

Level of Satisfaction of CSU Piat Students to the Student Publication

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Abstract: *This study used the Disconfirmation Model by Churchill and Suprenant (1982) to assess the level of satisfaction of the students from the different colleges of Cagayan State University Piat campus to the pages of The Greenthumb, the campus student publication. The descriptive-correlational design was used in the study to describe the profile of the respondents as to college affiliation and gender. It has also been used to describe the level of satisfaction of the students to the school paper, their preferred topics to be written in the school paper, the pass – on rate of the school paper, respondents’ perception on the roles of the school paper and the preferred school paper type to be published. Moreover, the design involved the comparative analysis of the level of satisfaction of the respondents to the school paper when grouped according to the profile variables. The study showed that the students were “moderately satisfied” with the different pages of the school paper, however the different colleges marked significant difference in their level of satisfaction. It was found out that the respondents looked into the school paper as an “information bulletin” as its primary role in the campus and in the community. Furthermore, most of the respondents suggested “personal issues (Love and Friendship)” to be written in the school paper. Moreover, the magazine type was preferred by the respondents over the newsletter, tabloid and folio. Since the respondents are just “moderately satisfied” with the school paper, the researcher concluded that efforts of the staff are not enough yet to really represent the ideas of the readers in the campus. It is then recommended that results of this study shall be used to improve the next issues of the school paper in the campus.*

Keywords: *satisfaction, school paper, pass – on rate, information bulletin*

Introduction:

The school paper is the voice of the students. RA 7079 provides that all schools in the Philippines, public or private must publish a school paper to represent students’ ideas and to serve as students’ vehicle for press freedom.

School papers should then be manned by student writers chosen through a qualifying exam, interview, journalistic experiences and academic standing. Members of the editorial board are expected to write issues concerning students’ welfare with utmost freedom and responsibility.

Cagayan State University Piat Campus has been maintaining a school paper for many years now. Two issues of the paper are released every year. The Greenthumb, the official student publication of the campus is usually in newsletter form for the first semester and in magazine form for the second semester.

The Greenthumb is being recognized as a student publication as its pages have been winning awards in the regional press conference. Its writers are consistently winners in both national and regional levels press conferences.

However, despite the credibility of the student paper and its writers, the researcher notices that the students do not give much value on the The Greenthumb. This can be seen on the way the students read, hold and keep their copies. More often than not, copies of the The Greenthumb are scattered after they are being read by the students. Some copies are used as students’ shelter against the sun and the rain. They are also

being used as fans. Sometimes they are also used as scratch papers.

This fact pains the researcher, who is also the school paper adviser. Knowing that the school paper is a product of time, effort and skills of the editorial board, she believes it should be given the respect it deserves. Besides, it is also a product of student’s money.

The researcher then urged herself to investigate on the root cause of this problem and find ways on how to solve it. She believes that the students will only value the school paper if they are satisfied with its content and packaging. She assumes that the students will value the school paper if they could relate with it and see the importance of the articles in their daily lives.

The researcher then would like to find out how satisfied the students in CSU Piat are in the school paper issued to them. Also, she would like to investigate on the pass – on rate of the school paper and to discover what can be done to produce a better school paper.

Objectives:

1. What is the profile of the respondents according to:
 - a. College affiliation
 - b. Sex
2. What is the level of satisfaction of the students in the different pages of the Greenthumb issue specifically on:
 - a. Editorial page/Opinion Page
 - b. News page
 - c. Feature and literary page

- d. Development Communication page
- e. Sports page
- 3. Is there a significant difference in the level of satisfaction of students in the different pages of the Greenthumb when grouped according to the profile variables?
- 4. What role does the school paper play as perceived by the students?
- 5. Is there a significant difference in the perceived role of the school paper when grouped according to college affiliation?
- 6. What kind of topics do the students suggest to be written in the paper?
- 7. What is the “pass-on” rate of the school paper after being read by the students?
- 8. What type of packaging is preferred by the respondents?

CONCEPTUAL FRAMEWORK

This study is based on the concept that products and services given by an organization must be evaluated especially if the clients pay for these services. Cagayan State University Piat, Cagayan commits to give only the best service to its students. Thus, an evaluation of its services is a must.

