AUDIO-VISUAL RESOURCES OF UNIVERSIDAD DE ZAMBOANGA ARTURO EUSTAQUIO LIBRARIES AND INFORMATION CENTRE: A PROPOSED ACQUISITION PLAN

A Thesis

Presented to the

Graduate Faculty of the College of Arts and Sciences

University of San Carlos

Cebu City, Philippines

In Partial Fulfillment

of the Requirements for the Degree

MASTER OF SCIENCE IN LIBRARY SCIENCE

by

LILIA FE M. BENGIL

May 2014

APPROVAL SHEET

This Thesis entitled “AUDIO-VISUAL RESOURCES OF ARTURO EUSTAQUII LIBRARY AND INFORMATION CENTRE: A PROPOSED ACQUISITION PLAN” prepared and submitted by LILIA FE P. MARTINEZ in partial fulfillment of the requirements for the degree of MASTER OF SCIENCE IN LIBRARY SCIENCE has been examined and is recommended for acceptance and approval.

MARIA LUISA K. BURDEOS, MSLS
Chair, Examination Panel

MARILOU P. TADLIP, EdD
Adviser

CRISTITA L. LANTICSE, MSLS
Member

RAINERA C. BOHOLST, MSLS
Member

MARIA LUISA K. BURDEOS, MSLS
Chair, Department of Library and Information Science

Accepted and approved in partial fulfillment of the requirements for the degree of MASTER OF SCIENCE IN LIBRARY SCIENCE (THESIS).

Comprehensive examination PASSED on: May 27-28, 1996.

RAMON S. DEL FIERRO, PhD
Dean, College of Arts & Sciences

_____
Date Approval

ACKNOWLEDGMENT

The researcher is grateful to our Lord Almighty and to all the wonderful people who have given their assistance in many different ways for the completion of this thesis.

This study has been conducted under the present supervision of the Chairman, Department of Library Science, University of San Carlos Cebu City. She cannot express her high regard and gratitude in any infinite number of words to Miss Maria Luisa K. Burdeos. Without her tireless and welcoming support, she would not been able to finish this work. She is indebted and thankful because the chair's upbeat personality, kindness, encouraging support and willingness to help have tangibly and greatly improved the quality of my work and brought it up to its present manuscript.

In deep appreciation she would like to express her sincere gratitude to the following: Zamboanga A. E. Colleges, Zamboanga City, especially to the President Arturo F. Eustaquio III and Madam Helen B. Madroñal for allowing her to take Master of Science in Library Science MSLS in the University of San Carlos, Cebu City and in signing the letter of recommendation;

Fund for Assistance to Private Education (FAPE) and the College Faculty Development Plan (CFDF) of the Zamboanga A. E. Colleges for the continued support;

Dr. Bashiruddin A. Ajihil; Filoteo Franco for their encouragement and motivation; and Ruben C. Angeles (deceased) ; and Rubelee Macoycruz for their assistance and guidance;

Dr. Marilou P. Tadlip, for the advice and suggestions; Mrs. Rainera C. Boholst and Mrs. Cristita L. Lanticse, members of the thesis committee, Mrs. Evelyn A. Sanson, former thesis adviser, Mrs. Annabelle P. Acedera, former panelist and the late Mrs. Epifania L. Magallon, for their constructive criticisms and suggestions; Mr. Romeo Gavito for generously sharing valuable ideas and expertise as well as for the guidance and direction;

Her valued friends, Mesdames Deborah Seballos, Gemma S. Sotito, Annabel Martinez, Dulcinia M. Falcatan, Fe Planas, and Messrs.Rex Sanson and Jayson Lardizabal for their moral support especially at the time when the researcher was in distress;

Her sources of inspiration: Zulrashdy Martinez Hussin, Jhan Rai Martinez Bengil and Didier De la Ruelle and to all those who in one-way or the other extended their helping hands.

Lilia Fe M. Bengil
Researcher

ABSTRACT

The study looked into the types, size, subjects covered, and recency of audio-visual software collection, the utilization as indicated in faculty syllabi and the existing conditions of audio-visual hardware and facilities of Universidad de Zamboanga Arturo Eustaquio Libraries and Information Centre. It further sought to answer specific problems on the support of the audio-visual resources to the curricular offerings in order to propose an acquisitions plan.

It used the descriptive method of research specifically the survey and documentary analysis through a questionnaire, an inventory checklist, audio-visual records, and course syllabi.

