting full-time statistics as part of the communication research faculty in some schools/departments of communication in the Region. (Relating to Problems Nos. 1, 3, 7)
2. More Asian communication researchers have acquired the necessary training and experience - as well as the courage - to innovate and/or

to make adaptations in the use of communication research methods. For example, the survey approach is slowly being indigenized; instead of doing and completing the interview as expeditiously as possible, adequate time is given the interviewer to become thoroughly familiar with the study area, the respondents' communication behavioral profiles, their value orientations and other factors. Likewise, the field experiment is being adapted to suit the study environment's cultural and psycho-sociological milieu. Thus, in orienting them on the nature of the field experiment, one has to just give the bare essentials they need to know in order to enlist their participation and cooperation. The concept of the control is difficult for them to comprehend; moreover it is almost impossible to implement, as experienced in our ASEAN multi-media project and the study on the use of radio to improve the quality of teaching Pilipino (national language) to elementary school pupils. (Relating to Problem No. 2)

3. There are now more multi- and inter-disciplinary studies, not only in academe but also in government and industry, whenever funds allow. In recent years, there has been a trend in some schools to have various disciplines (sociology, anthropology, psychology, management, economics, statistics) within its own faculty rather than rely on other academic units all the time. The latter practice seldom works because of the many administrative/management limitations one has to reckon with. (Relating to Problems Nos. 4, 5, 6).

4. After about two decades of professional training in mass communication in many Asian countries, research students have learned the skills of repackaging research data from the highly technical reports to the semi-technical and the popularized formats using picture and other illustrations and even audio-visual presentations such as soundslides and VTR-briefs to suit the needs of varying levels of users. There have also been efforts at collaboration and sharing between and among social researchers including communication researchers to establish formal networks governed by memoranda of agreement on expectations, obligations as well as rewards of joining the network. (Relating to Problem No. 8).

Communication Research Gaps

A. Needs identified in Communication Studies in Asia (1967-1981)

- 1a. Establishment of an island-wide, commercial and government educational telecommunications system; development of an intensive long-range in-service programme in the use of the new media for teachers; and the use of adequate support media as a regular and normal part of every classroom (Philippines, 1981).
- 1b. A satellite communication system which needs to use modern mass media equipment, should be completed in stages and should have a multi-purpose nature. A Southeast Asian regional system should be set up (Indonesia, 1967).
2. Radio programmes must be characterized by the objectives pursued, the continuity of action of programmes, the complementary means of assisting the broadcasts and the reception condition (India, 1967).

3. Any country that desires a high level of development must attain a similar level of literacy. In developing countries, expensive literacy programmes should be considered as long-term investment in development and social welfare (India, 1968, No. 4).
- 4.a. Use of multi-media mixes and approaches for rural development field campaigns;
- b. Use of research to ensure effectiveness of communication materials;
- c. Development of research-based training modules in the use of the multi-media mixes and approaches incorporating folk media for integrated rural development (Indonesia, Malaysia, the Philippines, Singapore and Thailand);
- d. Determining comparative cost-effectiveness of the multi-media materials and of existing research coordinating mechanisms (ASEAN Multi-Media Project, 1981).
5. Development of research-based, country-wide network for population information and development materials as basis for a projected ASEAN population information network (ASEAN POPIN Project, 1981).
6. To encourage cultural growth in a multi-ethnic society, a proposed operating plan to increase the efficiency of the existing communication system in Singapore includes: a) a general framework for the Ministry of Culture to set up

- cultural policies; b) establishment of a video center for use in encouraging direct interaction among ethnic groups; c) provision of feedback mechanisms; and d) more efficient exchange of TV programmes within the region (Singapore, 1973).
7. The Thai government provided the source for community development innovations in Northeast Thailand. A radio station provided an important channel for the villagers to express their opinions on a variety of matters concerning community development activities (Thailand, 1973).
 8. An expressed preference for national news was not being met by Thai newspapers. Only the space given to news of crime and violence appeared consonant with reader preferences. Studies concerning the influence of the Thai press on public knowledge and opinion were recommended (Thailand, 1974).
 9. Plans were drawn up for a national broadcast service which would assist national integration by including plays and other features in a regional language (India, 1974).
 10. Four newspapers studied ignored vital development problems such as family planning, housing, communications, labour welfare, employment, health, hygiene and medicine, administrative reforms, national integration and social change which were not found among the top 10 priorities of any of the four newspapers studied (India, 1975).
 11. The mass media in contemporary India lack the interdependence of content and personnel which characterizes mass media systems (1975).

