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**IS SALVATION IN SIGHT?: THE QUANDARY OF FILIPINA CARETAKERS IN TAIWAN**

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As is typical of unskilled migrant workers globally, caretakers from the Philippines are subjected to varying degrees of exploitation by their employers in Taiwan: extended work hours, no overtime pay nor days off, physical and emotional abuse. Worse, they are compensated way below the required minimum since caretakers are beyond the coverage of Taiwan's Labor Standards Act. Lastly, their meager earnings are almost entirely siphoned off by an oppressive broker system. These conditions ultimately consign them to a status of marginalization no different to that they sought to escape from back home.

That Filipina caretakers suffer the most in such a state of affairs is almost axiomatic. Their rights, as reflected in various instruments forged throughout the decades like the Universal Declaration of Human Rights to the Convention on the Elimination of all Forms of Discrimination Against Women, continue to be trampled upon. Is it because they're "guest workers", viewed with suspicion by most of their employers? Or could it be because they're willing to take jobs Taiwanese nationals consider degrading? More than these, the reason is shockingly simple: It's simply because they're women.

This paper seeks to identify, analyze and critique issues Filipina caretakers in Taiwan have long been mired with the end view of recommending further possible improvements. For one, our government should do more to protect their rights from pre- to post-deployment and adequately support their reintegration to society. Of similar importance, however, is the role of civil society in promoting their welfare within a rights-based framework which upholds their womanhood threatened still by patriarchy and economic disempowerment.

That commodification remains as the lot of Filipina caretakers in Taiwan is undeniable. Without stronger interventions to safeguard their well-being, their quandary is bound to persist.

**Keywords:** *Broker system, commodification, policy interventions, migrants' rights*

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## **BETWEEN A ROCK AND A HARD PLACE: SOCIAL MEDIA IDENTITY WORK OF FILIPINO MIGRANTS IN NEW ZEALAND AND HONG KONG**

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Although there is no denying the practical importance of social media (e.g. Facebook, personal blogs) in the lives of migrants by maintaining contact and appropriating co-presence with their families, for instance, it is also imperative to understand how these online platforms act as channels of identity work and self-presentation. Castells (2010) maintains that in the networked age of information, identity has become the main, if not the only, source of meaning in an historical period characterized by widespread destructuring and dissolution of erstwhile stable institutions, social movements, and cultural foundations. For migrants, the question of identity becomes more paramount since they have to ‘find their place in the place they have chosen’ (Lippard, 1997).

My paper centers on identity work of some Filipino migrants in New Zealand and Hong Kong as they engage in their personal social media accounts. I present three cases of Filipinos who have chosen to move permanently to New Zealand and three cases of Filipinos who have been in Hong Kong mainly for contractual work. Using the analytic frames of multimodal critical discourse analysis as developed by Kress and van Leeuwen (2001, 2006) and discourse theory as outlined by Laclau and Mouffe (1985), I submit that my participants’ discourses on social media demonstrate how constructing one’s identity as Filipinos living in these specific places becomes an editorial process of ‘highlighting’ and ‘softening’ certain aspects of the self, which can be argued is not entirely different from what people do every day as a matter of ‘self-presentation’ (Goffman, 1971). In the experience of these migrants, however, presenting the diasporic self on social media is influenced significantly by the ‘places’ they occupy in both the former and new home. Social media act as both semiotic means and stage to display their diasporic lives due to these platforms’ multimodal affordances, allowing users to gain a certain amount of agency in their self-presentation efforts even as they are compelled to perform an idealized migrant life.

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## **THE MIGRANT WORKER AS DISPOSABLE BODY: TESTIMONIAL NARRATIVES FROM A NON-GOVERNMENT ORGANIZATION**

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Lived experiences of social marginality necessitate the employment of tactics through which marginalized groups engage varied forms of exploitation, discrimination and abuse. Among these tactics is the writing of testimonial narratives which serves as a discursive practice for marginalized sectors, such as Overseas Filipino Workers or OFWs, to foreground their many-layered narratives of subalternity. With labor export as the Philippine State's de-facto job-generating mechanism, OFWs have become vulnerable to varied forms of abuse and oppression, as well as the concomitant psychological trauma. Using letters written by OFWs themselves and culled from the archives of Kanlungan Foundation, Inc., a non-government organization concerned with the welfare of migrant workers, this paper analyzes the letters according to a two-pronged concept of resistance, one that fuses the discourse of critique with that of affirmation and hope. Specifically, the paper shows how the letters narrativize OFWs' experiences of victimization, as well as how such experiences dialectically create spaces for emancipatory possibilities and fuel the search for collective justice. Finally, I shall attempt to show the implications of these narratives on labor export within the context of ASEAN integration, on Philippine diaspora as a complicatedly alarming phenomenon, and on the imperatives of social involvement made more possible by digital and other media.

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## **ARE YOU FILIPINO?: PERCEPTIONS OF MIGRANT FILIPINO YOUTH ON THE FILIPINO CHANNEL STATION IDENTITY (TFC SID) AND ON THEIR FILIPINONESS**

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This qualitative research presents how TFC SID can help determine the Filipino youth diaspora's identity and depth of Filipinoness. Using Yacat's (2005) framework based on the concepts of *loob* (boundaries of inclusion) and *labas* (boundaries of exclusion) of Doronila (1989) and Covar (1995) who added *lalim* (depth), I investigated the shared origin or socio-political dimension (*pinagmulan*), shared milieu or cultural dimension (*kinalakhan*), and shared consciousness or psychological dimension (*kamalayan*) of 32 informants based in the United States, Canada, United Kingdom, Australia, United Arab Emirates, Kingdom of Saudi Arabia, and Italy. Concurrently, using the System of Values of Philippine Psychology (Enriquez in De Guia, 2005), I analyzed the "Galing ng Filipino" TFC SID which was specifically produced for the migrant Filipino youth.

The study was able to determine the following: bases of Filipinoness; TFC SID's relation to Filipinoness; impact of birthplace, parents' origin, languages used, TFC viewing, and length of stay abroad; migrant Filipino youth's perceptions toward TFC SID, including their thoughts, feelings, and anticipated behavior; as well as how they identify themselves and how they value their Filipinoness.

Results reveal that after watching TFC SID, all respondents recognized and accepted their Filipinoness, seeing themselves as within the boundaries of inclusion based on their origin. However, because of the differences in their cultural milieu, they differ in their consciousness that affects the depth (or shallowness) of their Filipinoness. A quarter of them nears the border of exclusion or can be categorized as Filipino only by name, not at heart. They find their being Filipino as neither important nor beneficial and they are not moved by the values conveyed by the TFC SID.

I argue that the use of the Filipino language is one of the primary actions in performing one's identity. This 'movement' between loob and labas is crucial for inclusion or exclusion. I opine that when the Filipino language is used (whether understood only or also spoken/read/written), its use can prompt one to be proud of his being Filipino, have empathy for his fellow orkapwa Filipino, and take an active part in nation-building.

**Keywords:** *national identity, migration, Philippine Psychology, cultural project, culturebearers*

## SESSION 1B

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### THE LIVED EXPERIENCES OF CHILDREN WITH FILIPINO AND KOREAN HERITAGES

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The diaspora of Filipinos, particularly women marrying Koreans, started in the 1990s. Out of the 21,709 international marriages in 2016, the Philippines ranked 3rd, with Vietnam as the 1st, and China as the 2nd. Consequently, there was an increase in the number of multicultural children. From the total births in 2016, 19,431 were from mixed heritage. The Ministry of Education also reported that a total of 109,385 multicultural children were enrolled in the elementary, middle, and high school as of August 2017, a remarkable increase from 20,000 in 2008 (Statistics Korea, 2016).

This paper aims to describe the experiences of selected children with Filipino and Korean heritages particularly their struggles and coping mechanisms to survive the challenges in the family, school, community, and in the Korean society in general. It further reveals the children's successes and lessons learned from all the opportunities they have encountered.

Aside from the author's personal immersion with these multicultural children, this research is enriched, deepened, and made more meaningful through the personal accounts and stories shared by the selected participants of this research.

