RECEPTION ANALYSIS ON
CHOOSE PHILIPPINES FACEBOOK PAGE

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Abstract

This study was conducted to determine the participants' interpretation and reaction to the contents of Choose Philippines Facebook page. Twenty participants from a particular class enrolled in National Service Training Program I in Lyceum of the Philippines University Laguna served as the participants of the study.The researchers used the qualitative method as the research design for this study. A two-week journal of the participants which were analyzed through the application of thematic and content analysis served as the inputs of this research. Initial reading, actual reading and re-reading were conducted during the coding process. Subsequently, the identification of proto-themes, validation of results, and finalization of themes were carried out.Based on the results of the study, the researchers found out the following features of the Choose Philippines Facebook page: attractive and colourful appearance, trouble-free navigation, appropriate content and use of powerful images and graphics. Accordingly, the participants interpreted the contents of the said Facebook page as informative and significant, inspirational and encouraging, and promotional. Henceforth, amusement and amazement, motivation, disclosure of personal anecdotes, gratitude, relaxation, and famishment were the emergent reactions of the participants after being exposed to Choose Philippines Facebook page. Furthermore, the participants' themes of experiences include catharsis, verisimilitude, realism, appreciation, gratefulness, change of vision and enjoyment.Based on the aforementioned results, the researchers concluded that journal writing is preferably a better method of data gathering for it does not limit the participants' response regarding the topic. Likewise, the participants freely expressed their views and feelings through the journals they wrote.Still grounded on the findings of the study, the researchers recommended that: the Choose Philippines Facebook page administrators to conduct a satisfaction survey among their page visitors; and to the future researchers to use other media platforms other than social media, to increase the number of participants in order to acquire rich data, to consider the participants' demographic profile, and to conduct an interview in line with journal writing to further strengthen the inputs of the study.

Keywords: *receptionanalysis, Facebook, Choose Philippines, SNS*

INTRODUCTION

The continuous expansion of the new media landscape gives way for media users to maximize their full potential in taking active participation in the society. The role of audience in media research is evidently increasing in scope. From being a traditional listener, reader, and viewer, audience in today's generation have transformed into being a good interpreter, storyteller, and partaker in any communication process.

Different interpretations of single media content became the center for analysis by researchers who attempted to analyze and consider audience engagement in communication per se. In general, plurality of meaning is the main concern of the majority of conducted audience research.

Several media platforms and channels paved the way for the widespread distribution and dissemination of messages. The interactive media or the Internet, which is an innovation in the new media landscape, is one of the most popular avenues in terms of message delivery and information dissemination.

According to an article posted at e-politics.com entitled "How Campaigns Can Use the Internet to Win in 2012", Facebook is an influential tool in keeping a campaign or advocacy in front of its committed and target supporters, catching their attention through fresh contents and discussions.

Obviously, the emergence of social media sites paved the way for extensive media messages and content distribution. However, there still remains a downfall for this. A single message has the tendency to have several meanings and interpretations depending on the receiver or decoder of that message.

In this study, the researchers will attempt to analyze and generate themes of experiences from a set of audience as they become exposed to ChoosePhil's Facebook page for a week or two. This reception study will verify how different message decoders interpret a single content differently.

Theoretical Framework

The researchers used Reception Analysis Theory in this study as a guide in analyzing the participants' reception of a message. Reception Analysis Theory suggests that the source of message or media is passive or weak while the receiver of the message is an active participant who gives interpretation and meaning to the message.

Conceptual Framework

Based on the Reception Analysis Theory, the researchers came up with a conceptual framework that shows the different elements that constitute the reception analysis process. As stated in the Reception Analysis Theory, a sender creates a message to be transmitted through a medium to reach a group of receivers who in turn, interpret and give meaning to the message.

Figure 1. Paradigm of the study

METHOD

Research Design

The researchers used the qualitative method in gathering all the necessary information needed for this study. This type of method is used to collect data from the participants to determine the reflections of the students as they are exposed to the social media site (Facebook page).

