
Behind the Woods: Endangered Animals in the Philippines

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ABSTRACT

This study aimed to raise awareness to the kids which are in grades four to six about the endangered animals in the Philippines, however, not all of the endangered animals were part of the research or the study. The objective is to raise awareness by producing three outputs or media that the target audience can benefit or learn from, the three outputs were mainly t-shirts, brochures, and infographic videos which were made specifically for each and every animal included in this study. The research or study was successfully done and was a success based on the results of the survey handed out to the target audience to measure whether the proposed project was effective or not. Although the outputs scored perfect scores on the survey doesn't mean that there aren't any more improvements for the outputs, there are still a lot more room for improvements for each and every output produced in this research.

Keywords: *Multimedia project, endangered animals, awareness*

INTRODUCTION

The Philippines is high on the list of priority countries in the world for wildlife conservation because of its remarkable biological diversity, large number of endemic animal and plant species, inadequate wildlife protection measures, and high rate of deforestation. Of the 180 species of mammals in the Philippines, 115 (67%) are endemic. To date, 9 mammals have already been categorized as "endangered" by the International Union for the Conservation of Nature (IUCN). (Maala, 2001) What made the researcher study about the topic is that there are a lot of things happening in the Philippines, social issues, political issues, etc. but what people don't see is the environmental issues. Little do they know that there are animals in the Philippines that are endangered and needs to be save and preserved by not destroying the forests and the animals' habitats so that they have enough food and resources to reproduce. The need to further study the topic is that we need to make the kids aware of these problems and make it an eye-opening study for future researchers and others who will benefit from the study. The researcher intends to go about conducting the study is that the researcher wants to give more importance to these kinds of issues provided that we are bombarded with other issues. Since kids are into eye-catching medias (Horn, 2007), the researcher thinks that the closest possible way is to make T-shirt designs for the kids to wear and Infographic materials or media to make the kids familiar to the animals, the project or the media should be interesting for the kids so that the researcher can get the kid's attention. (Prensky, 2006). Many studies have looked at animal cruelties and animal liberties. The researcher however, studied about endangered animals specifically in the Philippines because it is an issue in the Philippines that there are many endangered animals that are in the Philippines. However, there has not been a lot of attention given to the endangered animals in the Philippines. What makes this study different from the others is that not only it will help kids learn about the endangered animals in the Philippines but it is different from other studies with animals because endangered animals are also animals that need attention, not only the animals that are being harmed by their owners but destroying such habitats and forests is also a cruelty for the endangered animals.

Review of Literature and Project

Endangered Species

According to Wilcove, McMillan, Winston (1993) plants and animals that are few in number are added into a sub-group of animals which is endangered species. This list from 1985 through 1991 up to date are the animals or plants that are few in number. However, this list can vary depending on the numbers of species counted, the list was made to determine the relative proportion of species, subspecies and populations and rarity of each animal at the time of listing.

Philippines

In line with Agabin (2012) Philippines is a country in Southeast Asia which education is very much appreciated and in which it is the foundation of a highly educated developing economy. The educational system of the Philippines has been changing in the past few years since the system has passed through various stages of development. Education in the Philippines aims to bring about quality, accessible, relevant, and an efficient educational system.

Philippine Eagle

In agreement with Maala (2001), because of illegal logging, agricultural practices and collection for illegal trade, the Philippine eagle is considered to be one of the endangered animals in the Philippines. The Philippine eagle was considered the largest bird of prey in the Philippines and in the whole world. There used to be a large number of Philippine eagles seen in forests but only around 300 are left in the country today

Tamaraw

In keeping with Maala (2001). Tamaraw's population has decreased to 300, due to the destruction of their habitats. The Tamaraw can only be found in Mindoro, which is the south of Manila. It resembles the Philippine water buffalo (Carabao) but its horns are bigger and grows upward forming a V-shape unlike the Carabao. The Tamaraw Conservation Program (TCP) was established to restore the tamaraw habitat, conduct information and education campaigns, and population and habitat studies.

Visayan Warty Pig

According to Piccio (2016), Baboy Ilahas, known as warty pigs can only be found in the Visayan region of the Philippines. Sadly, Baboy Ilahas has a rapid decrease in population due to the destruction of forests and its habitats which caused the animals food shortage and shelter. Also due to the excessive hunting of Filipino natives for food and resources drastically lowered the number of populations of the Baboy Ilahas. The Baboy Ilahas is a critically endangered animal that its population number can't be counted as of 2018.

Philippine Forest Turtle

Pursuant to Endangered Species International (2018) Being classified as critically endangered by the IUCN or the International Union for Conservation of Nature and included in the appendix of CITES or Convention on International Trade in Endangered Species of Wild Fauna and Flora, The Philippine forest turtle (*Heosemys leytensis*) it is considered to be the most endangered turtle species in the world and can only be found in the Philippines. It is because of the destruction of forests, swamps and its habitats of the turtle that made it critically endangered which the population cannot be counted.