Some of the challenges encountered are the following: the acceptance in the Korean family coming from a non-Korean mother; bullying in school because they are mixed blood (and Asians); discrimination in the society because of the support they get from the Korean government; and the stigma they carry with them coming from a multicultural family. The fluency in the use of the Korean language was unanimously mentioned by the participants as one major factor in being accepted in the Korean society and eventually gave them the confidence to integrate in the family, school, and Korean society in general. Having mixed heritages did not prevent them from excelling in school, getting honors, awards, and recognition, and achieving their dreams for themselves and their families.

**Keywords:** *multicultural children, international migration, migration, multiculturalism, diaspora*

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### **ANNYEONG HASEYO! ANONG SA'YO?: A QUALITATIVE STUDY ON THE CO-CULTURAL RELATIONSHIP OF KOREAN EXCHANGE STUDENTS AND THEIR FILIPINO STUDENT ENGLISH TUTORS**

Via Alexandra C. Advincula, Robelyn A. Baustista, Joan B. Buston, Marinella Rosette R. Cruz, Emilio Paolo Q. Fodulla, and Juneau M. Villanueva  
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The presence of Korean culture in the Philippines has been more apparent over the past few years – this has opened many economic, cultural, and educational opportunities for growth for both countries. One of the main drivers of this relationship is the booming industry of English as Second Language (ESL) teaching, with more and more Koreans coming to the Philippines to take their lessons. Some teachers of ESL are students in Philippine universities doing part-time work or volunteer work through various organizations and foundations. This study focuses on finding, understanding, and uncovering the adaptations and adjustments of Filipino student English tutors in the University of the Philippines – Diliman undergo in order to accommodate the needs of the Korean exchange students that they tutor. The study is guided by Mark Orbe's Co-Cultural Theory which explains how culture and power affect communication. Findings from focus interviews reveal that while both Filipino student tutor and Korean exchange student exert their own efforts in adapting to each other needs, the former demonstrate more significant adjustments to the latter. Though not explicit and directly observable, the significant adjustments lie in the cultural and communication adjustments Filipino student English tutors must undergo. The adaptation and adjustment is exhibited in the different teaching and communication strategies employed by the tutor, which allows the Korean exchange student to subvert their role both as a student and as a person adapting to a new culture. Ultimately, this study shows that Korean exchange students are the dominant culture despite being in the Philippines.

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## **A SCOPING STUDY ON THE PROMOTION OF ASEAN REGIONAL INTEGRATION THROUGH OPEN AND DISTANCE HIGHER EDUCATION**

Alexander G. Flor

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The ASEAN Economic Community requires a collective strategy on capacity development that equitably supports a highly competitive and integrated region. This regional strategy must include: providing labor-market responsive human development opportunities; freeing mobility of skilled workers and professionals across the region; and innovating and diversifying deliveries of skill development programs for the marginalized.

Technically, these three concerns may be addressed by Open and Distance eLearning strategies. ODeL, by definition, is inclusive. ODeL programs transcend geographic boundaries and may be made available to learners from all ten countries in the ASEAN Region. Authentic open education is not bound by cumbersome academic traditions and may be nimbly designed to respond to the needs of the current labor market. Furthermore, regionally recognized ODeL certification and degrees will allow mobility among their holders to practice across the region. Additionally, ODeL provides innovative and alternative educational delivery systems for the marginalized such as online learning, blended learning, flipped classes and Massive Open Online Courses (MOOCs). By nature, these options should be industry driven and thus responsive to labor-markets. Using online delivery systems for capacity development make ODeL innovative and ubiquitous.

The potentials of ODeL for ASEAN Integration was explored in a scoping study commissioned by the UNESCO Regional Office for Asia and the Pacific. This paper reports on the findings of the UNESCO study closely following the arguments given above.

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## **“ASEAN ERASMUS MUNDUS: THE INTERNATIONAL STUDENT MOBILITY IN SOUTHEAST ASIA”**

Medardo Bombita

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In celebration of ASEAN@50, this brochure aims to promote student mobility and develop further sustainable collaborative programs and activities in Southeast Asia. Specifically, this hopes to achieve the following objectives:

1. Promote a regionally cooperative approaches to student mobility;
2. Support the structural convergence systems and policies to support student mobility;
3. Promote sustainable movements of ASEAN citizens; and
4. Encourage to eliminate structural differences that hinder mobility of the students

## SESSION 1C

**CHALLENGES IN ASEAN CONNECTIVITY, HRD AND JOB DESIGN THROUGH BLENDED EDUCATION AND DIGITAL LEARNING**

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The vision of ASEAN Leaders “... calls for a well-connected ASEAN that will contribute towards a more competitive and resilient ASEAN, as it will bring peoples, goods, services and capital closer together.” An enhanced ASEAN Connectivity is essential to achieve the ASEAN Community, namely the ASEAN Political-Security Community, ASEAN Economic Community and ASEAN Socio-Cultural Community. The Master Plan on ASEAN Connectivity. The Master Plan on ASEAN Connectivity boldly present goals to “... connect ASEAN through enhanced physical infrastructure development (physical connectivity), effective institutional arrangements (institutional connectivity) and people empowerment (people-to-people connectivity).”

The paper evaluates the data and evidence on ASEAN connectivity with respect to blended education and digital learning. The paper then identifies policy and resource challenges, weaknesses, gaps as well as opportunities for cultural and education institutions, with demand expected to accelerate for IT-enabled, people-to-people connectivity with respect to the transformation of human resources development (HRD), job design and work platforms via digital learning and artificial intelligence (AI).

**SANITARY ENGINEERING PROFESSION IN ASEAN: OPPORTUNITIES AND CHALLENGES FOR IT-ENABLED COMPETENCIES, CERTIFICATION AND UPGRADING**

Jerome M. Adriano

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The paper discusses the sanitary engineering professionals within the region. The importance of this profession cannot be underestimated but integration and mobility involves a multitude of challenges and opportunities, as shown by the SWOT analysis identifying gaps for improvements. Policy interventions proposed are as follows: IT-enabled harmonization, and standardization of academic education and professional qualifications. Financial risks in its implementation and mitigation are identified. An action plan template for distance learning mode for the certification, upgrading of sanitary engineering competencies is offered to fill the gaps. The proponent is aware that the success and/or failure of the action plan is heavily dependent on people/stakeholder's acceptance and the ability to harmonize and standardize seamlessly within the ASEAN region.

**Keywords:** *sanitary engineer; environmental engineer; MRA; education and qualification*

## **SOCIAL SECURITY, UNEMPLOYMENT TRANSITIONS AND GAPS IN DIGITAL LABOR MOBILITY IN ASEAN**

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Digital skills mobility is increasing as a significant platform in employment and human resource development. The most visible sector are those engaged in business process outsourcing, as well as freelance work platforms enabled by the internet, including social media. It is important to ensure social protection given the increasing prominence of digital labor mobility in ASEAN. Unemployment insurance is provided in Vietnam and Thailand, but it is important to raise the feasibility in the other ASEAN countries especially for the digital or virtual freelance workforce.

The paper focuses on a possible social security scheme for highly mobile digital labor in BPOs, call centers and freelance work. ILO Conventions 102 and 168 provide a basis for the development of unemployment benefit schemes. The proposal is based on the ILO conventions and aims to improve social protection and employment. It also aims to fill the gap in the existing social security system in the Philippines with the aim to address sustainability issues of citizens in case of unemployment.

The proposed template shall ASEAN workers with employment contracts of 6 months to 3 years or permanent contracts who are employed by private and public sector organizations. The insured must have at least 6 months of contributions during must be registered as unemployed before the UI Committee in the appropriate national agency or authority of the ASEAN member country and must not have found a job within 10 days of registration. The benefit is 60% up to 80% of the average monthly earnings with not less than 6 month contribution. The duration benefit varies according to the number of contributions ranging from 3 months to 1 year.

It must be of prime consideration that the unemployment insurance provide not only for the financial needs of the unemployed, but also provide for assistance for new skills, retooling or upgrading of competencies in seeking reemployment.