This research study also applied thematic analysis since it is the most appropriate in this study for it verifies the themes of experiences or reflections of the participants.

Participants of the Study

A particular class taking the subject National Service Training Program I (NSTP I) in Lyceum of the Philippines – Laguna, served as the participants of this study.

Data Gathering Tool

In conducting the study, the researchers asked the participants to write a journal with regards to their exposure to "Choose Philippines" Facebook page. Requiring this journal writing was coordinated with the professor of National Service Training Program I (NSTP I). Journal writing is part of the requirements of the course and is contained in the syllabus.

Data Analysis

The researchers used thematic analysis in interpreting the data gathered from the students' journals. The themes were identified based on the most unique experiences they wrote on their journals. The researchers summarized and categorized the participants' reflections based on the

similarities. The students' journals were analyzed by the researchers to determine the most common answers as emerging themes.

RESULTS AND DISCUSSION

The information needed for this study was derived from the journals written by the participants (a particular class of NSTP I). The journal-writing was done for two weeks as the participants exposed themselves in Choose Philippines Facebook page. A set of guide questions was given to the participants to standardize their responses written in their journals.

The journals include the participants' description, interpretation, and reaction of the features and contents of Choose Philippines Facebook page. The participants were tasked to write a day-to-day journal for two weeks, with a minimum requirement of 500 words and written in English. The journals were requisites to their NSTP I subject since it is included in the course syllabus.

Descriptions of the participants about the features of the webpage

As affirmed in the participants' journals, the Choose Philippines Facebook page acquires key features which made their site appealing for its users. The following are the features of the said website as described by the participants in their journals:

An attractive layout

An attractive design of a website keeps the visitors' attention and makes them stay longer on the page for further surfing.

Choose Philippine Facebook page appeared more attractive to the audiences because of its layout which consists of their profile picture which is their logo, their cover photo and the information about the Philippines.

According to the participants, the layout adds more flavor to their eyes as they view the page. With regards to that, the layout makes them stay longer and surf more in the page.

Trouble-free navigation

This feature of a website leads the visitor to more profound information through placing clickable links in the web interface.

Choose Philippines Facebook page has interesting contents. Some of the participants look for more information regarding to it and the page makes it easier by putting links at the bottom of the page to direct the viewers to their website where the whole story is posted. Sometimes, Choose Philippines get articles from bloggers and they include the bloggers' webpage URL in their posts for further reading.

Appropriate Content

A webpage should contain useful and helpful information to keep the visitors' interest. It should consist updates that are connected to the previous details.

Supplying apposite content to the visitors is very relevant like the Facebook page of Choose Philippines; it provides such details to Filipinos who wanted to have unusual food, travel, and event experiences. This Facebook page intends to be the first thing in mind of the Filipino tourists and adventurers when it comes to searching for an experience and escapade. The visitors of this page declared that the information or the content is appropriate since these were all informative and useful for them.

Use of images and graphics

The integration of images and graphics will make the online presence look nice and eye-catching.

This is believed to be one factor that Choose Philippines take into consideration to maintain an appealing page to the visitors. Choose Philippines Facebook page uploads several photos tackling different subjects to please and satisfy the eyes of the audience. The administrators also connect with their page visitors so as even the audience can share photographs of the undiscovered Philippines and with that, Choose Philippines Facebook page really meet their objective "Find. Discover. Share." The participants of this study saw that this page catches the attention of its audiences through the use of potent photographs and through that; they tend to stay and browse for more posts of the page.