Philippine cockatoo

According to Katala Foundation (2018), The endemic Philippine or Red-vented cockatoo is a small psittacine with a helmet crest and red under tail coverts. The white plumage is extremely conspicuous in flight and in the foliage of the lowland dipterocarp and mangrove forest habitats. It is 12.2

inches long and has an 8.6 inches' wingspan. This species used to be common in the whole country but as of 2018, only 180 of them are known to live in the wild within the forests of Palawan.

Animals

Human culture is more likely to be cumulative than animal culture but the reasons for this are not well established. Animals are just like humans as humans are mammals and primates. However, animals also have a culture, the strongest case for culture is found in the species with the most amenable to experimental manipulation, rather than in nonhuman primates (Laland & Hoppitt, 2003).

Animal Welfare

The history of zoo animal welfare legislation extends back to 1876, and is often tied to general animal welfare regulations. As knowledge and societal values have changed, so have the focus of zoos and the regulations governing them. Today, the issues involved in zoo animal welfare are complex and broad-based. Building on the basic welfare tenets of adequate feed, water, shelter, sanitation and veterinary care, current issues include the following: handling and training of captive animals, psychological well-being and environmental enrichment, enclosure design, species preservation, environmental and conservation issues, captive-breeding programs (Wickins-Dražilová, 2006).

Animal Liberation

Abstaining from the use of any products derived from animals isn't getting that much of an attention today but several companies started producing several garments, footwear, make-ups, and other products showing their interests towards animal welfare (Cockcroft, 2007).

Animal Cruelty

Cruelty to animals is a psychological problem or personality disorder. Animal cruelty is described by a list of behaviors because harming an animal is just as equal as harming a human. Animal cruelty are decontextualized and imposed without regard to the experience of the one who is committing the act. Today, animal cruelty can be fined with a charge depending on the situation, these charges were imposed by researchers who work in organizations for the welfare of animals (Flynn, 2007).

Illegal Logging

Illegal logging increases non-collusive corruption costs for the private sector, and reduces the collusive corruption cost for the bribed, it is persistent that illegal logging costs corruption in a certain area. Forestry sectors analyzes their interaction with political/institutional environment which makes illegal logging difficult to prohibit in unreachable areas (Tacconi, 2014).

Animal Habitats

The probability of extinction for a single population in a continuous habitat was compared to that of multiple isolated, or semi-isolated, populations occupying a fragmented landscape with an equivalent total carrying capacity (Reed, 2004).

PAWS (PAWS (Philippine Animal Welfare Society)) "We Speak for the Animals!"

"We Speak for the Animals!" was a project by PAWS (Philippine Animal Welfare Society) about animal cruelty, they sold numerous amounts of shirt with their own design to people and posted it in their Facebook page with photos of the shirt and the design along with models wearing the shirt.

Defend Animals "Animal Liberation Shirt"

Defend Animals is an activist shop in which the proceeds go to charities and other animals research groups. They sell their unique t-shirt with their own designs and they use environment-friendly practices by using eco-friendly materials on their shirts and prints.

Red Bubble “Animal Rights Shirt”

Red Bubble is a shop online based in Australia and they gather artists for their unique designs and they made this project in where any artist can sign up and upload their design for a t-shirt and sell them. All the proceeds will also go to the research and development for animal welfare.

PETA “Peta shop clothing”

PETA or “People for the Ethical Treatment of Animals” has a shop online that sells clothes and other merchandise and these merchandise features animal rights and about endangered animals as well. All the profits from merchandise sale will go directly towards supporting PETA’s vital work for animals.

WWF “WWF Gifts apparel”

WWF or “World Wildlife Fund for Nature” also has a shop online that sells apparel and accessories and these apparels shows numerous designs for animals and some statement shirts for animal rights and liberation. Purchasing any of the items is like donating to the WWF’s research and development towards animals.

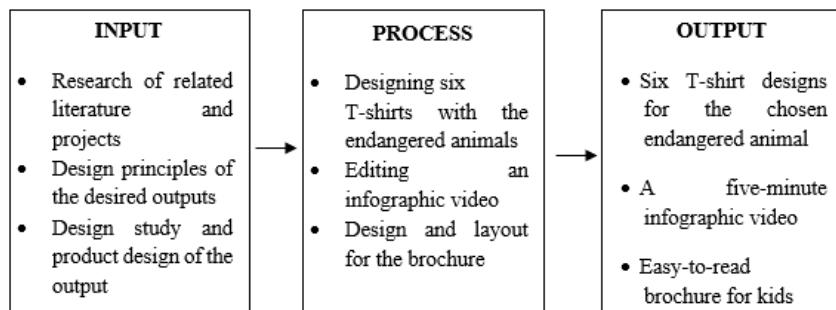
Conceptual Framework

Figure 1. Conceptual Framework of the Study

In this project, the researcher took time to research about the related literatures and projects and the design principles and study for the input. The process for the inputs to become an output is for the researcher to design five T-shirt designs, editing a short infographic video, and designing the layout for the brochure all specifically for kids so that it can be easy-to-read and to give importance and to preserve the breeds of the endangered animals in the form of presenting the media produced by the researcher. The conceptual framework involves the following: T-shirt, Brochure, and an Infographic Video.