## RHYTHM OF CHANGE: RECLAIMING THE VANISHING DANCES AND CHANTS OF THE IFUGAOS

Joane Serrano, Consuelo Habito, Aurora Lacaste, Luisa Gelisan, Marissa Bulong, Eulalie Dulan, Noreen Dianne Alazada, Paula Grace Muyco, and Martina Labhat

Culture is dynamic and transforms every time in different ways. In Ifugao, each of the municipalities has distinct rituals that are performed in the life cycle of man, health, economics, politics, and agriculture (Gonzales, 2009). However, technological advancements and the shift in people's lifestyles have changed the way people experience, define and preserve the traditions of their community. The pervasiveness of digital programs and communication technologies in the field of arts introduced modern practices and foreign influence which might cause traditional practices to change or disintegrate. On the other hand, it may also be the solution to preserve culture and strengthen the economy by making it available to the world. The study aims to identify Ifugao traditional dances, rituals, and practices deemed most important by key informants and examine the prospects presented by the digital era to its preservation.

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## THE IMPLEMENTATION OF MOTTOES VALUES IN IMPROVING THE IMAGE OF UNIVERSITY OF DARUSSALAM GONTOR INDONESIA

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University of Darussalam Gontor (UNIDA Gontor) is a boarding school-based higher education institution founded by founder clerics of Pondok Modern Darussalam Gontor, namely K.H. Ahmad Sahal, K.H. Zainuddin Fannani, and K.H. Imam Zarkasyi (known then as the Trimurti). Application of the Mottoes values is one of the foundations in the image formation of UNIDA Gontor. The purpose of this study is to know about the values of the mottoes of UNIDA Gontor in improving the image UNIDA Gontor. This research used literature study method. The method of data analysis used image formation theory approach. The results showed that the image is quite positive UNIDA Gontor, where students, lecturers, alumni and academicians the values well and implement the values of mottoes UNIDA Gontor: Noble Character, Sound Body, Broad Knowledge and independent mind.

**Keywords:** *Implementation, Mottoes Values, Image, UNIDA Gontor*

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**NEXUS OF COMMUNITY-BASED RESPONSES AND GOVERNANCE OF PUBLIC SAFETY DOMAIN IN AVERTING VIOLENT EXTREMISM, RADICALIZATION AND VIOLENT EXTREMISM (VERLT) IN THE PHILIPPINES**

Julia de Torres-Unger

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Much speculation from both the experts and ordinary people have mushroomed regarding the causes that brought about the siege of Marawi City in Mindanao and the possible countermeasures that could have arrested it from happening.

This study aims to explain how community-based responses are essential in preventing the development and growth of radicalization and countering violent extremism leading to terrorism and how the exercise of authority, direction, and control of the public safety domain can contribute in the prevention of the problem. Personal interviews of public safety officers and data culled from seminars and workshops, in which the author was one of the lecturers, for the Training of Trainers (TOT) conducted by the Philippine Public Safety College, the training school of the Philippine National Police, regarding the prevention of radicalization and countering violent extremism leading to terrorism provided the primary and secondary sources of information. The study revealed that there can be a viable link between community-based responses and governance of public safety in preventing radicalization and in countering violent extremism leading to terrorism.

**Keywords:** *Community-based responses, radicalization, violent extremism, terrorism, governance, public safety domain*

## **DOES THE NORTH REMEMBER?: OPINION FORMATION OF ILOCOS YOUTH RESIDING IN METRO MANILA REGARDING THE MARTIAL LAW ERA THROUGH SOCIAL MEDIA AS MORE KNOWLEDGEABLE OTHERS (MKOS)**

Allyjah Viene L. Ogad, Kaye Angela L. Pabico, Charmaine Ann B. Padilla, N. C. B. Quiachon, and Centenia Danielle M. Resoso

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The truthfulness of the accounts of the Martial Law Era has always been questioned, given the positive and negative perspectives shared about it through media. A clear divide has been created between the pro and anti-stances on the issue, with the Ilocos Region showing strong support for it, as manifested by the ‘Solid North.’ Puzzled by how different narratives were formed about one of the Philippines’ darkest period, this study seeks to understand how Ilocano youth who migrated to Metro Manila negotiate their opinion of the Martial Law Era through their interactions with social media MKOs. Guided by Kolb’s Experiential Learning Theory, Vygotsky’s Social Development Theory, and Berry’s Acculturation Theory, this study was able to gather a spectrum of opinions from focus interviews with 19 informants chosen through snowball sampling. Findings show how the informants either solidified or changed their prior opinion about Martial Law depending on their allegiance or lack thereof to the Solid North, and through their varied ways of negotiation. Migration and social media (SM) helped the informants with their immersion in the era’s different narratives. However, the power of SM is not the major driving force, but acts as an influencer. The process of acculturation with the environment of Metro Manila has given birth to the current opinions of the informants along the lines of positive, neutral, and negative.

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## **FINDING FOUCAULT IN THE ROHINGYA DISCOURSES**

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The year is 2018 and for the first time in the history of the atrocities against the Rohingya in the Rakhine, the Myanmar Tatmadaw admitted that there were 10 Rohingya Muslims who were murdered in the coastal village of Inn Din (Murdoch, 2018), which happened in the beginning of September 2017, after Buddhist villagers had forced the captured men into a grave they had dug (Reuters, 2018). The admission was relayed by Min Aung Hlaing (Taylor, 2018).

The admission was a rare acknowledgment of wrongdoing by the Myanmar military during the operation it launched in northern Rakhine in response to Rohingya militant attacks on Aug. 25 (Lewis, 2018). These atrocities against the Rohingya Muslims played very much into the hands of the majority in Myanmar who continued to perpetuate this hate against an ethnic group who peacefully existed in the Rakhine State since the 7th century. Until this most recent admission by the Tatmadaw. For years since

Burma was granted independence in 1948 by Great Britain, they started the policy to exclude the Rohingya in the very fiber of the Myanmar tapestry and society. Deemed intruders into Myanmar, the Rohingya were slowly deprived of inclusiveness in 1949 until today. There were episodes of abuses against this ethnic group in the Rakhine that sporadically happened from the period 1949 to 2018.

These abuses too are characteristics of power dynamics wielded by the majority Buddhist, usually sanctioned by the Tatmadaw against the Rohingya.

This paper attempts to find Michel Foucault in all these horrible abuses in the light of his treatises on subject and power. It was Frenchman Michel Foucault, born in October 15, 1926 who studied power. Foucault contend that “the exercise of power is not simply a relationship between partners, individuals or collective; it is a way in which certain actions modify others.” He continued that “power exists only when it is put into action, even if, of course, it is integrated into a disparate field of possibilities brought to bear upon permanent structures (Foucault, 1982)”.

This paper situates Michel Foucault’s thesis in his article *The Subject and Power* as published in the *Journal Critical Inquiry* and to find it in the Rohingya discourses, on print – may it be based on reports by the United National Rapporteur on Human Rights, speeches at the United Nations, in the Final Report of the Annan Commission and several newswires that discuss the abuses of the Rohingya in 2017-2018.

The paper considers the reports of abuses by the Tatmadaw against the Rohingya after the August 25, 2017 to the present. Entirely based on secondary data found in online sources such as online scholarly journals, books, news reports by international news agencies, narratives from the United Nations documenting the Rohingya, and other official reports. This paper possesses a qualitative approach in cross-analyzing these documents and extricate meanings that support/validate Foucault’s definition of power and juxtaposing accounts that confronts Foucault’s limits on the definition of power.

**Keywords:** *Rohingya, Foucault, Southeast Asia, Muslims, Myanmar*

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## “CONJURING UP A DEMOCRATIC NATION: HISTORICAL AND FILMIC PERSPECTIVES OF THE PHILIPPINE COLONIAL PERIOD”

Jerry Benedict Rosete

The study surveys the sense of nationhood and democracy that prevailed during the Commonwealth Era and the ways and means by which President Manuel Quezon endeavored to build the nation in the midst of colonial influence. Using language as a generative mechanism, the paper tackles the establishment of the Surian ng Wikang Pilipino and its crucial role in establishing the nation. The paper unpacks the imagery of the nation in cinema as evinced by the films of Carlos Vander Tolosa: *Bituing Marikit* (1937) and *Giliw Ko* (1939) and how Tolosa’s aesthetic interpretation is consistent/aligned with the pervading sense of nationhood engendered by the affairs of the State.

The paper hews to ASEANnale’s theme of “Capturing the spirit of ASEAN in the Digital Times” inasmuch as the paper zeroes-in on how a fledgling democratic state was able to harness the validating power of the institutional mechanisms of elections, consultative processes and culture in the formation of national identity, and which needs space for re-articulation in the post-truth ethos of the digital era.