Table 1. Representation of rate of recurrences pertaining to Choose Philippines' webpage features

Features of the webpage	Number of mentions (out of 22 participants)
Attractive and colorful appearance	16
Trouble-free navigation	7
Appropriate content	19
Use of powerful images and graphics	13

Participants' interpretation of the contents of "Choose Philippines" Facebook page

Based on the researchers' analysis of the journals, they found out that the participants decoded the contents of the page as follows:

Informative and significant

The participants found the contents of Choose Philippines Facebook page as relevant and informative for they were able to acquire up-to-date information about the contemporary culture and traditions of the Philippines. Aside from knowing new things, the visitors of Choose Philippines Facebook page also give supplement information regarding things that are already familiar with and they can maximize their utilization through application.

Choose Philippines Facebook page, as conceived by the participants, provides answers to all their queries related to the country. This webpage also completes the Facebook visit of the participants. It is also believed that the page was informative as it should be.

Inspirational and encouraging

Choose Philippines Facebook page inspires the participants in a way that it changed their views about the Philippines and started to aspire to become agents of change. The contents of Choose Philippines Facebook page also aims to motivate its viewers to discover and love their own country. Choose Philippines contents stimulate curiosity among the participants which made them do further research regarding to a specific topic that they come across while browsing the webpage. Inspirational and encouraging are the participants' interpretations about the content because the visitors were genuinely moved by starting to love their own country and by looking for deeper information about it.

The participants interpreted the contents of Choose Philippines Facebook page as inspirational for themselves and for others. The contents inspired the participants and made them proud that they are part of this country. It also changed their views about the Philippines. Their love for the

country emerged as they view and read the contents that Choose Philippines posted.

Promotional

The contents of Choose Philippines Facebook page gave the participants an overview of both undiscovered and discovered places, things and values that they can be proud of and adhere as citizens of the Philippines. Promotional is one of the interpretations of the participants about the contents of Choose Philippines Facebook page which helps to advocate the different places, foods and festival about the Philippines. The page gives more information about the places that are exceptionally beautiful and perfect for vacation getaway.

The participants stated that Choose Philippines is promoting the Philippines by means of posting different information and imposing positive outlook about the country. This Facebook page obviously helps in uplifting the country's tourism.

Table 2. Representation of rate of recurrences pertaining to content interpretation

Interpretation of contents	Number of mentions (out of 22 participants)
Informative and significant	19
Inspirational and encouraging	16
Promotional	11

Participants' reaction to the contents of "Choose Philippines" Facebook page

As per the contents of the journals, the following are the participants' reactions after being exposed to the webpage:

Amusement and amazement

After the participants' exposure to Choose Philippines Facebook page, they felt pleased about what they saw and discovered from the updates.

The participants were amazed in the country after reading the posts of Choose Philippines Facebook page. They felt surprised that there are lots of amazing and beautiful things that can be found in the Philippines. Choose Philippines is posting different pictures of beautiful places, delicious foods and colorful festivals in the Philippines that made the people amaze or amuse.

Motivation

The participants were directed to search for additional facts regarding a certain subject that Choose Philippines administrators shared. The participants felt motivated in reading the posts of Choose Philippines because they enjoyed what they read. They said that they do not get tired of reading the articles posted because the posts were interesting and motivating.

Disclosure of personal experiences

Participants were able to relate their personal stories and experiences concerning specific topics leading them to share their reminiscences. The participants linked their past experiences on what they read and saw in the webpage. Some of the Choose Philippines' posts are about food and the participants can relate with their favorite food because they saw it on the page.

Gratitude

The participants became thankful that such things exist in the Philippines and that they are from this country. They even thanked the administrators of the Choose Philippines Facebook page for establishing a good page that will advertise the country.

Relaxation

Attractive photos and images lightened up the participants' mood since those were appealing to the eyes. The visitors of Choose Philippines Facebook page feel like they are unwinding or resting through the visual approach of the page.

Famishment

The photographs made the participants desired to try unusual foods and delicacies, unexplored places, and thrilling adventures. Because of the descriptions of the webpage to each of their posts, especially the food and delicacies, the participants of this study felt hunger and cravings for the food being featured.