One of the services given to students in this campus is the School Paper Publication. Every semester, the editorial board of the paper releases a copy for all students. This study ventured on the assessing the performance of the school publication as a service given to students.

The Disconfirmation Model by Churchill and Suprenant (1982) was used as basis for the evaluation process. This model is based on the comparison of customer’s expectation and their perceived performance rating. Specifically, an individual’s expectations are confirmed when a product performs as expected. It is negatively confirmed when a product performs more poorly than expected.

There are four constructs to describe the traditional disconfirmation paradigm mentioned as expectations, performance, disconfirmation and satisfaction. Satisfaction is considered as an outcome of purchase and use, resulting from the users’ comparison of expected rewards and incurred costs of the purchase in relation to anticipated consequences. In operation, satisfaction is somehow similar to attitude as it can be evaluated as the sum of satisfaction with some features of the product.

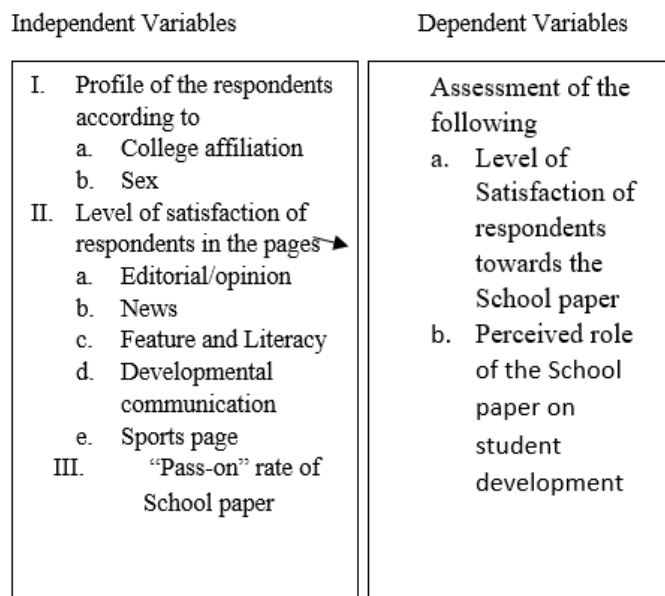
The school paper is expected to become the avenue of the students for self - expression of scientific, artistic, literary, factual and opinionated ideas. They pay P60 per semester for a school publication fee.

This study assesses the satisfaction of the students towards the school publication by letting the positively confirm or negatively confirm the performance of the school publication vis – a vis their expectation on its role in the campus.

According to Parasuraman et. Al (1988), the usual measures of the customer satisfaction involve a survey using a Likert Sacale. The customer is asked to evaluate each statement in terms of their perceptions and expectations of the performance of the organization, service or product being measured.

This study used the three point Likert Scale in evaluating the level of satisfaction of the respondents to the school paper.

The paradigm that follows shows the flow of the study.



METHODOLOGY

Research Design

The descriptive – correlational method was used in this study. As defined by Lardizabal, descriptive research method is a method that presents the status of an organization, a place, an individual or anything. Moreover a study is correlational when it aims to determine how two sets of variables are related to one another. This design was used to describe profile of the respondents as to college affiliation, year level and gender. It has also been used to describe the level of satisfaction of the students to the school paper, their preferred topics to be written in the school paper, the pass – on rate of the school paper and respondents perception on the Roles of

the school paper. Moreover, the design involves the comparative analysis of the level of satisfaction of the respondents to the school paper when grouped according to the profile variables.

Locale of the Study

This study was conducted at Cagayan State University Piat campus using the first semester issue of the school paper for the SY 2018 – 2019.

Respondents of the Study

The respondents of the study were the students of Cagayan State University Piat campus. They were selected through the Slovin’s formula. After the desired sample size was determined, stratified random sampling was used to proportionately allocate the number of respondents per college. Moreover, respondents in every year level across colleges were proportionately allocated. Drawlots was utilized to determine the respondents in every section. Below is the number of respondents per college in the campus.