## SESSION 2B

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### MEME-ING MAKING: A CRITICAL DISCOURSE ANALYSIS OF SOCIAL MEDIA MEMES ON THE DUTERTE ADMINISTRATION

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Memes which proliferate in social media often accompany discussions among online users. These memes are commonly in the form of captioned photos that make fun of certain people, events, and behavior. Media scholars have probed memes as a netizen vernacular; it is being used as a tool to transmit cultural ideas in a manner that is easily communicated in an online environment. In the digital age where more advocates utilize social media to champion for their respective causes, there is a critical need to explore the exchange of messages. This study examines various political discourses embedded in memes, particularly those concerning the Duterte administration.

Studies on memes trace its use back to pre-digital era, but memes have since then evolved into an online phenomenon which creates shared cultural experiences among internet users. Participatory media is further enhanced by memes that allow netizens to express commentaries interspersed with visual content and humor. With Fairclough’s

Critical Discourse Analysis as framework, memes about the Duterte administration were collected from Facebook and Twitter with the objective of surfacing political discourses. Qualifiers for the sample were the following: 1) posted from any page from June 30, 2016 to May 24, 2017, 2) the subject is Duterte and/or his constituents, and 3) the photo is accompanied by a text caption. The sample underwent three (3) levels of textual analysis in order to explore dominant political ideologies communicated by such memes.

This study considers memes as a crucial discourse agent in the context of Filipinos being active users of social media which proves to be a democratizing space. Our results showed sixteen recurring themes across the sixty memes under study. Ideologies were interpreted from these themes, and we discovered that memes do have underlying political discourses of hegemony and resistance as supported by literature. Although the most prevalent depiction of the stances illustrated by memes was characterized by support for the current administration, anti-Duterte stances were also evident. In sum, we ascertained that memes are more than just satiric commentaries; they are utilized by Filipinos as an alternative form of discourse production.

**Keywords:** *Memes, Political Discourses, Duterte Administration*

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## **MOBILE PHONE AS A TOOL USED BY STUDENT POLITICAL ORGANIZATION FOR POLITICAL PARTICIPATION**

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In this highly-connected world, mobile media's influence has reached even the political sphere. In the Philippines, there is a wide access and acceptance of mobile phone technology. This study went beyond the examination of the actual usage of the technology by understanding "how" and "why" young people use it in the context of their membership on political organizations and in the context of their interaction with their similar-minded peers. The study aimed to explore how mobile phone is used by members of student political organizations as a tool for political participation. Guided by the Uses and Gratifications Theory and Self Determination Theory, the study described the respondents' mobile phone-mediated online and offline political participation, articulated the students' motivations, and found out their perceived facilitators and barriers to mobile political participation. Results showed that the respondents mainly use their mobile phones in seeking and sharing of political information, surveying of political information, mobilization, and interaction with other members of their organizations and peers. In terms of motivations for mobile political participation, responses were classified as intrinsic and extrinsic motivations. Examples of intrinsic motivations are the respondents' aspiration for a better society, desire to be informed and inform others, and the desire to be the "watchdogs" of the government. The

respondents' extrinsic motivation includes the expectation of receiving high grades as a form of reward for participating in politics. The study also probed the perceived facilitators and barriers to mobile political participation. Facilitators include physical characteristics, accessibility, and ease of use. Barriers include physical limitations of the mobile phone, privacy issues, limitations of online platforms, and negative impressions regarding the appropriateness of the mobile phone for political participation. The respondents also think that mobile phones can be used for negative purposes such as internet trolling, intellectual shaming, cyberbullying, and spreading fake news. Findings suggest that knowing what motivates users of mobile phones and the users' perceived facilitators and barriers to mobile political participation will enable communication planners to maximize the characteristics and applications of mobile phones in facilitating political participation.

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### **PLAY PRETEND: SOUTHEAST ASIAN GOVERNMENTS' RESPONSES TO THE FAKE NEWS PROBLEM**

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In 2016, Oxford Dictionary declared “post truth” as its word of the year while last 2017, the American Dialect Society selected “fake news” for the same recognition. These developments show that in the past two years, the proliferation of fake news websites has truly emerged as a big problem across the world.

Needless to say, even Southeast Asia has not been exempted from this scourge. And while there is little doubt that fake news content are really all over the Internet, the label has also been bandied around by ASEAN governments to go on offense against legitimate new reports.

For instance, Philippine President Rodrigo Duterte routinely dismisses reports critical of his administration as “fake news” propagated by the “yellow media” (the color identified with the opposition Liberal Party). Long-time Cambodian Prime Minister Hun Sen, meanwhile, derided the media for being in the pocket of his political opponents. For her part, Myanmar State Counselor and de facto leader Aung San Suu Kyi sidestepped reports of military atrocities against Rohingya people as nothing but a “huge iceberg of misinformation.”

This presentation will focus on the steps that ASEAN governments have taken in relation to the problem of fake news. In the Philippines, bills have been introduced in the Senate to punish publishers of fake news. This is despite the Duterte administration's apparent nonchalance on the issue.

In Thailand, the Ministry of Public Health even had to develop a smartphone app that will allow them to report fake news content they come across on the Internet.

Indonesian President Joko Widodo, for his part, took the extra step of establishing a new government agency, the National Cyber Encryption Agency (locally known as BSSN) to try to combat fake news.

This paper also raises the possibility that ASEAN governments, particularly those with dictatorial tendencies, may use the opportunity provided by newly-enacted legislations to not ultimately target media outlets that they perceive as critical of their respective administrations. And on a final note, the research emphasized the key role that other social institutions including the academe as well as families can play in the long-term fight against fake news.

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## DEMOCRACY THE ‘ASEAN WAY’ – ABETTING THE SUPERFICIAL DEMOCRACIES

Rico C. Macawili

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‘ASEAN democracy amongst the non-democracies’ The ASEAN is a band of predominantly ‘non-democratic’ south-east Asian governments maximizing the principles of democracy to have a common ground or modality of regional cooperation to develop national and regional aspirations that has become a relevant bloc to neighbouring and significant regional blocs.

Much like the lingua franca of Singapore, the English language has become a common acceptable mode not only of communication but of the overall national approach to social unity. The same way that there should be a common ground to build a foundation to work with, the principles of the ASEAN as an institution with the legal personality to work on regional community building, brings this form of partnership that is unique to the rest of the regional blocs.

The ASEAN approach to regional cooperation is as unique in its institutional tenet of consultation, consensus and non-intervention. The digital age provides the people of ASEAN the opportunity to be most aware of the regional economic, political and socio cultural issues that affects not only the member states but the economic, socio cultural and political security architecture of the region and the world, but this is as far as the digital theme covers.

The paper shall however endeavour to capture the ASEAN spirit into the discourse of the regional structure of ‘superficial democracies’ in ASEAN to how the institutional principles of ASEAN provides equal significance to every member states – to each other, the dialogue and external partners. It shall provide opinions based on the authors limited experience on the development and dynamics of the ASEAN Convention against trafficking in persons especially women and children; to answer the questions:

How is democracy synonymous to the ‘ASEAN Way’? Why should the AMS maintain the ASEAN Way? Is the ASEAN region a model for democracy among non-democracies, or is it otherwise an example of how non-intervention policies dictate the plight of marginalized (even persecute) societies? What is the relevance of the ‘ASEAN Way’ to the member states? How is relevance demonstrated as measure of shared regional responsibility?

## SESSION 2C

### **A STUDY ON THE CORRELATION OF EXPOSURE TO TELEVISION AND ONLINE NEWS ABOUT THE WAR ON DRUGS AND FIRSTHAND EXPERIENCES WITH THE POLICE TO ADULTS’ ATTITUDE TOWARDS THE POLICE**

Patrick Adrian Goleta, Alexandra Gabrielle Ofina and Allyjah Viene Ogad  
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The Duterte administration’s War on Drugs has increased the prominence of the police as actors and subjects in the news. It is thus interesting to find out whether or not watching or reading news about the War on Drugs has any influence on adults’ attitude towards the police. This study examines the correlation of exposure to television and online news about the War on Drugs to attitude towards the police as guided by the Cultivation Theory and the Social Impact Theory. This study also looks into the moderating effect of firsthand experiences with the police in the cultivation process, because the public’s knowledge of the police are not entirely mediated. Two hundred adults residing in Metro Manila chosen through a multi-stage sampling method were surveyed through an interviewer-administered questionnaire. Findings show exposure to news about the war on drugs are significantly correlated with attitude towards the police. Such that as one’s exposure increases, one’s attitude becomes more negative. Affiliation with the police was found to be significantly correlated with attitude towards the police, while firsthand experiences are not. This body of knowledge helps us Filipinos understand how we react to the kind of democracy that the Duterte administration is implementing in the country.