Objectives of the Study

This project aims to preserve or give importance to five endangered animals in the Philippines. Specifically, this project sought to inspire kids to preserve the lives of the endangered animals in the form of a. T-shirt design, b. Brochure, c. Infographic Video.

METHODOLOGY

The researcher first came up with the topic by researching. While the researcher has interests with animals, the researcher began writing the topic and began researching on data and related literature of the project. The researcher researched different literatures that are related to the project on the internet and other resources. The researcher also researched for related projects and analyzed the data by reading through the gathered references and citing authors on the paraphrased related literature. The researcher

came up with the three media because of the capabilities of the researcher and adjusting to the target audience of the researcher.

The method that the researcher will use in the project is quantitative approach through collecting information, researching about the study and designing t-shirts and making infographics. The researcher will then design the five t-shirts and edit a five-minute infographic for the kids and layout the design for the brochure which contains facts about the animals and will be a brochure that is easy-to-read based on the target audience of the researcher and also to use social networking sites to spread the media.

RESULTS AND DISCUSSIONS

Behind the Woods: Endangered animals in the Philippines was shown in the outputs: T-Shirt, Brochure and Infographic video. The said materials provide useful information while showing it to the kids which they find it very informative and very eye-catching.



Figure 2. T-shirt designs



Figure 3. Brochures



Figure 4. Infographic Video

Overall Assessment for the Outputs

Table 1 shows the overall assessment of the T-shirt. Marks show that the T-shirt is striking as evaluated by the respondents with the overall weighted mean of 4.00.

Table 1. Overall assessment of the T-shirt design

Components	Weighted Mean	Verbal Interpretation	Ranking
Attractiveness	4.00	Outstanding	1.20
Comprehensibility	4.00	Outstanding	1.20
Acceptability	4.00	Outstanding	1.20
Self-involvement	4.00	Outstanding	1.20
Persuasion	4.00	Outstanding	1.20
Composite Mean	4.00	Outstanding	

Legend: 3.26 – 4.00 Outstanding (O); 2.51 – 3.25 Satisfactory (S); 1.76 – 2.50 Fair (F); 1.00 – 1.75 Needs Improvement (NI)

Table 2 shows the overall assessment of the Brochure. Marks show that the Brochure is striking as evaluated by the respondents with the overall weighted mean of 4.00.

Table 2. Overall assessment of the brochure

Components	Weighted Mean	Verbal Interpretation	Ranking
Attractiveness	4.00	Outstanding	1.20
Comprehensibility	4.00	Outstanding	1.20
Acceptability	4.00	Outstanding	1.20
Self-involvement	4.00	Outstanding	1.20
Persuasion	4.00	Outstanding	1.20
Composite Mean	4.00	Outstanding	

Legend: 3.26 – 4.00 Outstanding (O); 2.51 – 3.25 Satisfactory (S); 1.76 – 2.50 Fair (F); 1.00 – 1.75 Needs Improvement (NI)

Table 3 shows the overall assessment of the Infographic video. Marks show that the Infographic video is striking as evaluated by the respondents with the overall weighted mean of 4.00.

Table 3. Overall assessment of the infographic video

Components	Weighted Mean	Verbal Interpretation	Ranking
Attractiveness	4.00	Outstanding	1.20
Comprehensibility	4.00	Outstanding	1.20
Acceptability	4.00	Outstanding	1.20
Self-involvement	4.00	Outstanding	1.20
Persuasion	4.00	Outstanding	1.20
Composite Mean	4.00	Outstanding	

Legend: 3.26 – 4.00 Outstanding (O); 2.51 – 3.25 Satisfactory (S); 1.76 – 2.50 Fair (F); 1.00 – 1.75 Needs Improvement (NI)

CONCLUSIONS

Behind the Woods: Endangered animals in the Philippines, was able to provide information about the existence of endangered animals in the Philippines and information on how kids can be informed about it and what they can do to help the environment. Based on the results of the gathered data, the researcher was able to develop materials for endangered animals in the Philippines in the form of T-shirts, brochures and infographic video. Product testing results show that the T-shirts in terms of attractiveness, comprehensibility, acceptability, self-involvement and persuasion are all rated as outstanding.

Along with this, the outcome of the Brochure created for this project proved to be outstanding, with all of the gathered data from the assessment in terms of attractiveness, comprehensibility, acceptability, self-involvement and persuasion; the infographic video, based on the gathered data by the researcher was ranked outstanding based on the results that it has shown when assessed by attractiveness, comprehensibility, acceptability, self-involvement and persuasion.

Recommendations

The outputs produced by the researcher can be used by DENR by raising awareness of endangered animals. Both of the videos and the brochure can be used to give information about endangered animals in the Philippines. The brochures and the infographic video can serve as a guide for people who are interested to know more about the animals. Future researchers who intend to make a similar type of study can use this as a reference. The brochures can be given away in strategic areas such as schools, zoos, malls, etc. to help spread the awareness throughout the Philippines.

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