

Category	: International Rice Research Conference
Select Theme	: Climate change and environmental sustainability
Endorsement email	:
Keyword 1	: Adaptation to climate change
Keyword 2	: Climate smart agriculture
Keyword 3	: Multidimensional sustainability (environment, economic, social, governance)
Title of Entry	: #RICEUP: DEVELOPMENT JOURNALISM FOR FILIPINO FARMERS – AN EVALUATION OF PHILIPPINE RICE RESEARCH INSTITUTE’S EL NIÑO INFORMATION, EDUCATION, AND COMMUNICATION (IEC) MATERIALS
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Affiliation presenting author	: Polytechnic University of the Philippines
Affiliation 1	: Polytechnic University of the Philippines
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Select only one type of presentation	: 15 minute oral presentation
Abstract	: Summary: The study sought the Filipino farmers’ evaluation in El Niño IEC Materials published by the Philippine Rice Research Institute from 2014-2016 and how these Development Journalism articles helped them in dealing with the problems brought by El Niño. It also sought the suggestions of farmers as to the content, format, text, graphic appeal, and language usage on the IEC Materials both in its printed version and online counterpart. The researchers made use of the Qualitative Approach utilizing the focus interview data-gathering method with a total of 11 participant farmers coming from an association of farmers in Brgy. Puypuy, Bay, Laguna. The researchers had a preliminary meeting with PhilRice Officials in order to validate variables and aspects, ensuring the significance and originality of the study. Conclusion: The study confirms that farmers typically use the El Niño IEC Materials they receive from PhilRice to gain valuable knowledge about farming and irrigation procedures during extreme drought. The IEC materials of PhilRice are usually posted inside their office and in the office of IRRI. Moreover, the IEC materials are discussed with farmers during meetings. However, in terms of availability, they are not easily accessible to the public since they have to visit the office in order to access the IEC materials. Although said materials are available online, majority of the farmers lack computer literacy and do not know how to retrieve the information in the PhilRice Website. And since most of the farmers do not use the internet, they are unsure if the volume of words and content of PhilRice issues about El Niño are appropriate or not. It is a must therefore, for them to be educated in using the internet to widen their scope of learning. The farmers do not have any problems with the content, format, text, graphic appeal of the IEC Materials. They do however

have a problem with the language used. Most of the farmers suggested that IEC materials that are written in English be written in Filipino for them to have a better grasp of the content. Meanwhile the articles written in Filipino remain as is.

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