B. Needs Identified by the Interviews with Asian Communicators

In addition to the communication research situation discussed in the preceding section of this Background Paper, the writer interviewed Asian media managers, administrators, media practitioners, communication students and students of allied social science and arts and humanities disciplines who have included communication components in their social researches on their perceived communication research priorities in the Asian Region.

A summary of their research comments/suggestions follow:

1. Economics is still the main problem of the industry. Studies on how to increase market shares and improve the economic viability of newspapers and news magazines should be the priority research concerns. For instance, studies on how to bring down costs of production would help the industry significantly. Management studies would also be useful (Juan Gatbonton, Asia Week).
2. Studies on readers' preferences and tastes are very important, especially for magazines. Circulation figures alone would not give an accurate reading of what readers want (Arnold Moss, Orientation).
3. We need first of all a study to determine the criteria that advertisers use in selecting advertising agencies. It seems that the advertisers still go for award winning ads rather than those that sell. Can research validate this? We would like to find out why we win certain accounts, why we lose in others or why we are not even invited to bid sometimes (Antonio de Joya, Asian Institute for the Development of Advertising).
4. There should be an Asian-wide study to determine the acceptability/non-acceptability of the New International Information Order (Loo Giap Seng).
5. We need to do evaluative studies toward upgrading the quality of teaching in Asian communication schools as well as of media content and format (E. Paradero).

6. We should know what educational and development messages are being printed by newspapers, broadcast over radio, TV and projected on film (R. Guioguo).
7. Government and industry need to plan a project/programme nationally, and, after implementing it, assess its strengths and deficiencies (M. de Ocampo).
8. Communication research should go beyond the reports; it should present findings differently to different people and in a form that is readily usable for decision, for policy, for planning and for evaluation (Kim Soon Young)
9. Due to scarce resources, it is practical to use existing research data rather than conduct new studies; perhaps re-analyze and reinterpret, if the data so warrant, to meet your particular objectives (A. Kumar).
10. To ensure a good future for communication research as an acceptable field of study at the college/tertiary level, do studies that will add to or enrich the knowledge, the methods and techniques of doing research in the Asian setting (B.V. Lozare).

Communication Research Priorities

The trends and developments in communication research in the Asian Region outlined earlier in this Paper, and the interview data from the managers, policy makers, media practitioners, students, etc., are clear indications that communication research as a subject-field -- as art, science and service -- as process, as support and as independent strategy has steadily gained recognition and acceptance. The interview feedback, in particular, reveal definitive expectations of what the communication studies can do to further the growth and development of the communication discipline in the decade of the 80's.

It is only appropriate therefore that an agenda for communication research priorities be formulated so that perhaps AMIC can assist nay, lead, in translating their expectations into reality.

The following constitute a tentative list of these priority studies:

- 1a. Feasibility study of an island-wide, non-commercial and/or government educational telecommunications system; the development of an intensive long-range in-service programme in the use of the new media for teachers; and the use of a full range of media as a regular and normal part of every classroom.
- 1b. Feasibility study relating to the establishment of an ASEAN regional system utilizing the satellite, modern mass media equipment, to be completed in stages and with a multi-purpose nature, e.g., in addition to further strengthening the unity and solidarity among and between the five ASEAN countries.
2. Effectiveness of radio programmes in terms of the objectives pursued, e.g., assisting national integration efforts and other aspects of education and development; the continuity of action of programmes, the complementary means of assisting the broadcasts and the reception conditions; of the press on public knowledge and opinions.

3. Development of research-based literacy programme training modules which should be considered long-term investment in development and social welfare.
4. Research on the development of multi-media mixes and approaches, use of multi-media mixes and approaches for rural development, e.g., field campaigns; determining the comparative effectiveness and cost-effectiveness of the multi-media materials as well as existing research coordinating mechanisms.
5. Development of research-based, country-wide network for population/rural development information as the basis of a projected ASEAN or ASIAN population information network.
6. Development of a research-based plan to increase the efficiency of an existing communication system to include a general framework for setting up cultural projects, establishment of a video center for use to encourage direct interaction among ethnic groups, provision of feedback mechanism and more efficient exchange of TV programmes within the Southeast Asian sub-region.
7. Asia-wide feasibility studies of establishing community press and radio stations for effecting community development.
8. Studies on how to increase market shares and improve the economic viability of newspapers and news magazines, studies on how to bring down costs of production and management

services which would be useful to the press industry in selected Asian countries.