College	Number of Students
CICS	56
CA	168
CTE	312
CCJE	192
Total	728

Data Gathering Tools

The primary tool used in this study was the questionnaire. It was composed of three parts. The first part elicited the profile of the respondents. The second part elicited information on how satisfied the respondents on the different sections of the school paper such as the editorial/Opinion Page, News Page, Feature/Literary Page, DevCom Page and Sports Page. The third part elicited the perception of the respondents on the role played by the school paper in the campus. Moreover, the fourth part determined the “pass – on” rate of the school paper. Pass- on rate of the school paper speaks of the percentage the students will likely to share the paper to others outside the school or to their friends after reading it. The fifth part of the questionnaire gathered data on what topics can student suggest to be written in the school paper.

Data Analysis

The following are the statistical tools used to analyze the data.

Frequency and Percentage count were used to determine the profile of the respondents

The weighted mean was utilized to analyze the data on the level of satisfaction of the students to the school paper, their perception on the roles played by the student paper in the campus, the pass – on rate of the school paper, and the preferred topics suggested by the students. The following scale was used to determine the Level of Satisfaction of Students to the school paper.

Scale	Descriptive Interpretation
2.34 -3.00	Satisfied
1.67-2.33	moderately satisfied
1.0- 1.66	Unsatisfied

The ANOVA was used to determine the differences in the level of Satisfaction of students to the school paper and the Perceived Roles of the School Paper when grouped According to Profile Variables.

All hypotheses were tested at .05 level level of Significance.

RESULTS AND DISCUSSION

Table 2. Profile of the Respondents

Table 2 shows the profile of respondents in the study as to college affiliation and gender. As seen in the table there are 728 respondents coming from the different colleges in the campus. College of Information Technology has 56 respondents (7.6%), College of Agriculture has 168 respondents (23.07), College of Teacher education has 312 respondents (42.85) and College of Criminal Justice Administrations has 192 (26.37%). The table further shows that there was an equal number of male and female respondents in the study.

Profile	Frequency	Percentage
College		
CICS	56	7.6
CA	168	23.07
CTE	312	42.85
CCJE	192	26.37
Total	728	100%
Sex		
Male	364	50%
Female	364	50%
Total		100%

Table 3. Level of Satisfaction of the Respondents the Editorial/ Opinion Page

Table 3 reflects the level of satisfaction of the respondents to the editorial /opinion page of the student publication. As reflected in the table, the respondents are satisfied with all the items under the editorial/opinion page. However, they marked number two with the highest weighted mean of 2.18 which means that most of them are satisfied with the editorial /opinion page with its effort to present both sides

of the issue being discussed in the editorial/ opinion articles. On the contrary, the respondents marked item number four with the lowest weighted mean of 2.02 which means that they may not be able to relate so much with the topics discussed in the articles especially with the national issues. The overall mean of 2.11 means that the respondents are satisfied with the editorial/ opinion page of the school paper.

Item	Weighted Mean	Descriptive Interpretation
1. The Editorial represents the stand of the Editorial Board and the Opinion articles represent the mind and the feelings of the whole studentry.	2.15	Moderately Satisfied
2. The Editorial and Opinion articles present both sides of the issue being discussed giving the readers the freedom to weigh in their own decisions.	2.18	Moderately Satisfied
3. The editorial and opinion articles are interesting and arguments are presented clearly so readers can react easily in return.	2.14	Moderately Satisfied
4. The editorial and opinion articles range from local to national issues which students can relate from.	2.02	Moderately Satisfied
5. The editorial and opinion articles influence the readers to act on the issue thereby changing or improving their ways and their surroundings.	2.05	Moderately Satisfied
Overall Mean	2.11	Moderately Satisfied

Table 4. Level of Satisfaction of the Respondents to the News Page

Table 4 shows the level of satisfaction of the respondents to the news page of the school paper. It can be seen in the table that the respondents are satisfied with all the items under the news page. However the respondents marked item number five with the highest weighted mean of 2.20 when the news are student – centered which embody the students interest. The researcher discovered that most of the news written in the school paper are school – based and community based. This means that the respondents are satisfied with news articles that they are familiar with and news stories which directly affect them. On the other hand,

the respondents marked item number two with the lowest weighted mean of 2.08. Although this data also means the students are satisfied with the news articles, they still feel that these articles must be improved in terms of exhibiting balance reporting and presenting all the information needed by the readers. This implies that the students are keen observers of the events taking place in the campus and in the community because they know whether the news articles in the school paper presented the complete data needed. The overall mean of 2.14 shows that the respondents are satisfied with the news page.