### **PNP: POWER NG PULIS THE CULTURE OF POWER OF PHILIPPINE NATIONAL POLICE AS PRESENTED IN GMA’S 24 ORAS**

Roslyne Anne Navarro, Rhine Krystel Ner, Jarl Cedrych Pangcog, Anne Celine Rubinas  
Veronoca Rainne Setias, and Arjay Torno  
University of the Philippines Diliman

The face of authority projected in the Philippines in the past year has been consistent from the 1972 martial law, down to the current injustices of ‘due process’. A democracy, in theory, gives the citizens the right to exercise their freedom with minimal to no

boundaries. With the presence of an independent fourth estate, these rights including basic application of due process must always be in check. Upon President Duterte's assumption to office mid last year, we see emerging commonalities between him and other famous dictators from in and out of the country. Violence has become the oppressors' best friend, and law enforcers have taken on the responsibility (or burden) of the task to propagate it. Mandated to follow the orders of the Commander-in-chief, the police officers partake in the "War on Drugs". Today, proliferation of police brutality has become prominent due to the principles adapted from the president's frame of mind.

This study works on the premise that the media has become the primary venue to both, report and critique the image of power in this day and age. The strength of democracy relies on the reportage of media. Employing an integration of Fiske's Codes of Television, Bourdieu's Theory of Social Practice, and Delpit's concept of Culture of Power, this study aims to answer how the local news program, 24 Oras, propagates the Philippine National Police's Culture of Power through their portrayal. A total of 8 notable issues were analyzed and findings yielded interesting but alarming results. Does 24 Oras remain loyal to its' claim of No Biases, No one protected, No lies, and Solely True Service (Walang Kinikilingan, Walang Pinoprotektahan, Walang Kasinungalingan, Serbisyonng totoo lamang)?

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## **EXAMINING THE PHILIPPINES' STATE IN THE 21ST CENTURY MARITIME SILK ROAD: A COMPETITION OF OLD AND NEW FINANCIAL PLAYERS.**

**Jim Duran**

**Far Eastern University**

The Philippines has recognized significant trade agreements with the United States, Japan, South Korea and in other countries in Europe and the Asia Pacific region. Now, China has an economic development initiative especially for Southeast Asia. This study aims to explore the new maritime silk road's (MSR) important role in stabilizing and contributing growth to the recovering Philippine economy under President Rodrigo Duterte's leadership. Also, this paper examines the implications of 'One Built One Road' (OBOR) in the present Philippine financial scene. China's growth model may or it may not have domination in the new markets today against its competing and more established American, Korean and Japanese financial players in the Philippines.

Historically, the Philippines was considered the most vital financial location of trading Chinese goods with Mexican produce. The Galleon Trade is golden years of the ancient maritime silk road, a time when Filipino economic rights was limited and conceived by the Spanish sword and cross but so successful that Filipinos under Spanish capacity also gained access to have trading relations with other neighboring Southeast Asian, European and American countries.

In sum, the Philippines, in order for it to be considered a valuable socio-economic and political partner of China, it has to maintain and assure good diplomatic relations with other economic partners like the United States and Japan. Also, new international economic agreements between China and the Philippines have to be reviewed and ratified or perhaps new foreign policies have to be designed and decided not just with China but with a formal alliance with democratic India to help balance economic power in the Asia Pacific region. The security and territorial issue about South China Sea or West Philippine Sea has to be a bilateral concern so that both countries will gain absolute advantages and promote peace in Southeast Asian region. With this speculation, the Philippines will regain its rightful position as a leading maritime and developed staging port to other parts of the oriental and western world.

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### **“THE CONSTRUCTION OF THE REPRESENTATION BASED ON PRODUCT, BRAND ADVERTISEMENT AND CAUSE-RELATED MARKETING: AQUA CASE”**

Natalia Widiyari

Atma Jaya Catholic University of Indonesia

The study discusses on how Aqua as the product as well as brand and its cause related marketing activities become the source of popular culture. The customer and community as the stakeholder of Aqua create new meaning using the brand and its advertisement. The new meaning is representations of people’s daily life. Product, brand and the cause-related marketing activities are a top-down communication that controlled by the capitalist. The representations are a bottom-up communication of people who are constructing and reconstructing their everyday life for their own interests.

**Keywords:** *representation, everyday life, advertisement, cause-related marketing*

## **SESSION 2D**

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### **POWER VERSUS WERPA: INTRAMEDIA INTERACTION AND OPINION ON DEATH PENALTY**

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Death penalty is threatened to be imposed in the Philippines with the assumption of President Rodrigo Duterte’s administration. Media sources are the primary source of information regarding the issue because of its availability. The study problematizes the interaction of media sources with each other and their contingent influences on youth’s (ages 15 to 30) opinion on death penalty. This research paper tests the Intramedia Interaction Hypothesis, proposed by Shen and Eveland (2010), on political opinion on death penalty. There is an assumption that combination of the same media modality

produces diminishing returns while combination of different media modality produces additive effects, having higher political knowledge; limited research is conducted to affirm it.

A linear model of the Intramedia Interaction Hypothesis is created to represent the framework. Eight traditional modalities and three hybrid modalities are utilized. The study's hypotheses include nine prominent combinations paired for association and correlation with the scores on the opinion on death penalty. Among the traditional and emerging modalities, hybrid only modality ranked first with the highest explanatory power. Its significance is in line with literature, although a newer type of media, it possesses both the attention of audio/visual materials and the ability to continuously return to the content for the viewers to catch up on information. While text dominant modality comes in second with the premise active or passive readers gain higher political opinion with text based materials because it contains complete information can be reread again.

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## REGIONAL CINEMA AS 'INDEPENDENT' CINEMA: DEVELOPMENTS IN CONTEMPORARY SEA CINEMAS

Patrick F. Campos

University of the Philippines Film Institute

“Independence” has been the much-vaunted ideal that helped reshape in practice and reframe in concept Philippine cinema in the twenty-first century. From the production of *Still Lives*, the first digital feature film released in the Philippines in 1999, to the present, “indie” cinema has rapidly evolved and become more productive through the years, eventually overtaking in terms of quantity its supposed opposite, “mainstream” cinema. In trying to account for these developments, some observers and commentators have coined the rather problematic term “maindie,” while others have tried to call for a cinema that is supposedly not divided between indie and mainstream. Both these positions, however, are not new and appear to be historically uninformed. They also relinquish the potentialities contained in the concept of independence.

The paper then seeks to remap independent cinema and demonstrate why this concept remains not only useful but also urgent. In remapping independent cinema, I utilize the geographical notion of “region” and show how in both the larger regional context of Southeast Asia (SEA) and the intersecting nodes of SEA spaces with sub- or intra-national regions in the Philippines, the idea of independence is always undermined by and, at the same time, remains potent against the political economy of global cinema that is centered on the previously conceptualized national “indie” cinema. In the process of recuperating independence, I trace the history of SEA cinemas, including Philippine cinema, from the 1990s to the 2000s and reconsider this history in relation to the production of new cinemas in the 2010s.

**Keywords:** *national cinema, independent cinema, regional cinema*

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## FILM CRITICISM AND THE NEW MEDIA

Heinrich Domingo

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Blogging has reached a certain level of notoriety in the time of populism and fake news. In the Philippines, it has become a medium to propagate fake news and pro-government sentiments. This paper examines film criticism in the Philippines and how its online form (film blogs) has allowed for easy publication, building of the critic's image, and forming his/her legitimacy. It goes back to the areas of print journalism, award-giving bodies, and critic organizations as the origins of the online film criticism. The paper then argues that through remediating these three former sites, online film criticism was able to develop in aspects such as form and content, self-image or self-preservation, and partnership and organizing. This means that the online film criticism media rivaled, reshaped, and refashioned its predecessor media. Such phenomenon is explained through the remediation framework proposed by Jay David Bolter and Richard Grusin. Such findings will be helpful in critically understanding the growth of online media.