9. Studies on a) circulation, particularly the whys and wherefores behind phenomenal (very high) and extremely low circulation, and b) sustained studies on readers' preferences which are constantly changing.
10. Research to determine criteria that advertisers use in selecting advertising agencies. The studies should validate the seeming propensity of advertisers to go for award-winning advertisements rather than those that sell.
11. Evaluative research toward improving the quality of teaching in Asian communication schools.
12. Evaluative studies on the effectiveness of communication projects and programmes of government through benchmark and post-implementation surveys to determine changes effected before and after the projects and programmes were undertaken.
13. Studies on various ways of effectively using communication research findings for policy and planning. These need to include (a) conduct of feedback studies including determining appropriate feedback mechanisms, (b) re-analysis of existing research data to generate implications or directions for new policies and plans, (c) socio-economic and communication profile studies at various geographic levels to take care of variances due to ethno-linguistic and other related factors,

- (d) modifying research proposals to include publication and dissemination costs of the research findings that will generate useful data for policy and planning.
14. Asia-wide basic research that will focus on adding to the stock of new knowledge of the subject-field of communication -- knowledge that will lead to new theory formulation and model-building of an indigenous nature or adaptations from the models of more advanced countries.
 15. More studies on how to minimize the poverty of the deprived sectors of the populace who are most likely beyond the reach of the mass media.
 16. More studies on the communication producers or sources of information (publishers, radio-TV owners, etc.) at urban and rural levels. These do not include mere socio-economic and communication profiles but also socio-psychological factors that will help determine their attitudes (or change them if warranted) toward more support for communication research particularly on the use of the media for education and development.
 17. Studies of media performance through research on the communication process instead of just one or two elements of the process, e.g., channel and message, sources and audiences but all of them.

18. Experimental studies to formulate and test various communication strategies and approaches which will facilitate the process of development.
19. Studies to determine how best to integrate the contributions of diverse and sometimes highly competitive public and private communication agencies to meeting development needs. It may be noted here that communication is often seen to flow downwards and very rarely, laterally or upwards.
20. Research to correct the imbalance between doing action- or problem-oriented research as against theoretical or academic research so that the process of effecting socio-economic development and development of the discipline of communication go hand in hand.

Role of AMIC in Communication Research

The original mandate of AMIC when it was established in 1971 was to serve as producer, channel and user of communication research. Hence, its name. As producer, it is mandated to encourage/support the conduct of research in the various communication institutes and media organizations of Asia. As channel, AMIC's raison d'être¹ is to serve as a clearinghouse to facilitate the dissemination of research findings throughout Asia. As user, it is expected to continually improve its operations through the judicious use of mass communication research findings.

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Annex C

AMIC PUBLICATIONS

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2. Modernisation and Knowledge: a study of four Ceylonese Villages, by Shelton Gunaratne. Singapore, 1976. 100p. S\$8.00 within Asia. S\$12.00 outside Asia.
3. Television News Exchange in Asia - an AMIC/ABU publication. Edited by Reinhard Keune and Guy de Fontgalland. Singapore, 1976. 77p. (Xerox copies available at cost)
4. Training for Broadcasting in Asia. Edited by Leslie Sargent and P.R.R. Sinha. Singapore, 1977. 150p. S\$14.00
5. Mass Communication in Asia; a brief history, by Sir Charles Moses and Crispin Maslog. Singapore, 1978. 85p. S\$15.00
6. Mass Media and Communication Patterns in Singapore, by Peter S.J. Chen and Eddie C.Y. Kuo. Singapore, 1978. 66p. S\$12.00
7. The Use of Development News: case studies of India; Malaysia, Ghana and Thailand. Edited by John A. Lent and John V. Vilanilam. Singapore, 1979. 110p. S\$15.00
8. Manual of Development Communication (with special reference to Broadcasting), by C.V. Rajasundaram. Singapore, 1981. 156p. S\$10.00
9. The Provincial Press in the Philippines, by Raul R. Ingles and Rebecca F. Maceda. Singapore 1981. 92p. S\$12.00

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1. Communication and Change in Rural Asia - a select bibliography. Singapore, 1973. 50p. (AMIC communication bibliography no. 1) Xerox or microfiche copies available at cost,