Item	Weighted Mean	Descriptive Interpretation
1. The news are timely and up – to – date	2.14	Moderately Satisfied
2. The news exhibits balance reporting and presents all information needed by the readers	2.08	Moderately Satisfied
3. The news captures important events in the school and in the community.	2.12	Moderately Satisfied
4. The news is presented in an inverted triangle style so readers can get important facts even without finishing the story.	2.15	Moderately Satisfied
5. The news are student – centered which embody the interest of the student readers.	2.20	Moderately Satisfied
Overall Mean	2.14	Moderately Satisfied

Table 5. Level of Satisfaction of the Respondents to the Feature/Literary Page

Table 5 presents the level of satisfaction of the respondents to the Feature/ Literary page of the school paper. Similar to the editorial/opinion page and news page, the respondents also marked all the items under the feature/literary page a satisfactory rating. It can be noted from the table that the respondents rated item number one with the highest weighted mean of 2.21 where the respondents see at the feature/literary articles as entertaining, relaxing and enlightening. This implies that the respondents appreciate the feature/literary writers' effort to adhere to the first quality of the feature/literary articles which is to entertain readers and to attack serious issues in light mode. Item number 2 which

elicited the respondents' satisfaction to articles that features factual and inspiring stories of students and other people in the campus and in the community was rated the lowest weighted mean of 2.07 among all items. The researcher tried to look into these kinds of personality articles in the school paper and found out that there were few articles featuring students and other people with inspiring stories. This is probably the reason why the respondents rated this item the lowest satisfactory rating. Nevertheless, the overall mean of 2.14 shows that the respondents are satisfied with the feature/literary page of the school paper.

Item	Weighted Mean	Descriptive Interpretation
1. The feature/and literary articles are entertaining, relaxing and enlightening.	2.21	Moderately Satisfied
2. The feature and literary articles showcase factual and inspiring stories of students and other people in the campus and in the community.	2.07	Moderately Satisfied
3. The feature and literary articles use appropriate literary techniques to make the poem or story colourful.	2.13	Moderately Satisfied
4. The literary and feature articles appeal to the emotions and imagination of the readers.	2.12	Moderately Satisfied
5. The feature and literary articles are centered on local and national social issues which students could relate from.	2.16	Moderately Satisfied
Overall Mean	2.14	Satisfied

Table 6. Level of Satisfaction of the Respondents to the Developmental Page

Table 6 reflects the respondents' satisfaction to the developmental page of the school paper. It further shows that again, the respondents are satisfied with all the items under this page. Item number 1 however, was rated with the highest weighted mean of 2.29 where they look at the developmental articles as an avenue to feature school programs and activities that are helpful in the community. This means that the respondents understand that the programs and activities conducted in the campus are helpful in the development of the community. However, both items number 3 and item number 4 got the lowest weighted mean of 2.06. Item number three seeks the satisfaction of the students on developmental articles whose topics are the programs conducted in school.

Apparently, as the rating implies, the respondents see these programs as more of personality-focused rather than program-focused. This means that these articles feature the designers of the program more than the program objective itself. On the other hand item number four elicits the satisfaction of the respondents on the efforts of the DevCom page to foster awareness among students on how the campus extends its programs to the community. With the low satisfaction rate, it is deduced from the data that the Dev Com articles lack information about how the campus disseminate its developmental programs. The overall mean of 2.14 reflects that the respondents are satisfied with the developmental page.