**Keywords:** *New media, remediation, film criticism, blogging, Philippines*

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## FOURTH YEAR CAVITE STATE UNIVERSITY JOURNALISM STUDENTS' AWARENESS OF AND PERCEPTION ON MEDIA KILLINGS IN THE PHILIPPINES

Jaralyne G. Cueto, Meryll Louise L. Del Rosario, and Jordan Angelli F. Grefal

Miriam College

This study explores how media killings affect the fourth year Cavite State University AB Journalism students' perception toward pursuing a career in journalism.

The research used the Cognitive Dissonance Theory proposed by Leon Festinger in 1957, which focuses on how motivation and emotion influence the perception of the audience (Littlejohn & Foss, 2009). The researchers first identified the information sources of journalism students on media killings, their perception on media killings as reported by their preferred medium, media killings' relevance to journalism students, and their intention to pursue a career in journalism.

The researchers gathered quantitative and qualitative data from the Cavite State University students through a survey and a focus group discussion. The participants say they often encounter news of media killings on television and they strongly agree that safety is a concern that journalists face today. Majority of the students, however, still intend to pursue a career in various fields of journalism regardless of their perception on the threats against journalists. There seems to be a dissonance between the students' views on journalist safety and their career choices, as they do not consider these killings a reason for changing their career path. On the other hand, this can be

explained by some of the students' preferred careers in journalism, such as lifestyle and sports journalism, which are not associated with high-risk beats. Moreover, the students also exhibit a lack of awareness in recent cases of media killings.

This study can inform schools and various media organizations about possible gaps in the students' knowledge on media killings and journalist safety in the Philippines. Having a clear understanding of journalist safety and press freedom is necessary for aspiring journalists and the youth to have an appreciation of the role of journalism in a democratic society, as journalists are responsible for giving citizens the information they need in order for them to exercise their citizenship.

## SESSION 3A

### TECHNOLOGY, DISASTER AND RESILIENCE: CAN THE ASEAN POLICY LANDSCAPE KEEP UP?

Chad Patrick Osorio  
UP College of Law

Due to the geography of Southeast Asia, the region is prone to many natural calamities, ranging from hydrometeorological catastrophes to geovolcanic cataclysms. This is why the Association of Southeast Asian Nations (ASEAN) as an economic community agrees that addressing its peoples' adaptability to natural disasters is a prime concern, particularly with the worsening conditions brought about by climate change. With the advent of ever-improving information and communications technologies (ICTs), new electronic tools are constantly being developed in order to assist initiatives in disaster risk reduction and response management (DRRRM). This paper enumerates a number of best practices in how individuals, organizations and communities use e-tools in order to prepare and adapt to these calamities, and provide a closer look at the resiliency and creativity of the ASEAN spirit in utilizing technology to cope with the gravest of natural disasters. But more than that, the paper analyzes strategies at the level of national and international policy, evaluating the general legal framework through which effective e-initiatives can be adopted and implemented on a wider scale. It offers a comparative review of current DRRRM laws within the ASEAN region, and posits that not only do they fail to provide a solid policy foundation by which these ICT-based tools can be integrated and adopted into sustainable programmes, they also hinder them from doing so.

Finally, the paper concludes by emphasizing the necessity to revisit and revise existing DRRRM policy frameworks, both at the domestic and regional level, in order to facilitate and maximize the utilization of ICTs in uplifting the ASEAN spirit of resilience, and preventing natural calamities from turning into full-pledged disasters.

**Keywords:** ASEAN, International Law, ICT, DRRRM, Policy Development

**Parallel Paper Presentations - Session 3 - Disaster****1 March 2018, 3:30 - 5:00 PM**

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**LET'S TALK ABOUT YOLANDA: A CRITICAL DISCOURSE ANALYSIS OF PHILIPPINE BROADSHEETS COVERAGE**

Manuel O. Dasig, Jr.

University of the Philippines Diliman

Guided by Norman Fairclough's "dialectical-relational" Critical Discourse Analysis (CDA) paradigm, the study centered on the discourses and discursive statements about natural disasters in the seven Philippine broadsheets coverage of typhoon Yolanda on November 7 to 15, 2013. The framing devices used to create news and commentary articles were examined through journalistic discourse analysis.

The analysis showed the broadsheets' reportage of typhoon Yolanda is amplified by a storytelling narrative that geared toward portraying people and events in a fictional account. Despite the abundance of factual material about the typhoon, the reportage utilized familiar narrative themes of "humans over nature" and "man versus man" conflicts as well as the stereotyped image of victims and government officials during a natural calamity. Ultimately, the study revealed the broadsheets' construction of disaster and risk centered on a reactive (more emphasis on the events after the typhoon) rather than a proactive stance (the need to tackle disaster preparedness by the press in reporting disaster news). Given the scope of the typhoon's damage and its impact to the country's socio-economic and political life, the time has arrived for Philippine media to be a viable channel of information regarding disaster risk reduction rather than to amplify the damages caused by natural disasters.

**Keywords:** *critical discourse analysis; typhoon Yolanda; Philippine broadsheets coverage; natural disasters; disaster and risk reduction*

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**UNDERSTANDING THE SOCIO-CULTURAL LYNCHPIN OF ASEAN REGIONAL COOPERATION ON HUMANITARIAN ASSISTANCE AND DISASTER RELIEF (HADR) IN PHILIPPINE PERSPECTIVE**

Danilo Santos Cortez, Jr.

Embassy of the Republic of Indonesia – Manila

Southeast Asia is grappling with the wrenching impacts of climate change and the high vulnerability of countries in the region to colossal natural disasters. In recent years, several Association of Southeast Asian Nations (ASEAN) member states (AMS) have suffered from large-scale natural disasters such as tsunami, earthquake, volcanic activity, and super typhoon; both in accelerating frequency, and in rising intensity. Philippines is particularly at the top of the list of disaster-prone countries not only in Southeast

Asian region, but in the world. This paper explores the intra-regional Humanitarian Assistance and Disaster Relief (HADR) of ASEAN from 2012-2016, in the context of the Philippines. The paper gives emphasis on regionalization and socio-culturalization of disaster response as two dynamic processes that essentially shape the cooperation landscape of ASEAN intra-regional HADR. This paper presents key concepts underlying social constructivism together with a collection of patterns of responses at the vantage point of the Philippines, whereby cultural values as symbolic capital can be deployed to catalyze and facilitate engagements for ASEAN regional cooperation on HADR. In this paper, I argue that placing disaster management under the pillar of ASEAN Socio-Cultural Community serves as a lynchpin --- a central cohesive element, which positively reinforces ASEAN spirit through its common values for community-building and for the cultivation of ASEAN consciousness and regional identity.

**Keywords:** *ASEAN, regional cooperation, humanitarian assistance and disaster relief, disaster response, social constructivism, common values, and regional identity.*

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### **TOWARDS A CULTURE OF PREPAREDNESS THROUGH DISASTER AWARENESS: PROJECT NOAH'S GOOGLE CONTENT AND ITS CAMPAIGN EFFECTIVENESS AS MATERIALIZED IN AUDIENCE PARTICIPATION IN TWITTER**

Thea Pamela Pauline Javier and Cheeno Marlo Sayuno  
University of the Philippines Los Baños

Given today's digital times, citizen participation in timely circumstances has become an engagement facilitated through the virtual space. With disaster, which is a human experience, efforts to shape a culture of awareness have become an online engagement as well, as Project NOAH, which stands for Nationwide Operational Assessment of Hazards, attempts at using the power and gift of technology in order to expose online users not only to a hazard and risk monitoring program that shows maps that can help track hazard areas but also to online inform dissemination efforts. In line with this, the study analyzes how information dissemination and audience participation are facilitated in the virtual space, particularly through Google and Twitter, respectively. Through textual analysis, interviews, and content analyses, this communication evaluation study hopes to not only provide insightful conclusions that can help a timely and revolutionary project such as Project NOAH but also understand how the culture of preparedness is instilled or can be further propagated among Filipinos in order for all to continually be prepared and resilient in facing future coming storms. Anchored upon the Networked Communities Model of A. Clark and R. Lipski and the taxonomy of the forms of culture introduced by Gerry Philipsen, the study found opportunities for Project NOAH to explore so that they can provide a more effective cultivation of a culture of preparedness using technology and the advantages of a digital world.