2. Mass Communication in Malaysia: an annotated bibliography. Singapore, 1975. 104p. (Asian mass communication bibliography series no. 1) (Xerox or microfiche copies available at cost)
3. Mass Communication in India: an annotated bibliography. Singapore, 1976. 24p. (Asian mass communication bibliography series no. 2) S\$12.00 within Asia. S\$18.00 outside Asia.
4. Mass Communication in Hongkong and Macao: an annotated bibliography. Singapore, 1976. 30p. (Asian mass communication bibliography no. 3) S\$4.00 within Asia. S\$6.00 outside Asia.
5. Mass Communication in the Philippines: an annotated bibliography. Singapore, 1976. 335p. (Asian mass communication bibliography no. 4) S\$14.00 within Asia. S\$21.00 outside Asia.
6. Mass Communication in Taiwan: an annotated bibliography. Singapore, 1977. 65p. (Asian mass communication bibliography series no. 5) S\$10.00
7. Mass Communication in Singapore: an annotated bibliography. Singapore, 1977. 60p. (Asian mass communication bibliography series no. 6) S\$10.00
8. Mass Communication in Nepal: an annotated bibliography. Compiled by Narendra R. Panday. Singapore, 1977. 34p. (Asian mass communication bibliography series no. 7) S\$6.00
9. Mass Communication in Korea: an annotated bibliography. Compiled by Taeyoul Hahn. Singapore, 1977. 67p. (Asian mass communication bibliography series no. 8) S\$8.00
10. Mass Communication in Sri Lanka: an annotated bibliography. Compiled by H.A.I. Goonetilleke (coordinator), Samuel Devasirvadam and Ariyaratne Senadeera. Singapore, 1978. 77p. (Asian mass communication bibliography series no. 9) S\$10.00
11. Mass Communication in Indonesia: an annotated bibliography. Compiled by Hastini H. Prakoso. Singapore, 1978. 90p. (Asian mass communication bibliography series no. 10) S\$10.00
12. Broadcasting in Asia: an annotated bibliography. Singapore, 1974. 90p. (Amic communication bibliography no.2) S\$4.00
13. Communication Policies and Planning in Asia: an annotated bibliography. Singapore, 1978. 131p. (Amic communication bibliography no. 3)

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DIRECTORY

1. Directory of Mass Communication Institutions in Asia. Singapore, 1981. 262p. S\$12.00

Annex D

A LIST OF GRADUATE THESES IN THE U.P.
INSTITUTE OF MASS COMMUNICATION
1971 to 1983

1970-1971

1. Baldega, Anacleto C. An Evaluation of Extension Coordination In and Among Forestry Agencies in the Philippines

2. Lopez, Jaime D. The Problems of the Muslim in Southern Philippines: An Overview

1971-1972

1. Pafahi, James M. A Measurement Model for Analysis of Diplomatic Missions' Information Campaign

2. Schaller, 1971-1972

1. Corbett, Judith P. U.P. Coeds' Source of Information, Knowledge of and Attitudes Toward the U.P. Women's Club

2. Guepco, Rebecca S. The Political Economy of the Movie Medium in the Philippines - a historical analysis

1972-1973

1. Payne, Melina S. Freedom of Speech and of the Press and the Regulation of Election Spending and Propaganda Provided in the 1971 Constitutional Convention Act

1972-1973

1. Anjeli, Anjali Mass Media Exposure and Cross-Cultural Differences Affecting the Practice of Family Planning Among Female Respondents Living

2. Battath Broadcast Programming and its Role in the Philippines for Developmental Campaigns: A Study of Research Program

3. ... The History and Development of the City High School

4. ... Status, Practices and Needs of the Teacher in the Public School in Manila and the ... Study

5. ... Publicity and ... Public High School Administration

December, 1973-1974

1. Fabrivinas, Renato V.

The History of Sulu State

2. Gomez, Estelita F.

The Effects of Two-Sided Communication on Attitudes of College Students in Foundation University, Dumaguete City

January, 1974

1. Gomez, Francisco B.

Student Publications: A Guide for Editors and Advisers

February, 1974-1975

1. Jandinas, Ma. Theresa M.

Towards Predicting Academic Performance of Students in the Institute of Mass Communication

March, 1974-1975

1. Julgencio, Marietta V.

A Study on Textile Workers' Labor Law Knowledge, Attitude, and Relevant Communication and Job-Connected Factors

2. Gatchalian, Jose C.

The Comparative Effectiveness of Two Communication Strategies with Learning MAP of Rural Extension Workers

3. Lapuzi, Arlianda S.

Mouthful of Minors: A Study on Mass Media Perception

4. ... Maria T.