Item	Weighted Mean	Descriptive Interpretation
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1. The Dev Com articles feature school programs and activities that are helpful to the community.	2.29	Moderately Satisfied
2. The Dev Com articles serve the information bulletin of the community to the school programs and activities.	2.12	Moderately Satisfied
3. The DevCom articles are program-centered rather than personality – centered.	2.06	Moderately Satisfied
4. The DevCom page fosters awareness among students on how the school extends its programs to the members of the community.	2.06	Moderately Satisfied
5. The DevCom page develops enthusiasm among students to become active part of the school programs and activities that are helpful to their fellows and to the community.	2.15	Moderately Satisfied
Overall Mean	2.14	Moderately Satisfied

Table 7. Level of Satisfaction of the Respondents to the Sports Page

Table 7 reflects the level of satisfaction of the respondents with the sports page of the school paper. The table further shows that the respondents are satisfied with all the items under the sports page. However, item number two has the highest weighted mean of 2.19 and item number 5 is rated the lowest with 2.11. This means that most of the respondents look at the sports articles to exhibit balance reporting while they notice that the page does not offer much a variety of articles. This observation from the respondents has been found to be valid when the researcher went over the sports articles in the school paper. She noticed that most of the articles in the page are all sports news which follow the

standards or quality of a sports news. However it is very rare that there are other articles like sports feature or sports opinion in the page. The overall mean of 2.15 shows that the respondents are satisfied with the sports page.

Item	Weighted Mean	Descriptive Interpretation
1. The sports articles are timely and up – to – date	2.17	Moderately Satisfied
2. The sports articles exhibit balance reporting and present all information needed by the readers	2.19	Moderately Satisfied
3. The sports articles use appropriate sports lingo which makes them interesting and vivid.	2.14	Moderately Satisfied
4. The sports articles exudes action which makes them lively.	2.12	Moderately Satisfied
5. The sports page presents variety of articles from news to feature to opinion and discusses local and national sports issues.	2.11	Moderately Satisfied
Overall Mean	2.15	Moderately Satisfied

Table 8. Summary of the Respondents’ Satisfaction to the Different Sections of the School Paper

The table below shows the respondents satisfaction to the different pages of the school paper. As seen in the table, the respondents are satisfied with all the pages of the school paper with a weighted mean ranging from 2.11 – 2.15. This means that the school paper issues articles that pass journalism standards but these articles still need

improvements until respondents will become “very satisfied” with them.

Section	Weighted Mean	Descriptive Interpretation
Editorial	2.11	Moderately Satisfied
News	2.14	Moderately Satisfied
Feature/ Literary	2.14	Moderately Satisfied
Developmental Communication	2.14	Moderately Satisfied
Sports	2.15	Moderately Satisfied
Overall Mean	2.14	Moderately Satisfied

Table 9. Comparative Analysis of Respondents’ Level of Satisfaction to the Different Sections of the School Paper when grouped According to Profile Variables.

Table 9 shows the comparative analysis of the respondents’ level of satisfaction to the school paper according to their sex and college affiliation. It can be inferred from the table that the respondents’ sex does not determine their level of satisfaction towards the school paper. This means that whether the respondents are males or females, there is no significant difference in their level of satisfaction towards the school paper.

On the contrary, it can be seen on the table that college affiliation greatly affects the level of satisfaction of the respondents towards the school paper. This means that the respondents vary in their level of satisfaction towards depending on what college they belong. It can further be seen on the table that the College of Information Technology has the highest level of satisfaction (2.48) among all the colleges in the campus, followed by the College of Criminal Justice Education (2.43), then the College of Teacher Education (2.29) and lastly, the College of Agriculture (1.33).

Variables	Profile	Mean	Standard Deviation	Computed Value	Tabular Value	Decision
Sex	Male	2.158	.070	t-value= 1.197	1.646	Accept H ₀
	Female	2.117	.029			
College	CIT	2.48	.097	F-value= 395.89	3.24	Reject H ₀
	CA	1.33	.069			
	CTE	2.29	.016			
	CCJE	2.43	.016			

Table 10. Perception of Students on the Roles of Student Paper in the Campus

Table 10 shows the how the respondents perceived the role of the student paper in the campus. It can be seen on the table that the respondents looked at the school paper as an information bulletin since they ranked item number one as the first, among the roles of student paper mentioned in this research. This means that the articles in the school paper is a source of facts and events that maybe important for the respondents. The researcher tried to validate this answer by examining samples of school paper issued in the campus. She found out that most of the time, the staff issues a newsletter which publishes more news compared to other journalistic genre. Even the magazine issues also consistently maintain more pages for news stories. Consequently, the respondents

read more news stories which are actually sources of information.