**Keywords:** *Project NOAH, Google, Twitter, culture of preparedness, disaster awareness*

## SESSION 3B

**COMMUNITY MEDIA FOR CLIMATE CHANGE RESILIENCE IN SOUTHEAST ASIA:  
EXPERIENCES OF THAILAND, LAOS, AND THE PHILIPPINES**

Mark Lester M. Chico and Benjamina Paula G. Flor  
University of the Philippines Los Baños

For Southeast Asia to deeply understand the effects of climate change and become resilient, its nations should explore media's potentials not just for information dissemination but more so for education, inspiration, engagement, and social transformation.

This study answers the question: How are community media used for climate change resilience in Southeast Asia specifically Thailand, Laos, and the Philippines? It describes how media are used for climate change resilience and discusses the information that should be communicated to the people. It likewise explains how this information should be communicated to its target audience through media.

One may argue that in the Association of Southeast Asian Nations (ASEAN), the impetus in mobile technology and boom in social media have brought the biggest change in the media landscape. In the region, specifically in Thailand, Laos, and the Philippines, media are used to disseminate relevant information about climate change, its effects, and strategies on how to adapt. Information comes from various sources, including the government, civic organizations, and private sectors. However, information coming from the local community must be given more space and airtime so that community members can promptly take the needed action based on their area's climate condition.

Aside from weather forecasts, community media can convey the latest farming techniques and technologies, government programs and activities, adaptation strategies, disaster risks reduction and management strategies, among others. It can be localized, simplified, and made appealing and relevant to different audiences.

Educating the general public through the most affordable and fastest media is a must if one were to increase climate change resilience and make people climate smart.

**Keywords:** *community media, climate change resilience, transformational communication*

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**“LIKE, SHARE, HELP””: ANALYSIS OF SOCIAL MEDIA USE IN DISASTER RELIEF**Harold M. Carag<sup>1</sup>, Leonora A. Dirain<sup>2</sup> and Joel Chester D.A. Pagulayan<sup>3</sup><sup>1</sup>Graduate School, University of the Philippines Los Baños<sup>2</sup> Department of Human Kinetics, College of Arts and Sciences, University of the Philippines Los Baños<sup>3</sup>Asian Center, University of the Philippines Diliman

Social media (SM), especially Facebook and Twitter, are taking an evergrowing part in disaster response. In the advent of Super typhoon Lawin in 2016, social media has played an active role in information dissemination and disaster relief coordination. Super typhoon Lawin (international name, Haima) hit the Cagayan Valley region and caused damages amounting to approximately 9 billion pesos. This paper aimed to analyze the role of social media sites and online communities on the relief operations during the Super typhoon Lawin and to determine the media links and influencers associated in the typhoon coverage. A virtual archival analysis was done to understand social media usage during the time of the disaster. Hashtags #LawinPH and #BangonCagayan were used to locate posts and tweets on Facebook and Twitter, respectively. Situational awareness (SA) of the disaster was facilitated by known media networks with GMA News having the most reactions in the online space. Results showed that individuals, student organizations, church formations were among the active players in the relief coordination and actions. The logistics of the operations were primarily dictated by the online communities in the cloud and coupled by the concerned citizens on the ground. Moreover, the hashtags created a platform for online convergence of the public to spread awareness of relevant information. Majority of the virtual movements which clamored for help and pooled the relief had reached the affected sites while there were some which were not able to document and push with the relief operations. As an effective conduit of needed support during disaster relief, appropriate check-and-balance mechanisms should also be observed to prevent online deception and fraud in times of disaster.

**Keywords:** *social media, disaster relief, Super typhoon Lawin, Super typhoon Haima*

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**THE MILLENNIAL APPROACH TO SAFETY GUIDELINES: THE PERCEPTIONS OF SELECTED YOUNG MILLENNIALS ON THE USE OF INTERNET MEMES AS PUBLIC SERVICE ANNOUNCEMENTS**Ma. Julianne Renee M. Angeles, Ira Sydney M. Palomares and Jasmine B. Peralta  
Miriam College

Internet memes are a growing source of entertainment online through social media. They are viewed as a source of humor and entertainment and it is in their nature to be funny and humorous. On the other hand, public service announcements (PSAs) are viewed as credible sources of information used by government agencies and nonprofit organizations to disseminate information to the public.

The Office of the Presidential Assistant for the Visayas (OPAV) and the Philippine National Police (PNP) are government agencies that created a series of safety public service announcements containing Internet memes for Sinulog festival 2017 which they released through OPAV's official Facebook page. The PSAs garnered mixed reactions from netizens because of the contradicting use of Internet memes. Through interviews from both government agencies involved, it can be said that OPAV intentionally created the PSAs in this fashion to catch the attention of millennials and young people. However, PNP says that the content of the safety guidelines as the main message of the PSAs was not emphasized as the focus of the netizens were diverted more on the Internet memes and online icons rather than the message itself. Findings from young millennials support this claim as they see the images more as Internet memes because of their prior exposure to Internet memes as a form of entertainment on social media. Knowing this information, the use of Internet memes as a communication tool should be researched and well executed, especially when it comes to public safety.

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### **AN ANALYSIS OF NARRATIVES ON NATURAL DISASTER: SOCIAL CONSTRUCTION OF EARTHQUAKE EXPERIENCE OF SELECTED RESPONDENTS IN AN ACADEMIC INSTITUTION IN THE PHILIPPINES**

Primo G. Garcia and Queenie R. Ridulme  
University of the Philippines Open University

In recent years, several earthquakes have been felt at an open university in the Philippines and its contiguous areas. While classes in this university are delivered online, its staff members remain vulnerable to earthquake attacks. To mitigate such natural hazards, the university has established Disaster Risk Reduction and Management Committee to plan and implement and monitor policies and activities related to DRRM. This paper aims to examine the employees' experiences of earthquakes, their views of it, the actions they have taken in its aftermath, and identify patterns of relationships between experience, views, and actions. Using qualitative research methods, the study has revealed that people's experiences of earthquakes are varied. Most participants in the study experienced fear and shock during the earthquake and saw earthquake as a reality to prepare for. In addition, some participants, who were mostly members of the DRRM Committee, had presence of mind and saw earthquake as a natural occurrence, indicating that prior knowledge on earthquakes can be a factor in disaster preparedness beliefs and behavior. A few saw earthquakes as a fleeting concern and have not taken any personal initiative towards preparedness. While there is a diverse types of action reported by the participants, on an individual basis, their actions are quite limited. Recommendations on how disaster preparedness can be improved in the university were raised.

**Keywords:** *earthquake, natural disaster preparedness, qualitative research*

## Parallel Paper Presentations - Session 4 - Digital Spaces

1 March 2018, 3:30 - 5:00 PM

### SESSION 4A

#### **TECH-A MUNA, TEACHER: BATASAN HILLS NATIONAL HIGH SCHOOL TEACHERS' SKILLS IN EVALUATING NEWS ARTICLES ON FACEBOOK VIS-À-VIS THEIR DIGITAL LITERACY CONFIDENCE**

Camille Veronica C. Aquino, Arealle O. dela Cruz, and Ma. Carmela Nastasha H. Tioseco  
Miriam College

Following the rise of new media and technology, social media has become more than a platform for social networking; it has become a part of an individual's daily life as a source of news and information. Though such technological advances have benefits both locally and globally, they have also been used as channels for disseminating "fake news". It has become easier to spread disinformation through websites, blogs, and social media platforms including Facebook.

In connection with this, UNESCO recognized the need to address gaps in Media and Information Literacy (MIL), including digital literacy, which led the organization to launch a campaign in pursuit of MIL education for educators and students. In the Philippines, the Department of Education added MIL to the Senior High School Core Curriculum Subjects, but the readiness of Filipino educators to teach MIL has been questioned by Filipino MIL experts. This was validated through a preliminary interview done by the researchers with a representative of Batasan Hills National High School (BHNHS), the public school with the largest student population in Quezon City. She revealed that not all high school teachers receive proper training on MIL.