The Power of ... of ...

5. ... Geraldine I.

Perceptions of ... of ...

6. ... Maria C.

... of ...

April, 1975-1976

1. ... Modesto ...

Vox Populi: ... Presentation of ... Profile)

2nd semester, 1975-1976

- 1. Duran, Beatrice P. The Dissemination and Use of Results of NSDB-Assisted Projects
- 2. Guioquio, Reynaldo V. Factors Related to the Mass Media Habits of Urban Residents in Metropolitan Manila
- 3. Morales, Francisco J. Curriculum Guide for Development Journalism in High School
- 4. Rinon II, Jose G. A Proposal for an Integrated and Development-Oriented Mass Communication Program
- 5. Susaimanickam, George Ma. Relationship Between Exposure to Religious Radio Programs and Knowledge, Attitude and Practice of Religion in the District of Bago Bantay, Quezon City
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- 7. Valbuena, Victor T. Clinic Interaction, Education and Communication: A Training Module
- 8. Ver, Mary Lou A. A Study of the Development Commitment of Editors of Public Secondary School Papers

1st semester, 1976

- 1. Alvarez, Ramiro C. Communication Habits, Use of Mass-Mediated Media, Knowledge, Attitude and Practice of Religion in the District of Bago Bantay, Quezon City
- 2. Duran, Beatrice P. Public Relations in the Philippines: A Study of the University of the Philippines

2nd semester, 1977

- 1. Leunoy, Joseph Lambert Exposure to Community Development-Centered Radio Broadcasts and Knowledge, Attitude and Practice of Religion in the District of Bago Bantay, Quezon City
- 2. Rinon, Jose G. Factors Related to the Mass Media Habits of Urban Residents in Metropolitan Manila

- 3. Quirante, Aleli A. Efforts of the Government and Private Section in Consumer Education as Reflected in Four Selected Philippine Magazines (January 1, 1975 to December 31, 1975)
- 4. Pulite, Bridget T. The Relationship of Four Socio-Psychological Factors and the Adoption of Family Planning in Barrio Guzman, Cebu
- 5th semester, 1976-1977
 - 1. John, Edwin Maria Editing Church Newspapers: A Handbook
- 6th semester, 1977-1978
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 - 2. Palacios, Luis R. Filipino Values as Reflected in Public Service Advertising in Three National Daily Newspapers and in Circulars in Three Government Publications
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9. Serrano, Antonio C.
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Annex E

Methodological Problems

Using the standards of social research of the more developed societies, it may be stated that methodologically, communication research conducted in Asia suffers in comparison with that done in the developed countries. The practices described below tend to support this assessment.

- (1) Samples are usually too limited and are obtained by using less than scientific procedures, and thus are unrepresentative. At the other extreme, complete enumeration is taken where a representative sample would have sufficed.
- (2) Sophisticated Western research methods and techniques are often used without adaptations to suit them to Asian conditions.
- (3) Imprecise quantitative measures are often employed. In analyzing research data, some researchers seldom go beyond mere enumeration and percentages and use these to make generalizations, to draw conclusions, or to suggest recommendations for quick action. Others make little or no attempt to perfect research instruments which would help elicit more reliable data.
- (4) The approaches used are usually limited to a particular discipline instead of crossing into other disciplines. An analysis, for instance, of the state of press freedom in a country cannot be a mere restatement of the media situation and a mere listing of the causes of the economic, social, and cultural factors which influence such freedom.

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- (5) Most studies are limited, too, by the use of a particular techniques, say the micro approach using the case study method or the macro approach employing the sample survey. In the former, one is content with studying a few cases— persons, institutions, and communities— sacrificing representativeness; in the latter, the concern for representativeness often obscures the need for in-depth analysis.
- (6) Data interpretation is often done by using two extremes; (a) complete reliance on statistical significance, overlooking or neglecting the sociocultural milieu within which the problem is circumscribed; and (b) over-dependence on descriptive data and qualitative techniques of analysis which are largely subjective.
- (7) Data interpretation techniques which help to elicit expected results are sometimes also resorted to. In extreme cases, statistical tables are made "to speak for themselves" in the manner and direction expected by the end-users of the study without benefit of interpretation.
- (8) Often, studies are biased in favor of either one group or the other—the theoreticians or the action men. Pure, academic research is often useless for policy and action programs; applied research without any theoretical base is often also not meaningful for and appreciated by academia.