It can also be noted on the table that the respondents ranked item no.7 which speaks of the ability of the school paper to influence the readers to act on certain issues as the last, among the functions of the school paper. This means that the respondents were rarely affected with the topics discussed in the school paper and that there were no changes in their ways and attitude after reading the school paper. This result is saddening considering that the ultimate goal of a school paper should be to improve the lives of the readers by inspiring them in the articles being written in the school paper. Apparently, the result of this study shows that this aim of the school paper is rarely if not ever seen in the school paper.

Item	BSIT	CA	CTE	CCJA	Weighted mean	Rank
1. It is an information bulletin for students, faculty members, administrative staff and the community.	2.542	1.55	2.314	2.643	2.262	1
2. It serves as the vehicle of truth and opinion of the students	2.385	1.232	2.281	2.511	2.117	5
3.It is an avenue for self-expression.	2.607	1.214	2.308	2.542	2.16	3

4. It promotes awareness on local and national issues	2.5	1.274	2.35	2.5	2.156	4
5.It caters to students creativity and literary skills.	2.308	1.155	2.292	2.365	2.03	8
6. It entertains the students during their leisure hours	2.340	1.232	2.714	2.607	2.22	2
7. It influences the readers to move or to act on a certain issue	2.167	1.214	2.464	2.231	2.019	10
8.It changes the way the students think and act	2.25	1.256	2.583	2.246	2.083	7
9. It bridges the gap between the students and the administration	2.308	1.274	2.385	2.167	2.033	9
10. It represents the students qualities, aspirations and uniqueness.	2.5	1.273	2.344	2.292	2.102	6

Table 11. Comparative Analysis of Respondents’ Assessment on the Roles of the School Paper When Grouped according to College Affiliation

Table 11 shows the comparative Analysis of Respondents’ Assessment on the Roles of the School Paper When Grouped according to College Affiliation. It can be seen on the table that there is no significant difference in the perception of the respondents from the different colleges

when it comes to the role of the school paper in the campus. This means that the respondents, whatever college they belong, have consistent observation towards the role of student paper in the campus.

Grouping Variables	Specific Profile	Mean	Standard Deviation	Computed Value	Tabular Value	Decision
College	CIT CA CTE CCJE	2.49 1.27 2.40 2.42	0.345 0.427 0.143 0.176	F-value= 2.6823	2.87	Accept Ho

Table 12. Respondents’ Preferred Topics To Be Written in the School Paper

Table 10 shows the sequence of topics which the respondents prefer to be written on the school paper. As shown on the table, the respondents ranked “personal issues(love and friendship)” as the most preferred topic to be written on the paper followed by “education issues (curriculum, school- based)”, “defense and security issues”, “success stories”, “Science articles”, “political issues”, “alumni stories”, “insurgence and calamity issues”, “health issues”, “environmental issues” and lastly, “others(crime – related) issues.

It can be inferred on the table that the respondents interest on personal issues maybe due to their age. The respondents belong to the teen – age years (16-19 years old) which is known to be the age of getting involved with others for love or friendship. It is of course sad to note that education only ranked second to love and friendship, which means the respondents prioritize personal issues over issues that may affect their studies.