This study therefore sought to explore BHNHS teachers' skills in evaluating news articles on Facebook vis-à-vis their digital literacy confidence. The sample included English and Journalism teachers of the Senior High School division.

The researchers found that while x out of the 12 BHNHS teachers who participated in the study demonstrated confidence in their digital literacy skills, x of them lacked the digital literacy to differentiate between legitimate and fake news articles found on Facebook.

The findings revealed that majority of the interviewees did not pass the digital literacy simulation included both digital generations, while the 3 participants who passed consisted of one digital native and two digital immigrants, all of whom have received digital training. Thus, it appears that teachers from BHNHS—regardless of age—can benefit from MIL training. To summarize, the findings indicate that digital immigrants alike are capable of becoming digitally literate and be able to see through fake news articles through proper MIL education.

## EVALUATIVE STUDY OF TVUP: INTERNET TELEVISION OF THE UNIVERSITY OF THE PHILIPPINES

Lilibeth J. Baylosis and Santosh K. Digal

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This study aims to evaluate the internet television of the University of the Philippines, TVUP. The launching of TVUP last November 24, 2016, is a milestone for UP as it can be a platform to regain the ground lost to internet trolls and fake news websites, according to former UP President Alfredo Pascual (Enano, 2016). TVUP “aims to provide professionally -produced and curated content for educational purposes and to show case high-quality programs on scientific breakthroughs, Philippine culture and society, national issues and concerns, and other special topics” (TVUP, n.d.). Consistent with other publicly financed educational institutions in other countries, “TVUP is a testament to the University of the Philippines’ character as the national university — a teaching, research, public service, and global/regional university — shared freely with all state universities and colleges, private and public higher training institutions, other training institutions, and the general public” (TVUP, n.d.).

The TVUP model supports the Open Educational Resources (OER) advocated by the Organization for Economic Co-operation and Development (OECD). The advantages of OER include fostering international co-operation, peer-to-peer collaboration. OER strengthens the traditional concept of sharing and the collaborative idea of the creation of knowledge. Resources come in forms of “digitalized materials” offered freely and openly for educators, students and self-learners’ use and reuse for teaching and research. It includes learning content, software tools to develop, use and distribute content, and the implementation resources such as open licenses (OECD, 2007).

Through mixed method, this preliminary evaluative study tries to address the following concerns: first, if TVUP has advanced and gained foothold by delivering free valuable information for educational purposes; second, if TVUP is moving towards sustainability and viability to operate; and, third, if TVUP has an impact on the awareness, knowledge, attitude, and behavior of UP students. Presently, it is already live and runs daily programs which include “UP Talks”, “Maikling Pelikula”, “Kultura Sining at Iba Pa” among others. Moreover, past documentaries and programs can be accessed through [www.tvup.ph](http://www.tvup.ph) (Pineda, 2016). Moving to the third year of operations, the plans are geared towards two things, first is to continue building up a quality inventory of resources and the second is to market TVUP. Despite the birth pains, the present performance of TVUP signifies that the target sustainability is attainable.

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**GRABE, IT'S UBER-RATED: AN EXPLORATORY STUDY OF FILIPINO YOUNG PROFESSIONALS' EXPERIENCES WHEN USING RIDESHARING APPLICATIONS**

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Ridesharing applications are taking the Philippines by a storm with their high quality services that provide comfort, safety, and other various affordances to the riders. The millennial young professionals, also popularly known as the yuppies, are in great demand in the labor force for they can occupy technical, managerial and corporate positions while remaining to be technology savvy. Since Uber and Grab are emerging technologies, it is relevant to study how ridesharing applications fit into the lifestyle of young professionals. This study discovered how the Filipino young professionals encapsulate their experiences when using Uber and Grab for transportation. In addition, the researchers explored the human-to-technology-to-human factor of ridesharing applications through utilizing the integration of two (2) theories, namely the theories on Technological Affordances and Social Construction of Technology (SCOT) as the theoretical anchors of this study. Seventeen (17) focus interviews were conducted to gather the insights and narratives of young professionals. Findings discovered the affordances determined by young professionals such as safety, comfort, fare, convenience, quality of service, and accessibility that both Uber and Grab provide, as well as the different meanings of these ridesharing applications in their lives. Yet, these young professionals acknowledge that the technology-driven services are far from perfect, citing how Uber and Grab are continually oriented to the middle-class more so than minimum wage earners. Furthermore, their unique experiences shaped their perceptions and meaning-making of the ridesharing applications. Lastly, the results of this study show that while Uber and Grab are welcomed innovations for many commuters, these services are intrinsically not the solution for the country's long-standing problems with its transportation system. Rather, they serve to set the standard on public transportation that constantly need upholding to solve transportation problems at its roots.

**SESSION 4B****SHARING AND DIGITALIZING THE BAMBOO CULTURE IN ASEAN THROUGH SMALL SCALE ENTERPRISE DEVELOPMENT AMONG GRASSROOTS WORKERS**

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ASEAN societies in the various member countries have distinct and priceless bamboo cultures. Digital online skills could enhance the development, promotion and sharing of various bamboo arts, crafts, furniture and other dimensions of ASEAN culture – that digital industry competitiveness is key for the future success or failure of bamboo enterprises, with a huge potential for a global market.

The paper focuses on basic bamboo skills and enterprise development for workers in small scale bamboo craft, and possibilities for digitalization and documentation. Institutional and policy gaps and constraints in human resource development, inventory of existing laws related to the small scale bamboo industry and ASEAN level recommendations are proposed, to enhance and develop the skills competitiveness of the grassroots or local workers in the ASEAN bamboo industry.

**HOW DIGITAL ADVERTISING IS SHAPING THE ASEAN COSMETICS INDUSTRY AND ITS CONSUMERS**

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Digital advertising has greatly influenced consumer's preferences in terms of acquiring goods and/or subscribing to services. There are over 339.2 million active internet users from Southeast Asia. This is 53% of the entire population of the region. The significant consumer demand drives ASEAN industries to invest a huge amount of money for the development of IT infrastructures to keep up with their target market as well as to stay competitive among their rivalries. This practice is widely known especially in the cosmetics industries which presents an excellent market opportunity to millions of ASEAN consumers.

The ASEAN Cosmetics Directive (ACD) is a harmonized standard on safety and quality of cosmetics products, which identifies allowed cosmetics ingredients in cosmetics products that can be marketed in the ASEAN region. Beyond consumer protection, harmonization of cosmetics product safety standards enables the cosmetics industry to access a bigger market. For consumers, this means a wider array of choices, for regulators - a more coherent standard for ensuring the safety (claimed benefits) and quality of cosmetics products in the market. To be at par with industry standards and

to keep pace with the fast-growing demand of consumers, the National Regulatory Authority of the member country must strengthen capacity to a higher level to ensure the safety and quality of cosmetics products in the market through digital advertising.

In the Philippines, the Food and Drug Administration (FDA) is the NRA which has jurisdiction over cosmetics products. In March 2013, FDA implemented the Electronic Cosmetics Product Notification (e-Notification) system which requires submission of application requirements from manual to online submissions. The shorter turn-around time eased the application process for the industry players, making products more accessible at an earlier time. FDA also made available online the notices for the processed applications, in its official website for convenient consumer access and verification. Post market surveillance is also available online for cosmetics products, once notified as non-compliant, with an advisory to the public, through the official website and Facebook page. Thus, the responsibility of choosing the notified cosmetics products is now in the hands of consumers. They can be enticed by advertisements and online marketing strategies, but they should be responsible in ensuring that they choose the right product. In this manner, digitalisation has significantly affected customer perspectives, tastes and preferences for cosmetics.

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### **YOUTH, IDENTITY, AND DIGITAL MEDIA: THE CASE OF IFUGAO**

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Technological advancements and digital media are no doubt embedded in the lives of people nowadays. This affects how people - most importantly the youth - engage themselves in knowledge sharing and production, artistic expression, and communication. However, there is an ongoing debate as to how digital media technology threatens the youth of today due to negative physical and psychological consequences caused by their engagement with technology. There are some who argues that technology serves as a force of liberation for young people allowing them to create new forms of communication and community.

Indigenous youths are no exception to the positive or negative effects of digital media as well as the global influences that spreads and reshapes their culture. The study aims to explore how the Ifugao youth construct their cultural identity despite this digital time.