

FREQUENCY OF WATCHING POLITICAL NEWS PROGRAM ON TELEVISION, POLITICAL NEWS BIAS, AND POLITICAL NEWS DELIVERY SATISFACTION



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Abstract

This descriptive-correlation study determined the frequency of watching political news programs on television, the extent of political news bias, and level of satisfaction with political news delivery among 102 AB Communication students at the College of Arts and Sciences of the University of Perpetual Help System Laguna, Philippines. Based on the careful analysis of the findings of the study, the researcher concluded that the majority of the respondents watched political news programs on television 3-6 times a week and that they believed that political news contained bias to a moderate extent. On the other hand, the respondents rated their level of satisfaction with political news delivery as high. As to test of a relationship, the respondents' frequency of watching political news programs on television had no bearing on their rated extent of the bias for it and the respondents' frequency of watching political news programs had no bearing on their level of satisfaction with political news delivery. Future researchers may look into specific news programs to rate in terms of their political news bias. This may include local news programs like TV Patrol and 24 Oras or international ones like CNN and BBC, among others. The respondents to consider may also be professionals or households. Multiple research locales may also be looked into so better generalization can be drawn.

Keywords:

political news program, news bias, news satisfaction