Topics	BSIT	BSA	CTE	CCJE	Weighted mean	Rank
1 Political issues	(2) 3.5	15 (8.9)	(18) 5.7	(8) 4.1	5.55	6
2.Environmental Issues	(6) 10.7	(25) 14.8	(25) 14.8	(22) 11.4	4	10
3. Insurgence/Calamity Issues	(4) 7.1	20 (11.9)	(20) 11.9	(15) 7.8	5.4	8
4. Health Issues	(1)1.7	12 (7.1)	(12) 7.1	(3) 1.5	4.35	9
5. Defense and Security Issues	(1)1.7	8 (4.7)	(8) 4.7	(64) 33.3	11.1	3

6. Education Issues(Curriculum, School – Based Issues	(6)10.7	18 (10.7)	108 (34.6)	(13) 6.7	15.67	2
7. Personal Issues (Love and Friendship)	(18) 32.1	20 (11.9)	(92) 29.4	(28) 14.5	21.97	1
8. Success Stories	(6) 10.7	25 (14.8)	(23) 7.3	22 (11.4)	11.05	4
9 Alumni Stories	(5) 8.9	12 (7.1)	(10) 3.2	(5) 2.6	5.45	7
10. Science Articles	(7) 12.5	13 (7.7)	(1) .3	(6)3.12	5.9	5
11. Others				(6) 3.12 Crime - related	3.12	11

Table 13. Respondents’ “Pass-On” Rate Level of the School Paper

The table that follows shows the “pass – on” rate of the school paper or the possibility that the respondents share their copy of the school paper after reading it. It can be seen on the table that the respondents “always” (60.9%) share their copy to others after reading it. Thirty – two point eight percent (32.8%) of the respondents say they “sometimes” share the school paper to others after reading it and only 6.1 % of the respondents say they “never” share the school paper to others after reading it. This data show that the respondents appreciate the articles written on the school paper and they like others to also read these articles that is why they share it. This further implies that the school paper publishes articles from which the respondents can understand and can relate from.

Pass – On Rate	BSI T	BS A	CT E	CCJ E	Total	Percentage
Always	32	98	209	105	444	60.9
Sometim es	20	58	96	65	239	32.8
Never	4	12	7	22	45	6.1
						100%

Table 14. Respondents Preferred School Paper Type

Table 14 shows the respondents’ preferred packaging of the school paper. As shown on the table, 89.43% of the respondents like magazine better than a newsletter with 10.57 %. This is probably because the magazine is hardly covered while a newsletter is self- covered. According to the respondents, the magazine is more decent to see and to display while a newsletter is easier to crumple and to tear. Nobody from the respondents chose a tabloid or a folio. This is probably because the school paper had never issued a tabloid or folio yet due to budget constraints, therefore the respondents have no idea about these two types yet.

School Paper Type	BSI T	BS A	CT E	CCJ E	TOTAL	Percentage
Magazine	44	152	272	183	651	89.43
Newslett er	12	16	40	9	77	10.57
Tabloid	0	0	0	0	0	
Folio	0	0	0	0	0	
Total						100

Conclusions

1. The respondents are satisfied with the specific pages of the school paper and with the school paper as a whole. This means that the school paper is really serving its purpose in the campus.
2. The different colleges in the campus have varying levels of satisfaction towards the school paper. This implies that the respondents have different reception and different ways of relating to the articles of the paper.
3. The respondents think that the school paper aims primarily to inform the readers about events in the campus and in the community. This implies that the school paper mostly publishes articles that are factual and informative.
4. Most of the respondents share their copies of the school paper to others after reading them. This further validates their satisfaction towards the school paper because they will not pass their copies to others if they have not read something good from it.
5. The respondents prefer magazine over the newsletter.

Recommendations

1. The Editorial staff should publish articles in the school paper which are on – the level of the student readers and which the students can relate from to achieve maximum satisfaction towards the school paper. This may also heighten the school papers’ pass – on rate to spread the good articles to others.
2. The Editorial staff should vary the kinds of articles they write in the school paper in such a way that topics must cater the interest of all kinds of students in the campus.
3. The Editorial staff must conduct more trainings for the writers in order to hone them write different types of articles. In this

way, the school paper can publish not only informative but also entertaining, inspiring, argumentative influential articles, thus playing all its roles as the students' voice in the campus.

4. The school paper should publish a magazine because this is what the students, the publisher of the school paper, prefer to have.
5. The Editorial staff should regularly conduct this kind of research to improve the paper and to ultimately serve its publisher - the students.

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