**Table 3. Representation of rate of recurrences pertaining to participants'
reactions to the contents of the webpage**

Reaction to the contents	Number of mentions (out of 22 participants)
Amusement and amazement	8
Motivation	12
Disclosure of personal anecdotes	6
Gratitude	9
Relaxation	11
Famishment	12

Themes of Experiences

According to the researchers' analysis on the participants' journals and also verified from the answers of the preceding problem statements, the emerging themes of experiences are as follows:

Catharsis

Participants experienced a sudden release of strong emotions through the whole journal activity. Their exposure to Choose Philippines page serves as their stress-reliever because it has the capacity to change their mood.

The participants of this study distinguished Choose Philippines Facebook page as a stress-reliever for it switched their bad day into a good one. They believed that Choose Philippines is an ideal venue for people who are in an awful situation looking for a relaxation inside them. As for the participants, the page can also bestow peace of mind to an individual who seeks restoration.

Verisimilitude

Since Choose Philippines Facebook page caters undiscovered places in the country, participants felt a sense of being there through photographs and descriptions. They have a feeling that they were able to visit the specified place upon doing further research.

Choose Philippines Facebook page is posting features that will be of interest to their audience. It is sharing photographs of places including its descriptive details. The participants of this study believed that through what was being shared and posted in this page, they can feel a sense of being

there. Like in the pictures of exquisite places, the participants wrote in their journals that the photo already brought them there.

Realism

Choose Philippines Facebook page is also filled with interesting subjects to look at such as various food and delicacies, creative work of art, and innovations. With that, participants tend to have an actual view of what is being featured in the page.

The use of powerful images which are accompanied by convincing captions gave the participants a sense of realistic feeling of what they actually see in the Facebook page. Likewise, the participants' potential in utilizing their imagination also manifests the ability of Choose Philippines Facebook page to satisfy the needs and demands of its viewers.

Appreciation

Participants felt proud and dignified of the blessings that the Philippines have. They felt an urge that they have the responsibility to elevate the name of the country.

Choose Philippines never ran out of worthy updates and posts for its page visitors. It assures that each post has something to tell and something to do in being a Filipino. Making the participants satisfied and pleased about the wonderful things in the Philippines truly corroborate Choose Philippines' motto – Find, Discover, and Share.

Gratefulness

With what is being posted and shared in Choose Philippines Facebook page, the participants felt blissful taking part in this country.

Philippines has numerous things to offer especially for travelers. The participants testified that Choose Philippines Facebook page serves as a venue for them to get familiar with the places and things that are not yet popular in the country. Hence, the participants have developed a feeling of gratitude and luck for they have the full potential to enjoy the things that God has given to the country.

Change of vision

Choose Philippines Facebook page caused the participants to love and give admiration to the country. Through what were shared on the page, participants changed their perception about the issues and impression about the Philippines.

Exposing the participants to Choose Philippines Facebook page benefitted them in one way or another – be it in their studies or personal enrichment. Moreover, the fact that their Choose Philippines surfing experience have changed their views about other countries, it is indeed true that Choose Philippines does its part in promoting the country not only to the Filipinos but to other nationalities as well.

Enjoyment

The participants were relished and entertained about what they are viewing on the webpage.

Choose Philippines stimulated enjoyment to the participants' surfing experience. Through the information and images being displayed in the page, they started to adore and relish the wonderful things that Philippines has to offer.

Table 4. Representation of rate of recurrences pertaining to themes of experiences

Themes of Experiences	Number of mentions (out of 22 participants)
Catharsis	13
Verisimilitude	10
Realism	9
Appreciation	12
Gratefulness	9
Change of vision	15
Enjoyment	17

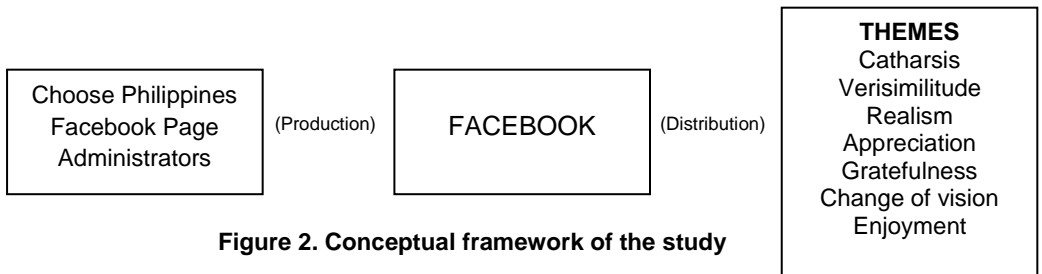| Choose Philippines Facebook Page Administrators	(Production)	FACEBOOK	(Distribution)	**THEMES** Catharsis Verisimilitude Realism Appreciation Gratefulness Change of vision Enjoyment

Figure 2. Conceptual framework of the study

Figure 2 shows the conceptual framework as based from the paradigm and results of the research study. As shown above, the Choose Philippines Facebook page administrators are the senders or decoders of the messages which were produced and disseminated to the audience through Facebook. After the audiences' exposure to the messages being given by Choose Philippines Facebook page administrators, the audience came up with journals which the researchers analyzed in order to identify themes of experiences.

By applying the Reception Analysis Theory in this study, it was found out that a single message can be interpreted differently by different individuals. The themes of experiences presented above are confirmation of the existence of plurality of meaning in the communication process.

CONCLUSION AND RECOMMENDATION

Conclusions

The researchers conclude that organizing an orientation among the participants of the study is a key factor in acquiring the appropriate and accurate information needed. Conducting an interview with the persons involved in the subject of the study is also vital in validating the results.

Furthermore, the researchers found out that journal-writing is preferably a better method of data gathering compared to in-depth interview and focus group discussions for the latter may limit the participants' disclosure of responses. In journal-writing, the participants can freely express their views and feelings on a certain topic without being intimidated with the presence of co-participants and interviewees.

The researchers also conclude that negotiated reading makes the readers partly share the message and broadly accepts the preferred reading but sometimes modify it in a way that it reflects their own personalities, interests, and experiences.

Based on the statement of the problem, the researchers conclude that the participants describe the webpage as containing an attractive and colorful appearance, trouble-free navigation, appropriate content, and powerful images and graphics. As interpreted by the participants, the researchers also found out that the contents of Choose Philippines Facebook page were informative and significant, inspirational and encouraging, and promotional.

Additionally, the researchers uncovered the different reactions of the participants after their exposure to Choose Philippines Facebook page as

amusement and amazement, motivation, disclosure of personal anecdotes, gratitude, relaxation, and famishment.

Subsequently, the researchers conclude that the themes of experiences that emerged after the participants' exposure to the webpage were catharsis, verisimilitude, realism, appreciation, gratefulness, change of vision, and enjoyment. These themes were identified after analyzing the journals of each participant.

As a final point, the researchers conclude that audiences have different views and interpretations to common media content. Multiple realities and plurality of meanings are evident findings in doing a reception analysis.

Recommendations

The following are the recommendations that may help Choose Philippines Facebook page administrators and the future researchers. Based from the results of this study, it is recommended that:

1. The Facebook page administrators must do a satisfaction survey among the page visitors to determine whether they meet their objectives and the expectations of the page visitors.

2. The future researchers should include more number of participants so that there will be richer data that will serve as the inputs for the study.

3. The future researchers should also consider the demographic profile of the participants to determine if these would have an effect in their varied interpretation to single media content.

4. The future researchers should try other platforms such as television, radio, and films as the medium for audience analysis.

5. The future researchers should also conduct an interview with the participants of the study after the journal writing to assess the consistency of findings from both data gathering tools.

6. The future researchers should seek the help of a reception analyst in the process of identifying themes of experiences.

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