The projected audio-visual software collection is relatively inadequate or minimal in terms of types and size. The percentage of acquisition declined over the years. Of the 47 types of audio-visual hardware, 41 are in good condition. The audio-visual room needs expansion, storage space and media projection area. The integration of audio-visual software in the course syllabi is consistently done by faculty members in five programs namely School of Education Arts & Sciences, School of Business Management, College of Engineering & Information Technology, Institute of Technical Education, and School of Allied Medicine. Only in the last five years did the School of Criminal Justice and Graduate School teachers indicate use of audio-visual materials in their syllabi. This makes all faculty members in the university conscious of using teaching aids and devices.

Based on the findings, continued acquisition of audio-visual resources was recommended and a five-year-acquisition plan was formulated for implementation.

TABLE OF CONTENTS

Page

TITLE PAGE i

APPROVAL SHEET ii

ACKNOWLEDGMENT iii

ABSTRACT v

LIST OF TABLES ix

CHAPTER

1 THE PROBLEM AND ITS SCOPE 1

INTRODUCTION 1

Rationale of the Study 1

Theoretical Background 4

THE PROBLEM 11

Statement of the Problem 11

Significance of the Study 11

Scope and Limitation of the Study 12

RESEARCH METHODOLOGY 13

Research Environment 13

Research Respondents 13

Research Instrument and Other Sources of Data 15

Research Procedure 16

Data Gathering 16

Treatment of Data 18

DEFINITION OF TERMS 19

2 PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA 21

STATUS OF THE AUDIO-VISUAL SOFTWARE 21

Projected Software 21

Types and Size of Projected Software 23

Subjects Covered and Size of Projected Software 24

Non-Projected Software: Types, Subjects Covered and Size 25

Recency of Projected and Non-Projected Software 27

STATUS OF THE AUDIO-VISUAL HARDWARE AND A-V ROOM 31

Audio-Visual Hardware 31

Physical Facilities of the A-V Room 34

SUPPORT OF THE AUDIO-VISUAL RESOURCES TO CURRICULAR OFFERINGS 35

Profile of Audio-Visual Resources for Curricular Programs Offered 36

Projected Software 36

Non-Projected Materials 40

Evaluation of the Existing Audio-Visual Materials 43

Faculty Statistical Records on the Use of Audio-Visual Software 45

Faculty Statistical Records on the Use of Audio-Visual Equipment 47

Audio-Visual Software Integrated in the Syllabi 50

Syllabi for School of Education, Arts & Sciences Courses 52

Syllabi for College of Engineering & Information Technology Courses 54

Syllabi for Institute of Technical Education Courses 55

Syllabi for School of Allied Medicine Courses 57

Syllabi for School of Business Management Courses 59

Syllabi for School of Criminal Justice Program 61

Syllabi for Graduate School 62

Summary of the Integration of Audio-Visual Resources in the Syllabi 62

Reasons for Non-Integration of Audio-Visual Software in the Syllabi 65

3 PROPOSED ACQUISITION PLAN FOR AUDIO-VISUAL RESOURCES 68

4 SUMMARY, FINDINGS CONCLUSIONS, AND RECOMMENDATIONS 79

Summary 79

Findings 79

Conclusions 82

Recommendations 82

BIBLIOGRAPHY 84

APPENDICES 87

A Transmittal Letter 88

B Endorsement Letter 89

C Inventory Checklist 90

D Questionnaire for the Faculty 94

E Interview Schedule for UZ Library Director 96

F Follow-up Interview for Faculty 98

CURRICULUM VITAE 99

LIST OF TABLES

Page

Table

1 Distribution of Faculty Respondents by Departments, SY 2002-2003 12

2 Distribution of Faculty Respondents by Departments, SY 2012-2013 15

3 Projected Audio-Visual Software of UZ-AELIC: Types, Subjects Covered and Size 22

4 Non-Projected Audio-Visual Software: Types, Subjects Covered and Size 26

5 Recency of the Audio-Visual Software Copyrighted Within the Last Five Years, 2007 – 2012 28

6 The Condition of the Audio-Visual Hardware 32

7 Physical Facilities Available and Their Condition 34

8 Profile of Support of Projected Materials to Curricular Offerings 37

9 Profile of Support of Non-Projected Materials to Curricular Offerings 41

10A Faculty Evaluation of A-V Materials for Instructional Use, 2002-2003 43

10B Faculty Evaluation of A-V Materials for Instructional Use, 2012-2013 44

11A Type and Size of Audio-Visual Software Used Per Program, SY 2002-2003 45

11B Type and Size of Audio-Visual Software Used Per Program, SY 2002-2003 46

12A Type and Size of Audio-Visual Equipment Used Per Program, SY 2002-2003 48

12B Type and Size of Audio-Visual Equipment Used Per

Program, SY 2012-2013 49

13A Syllabi Received From Faculty Respondents According to Departments, SY 2002-2003 50

13B Syllabi Received From Faculty Respondents According to Departments, SY 2012-2013 51

14A Audio-Visual Software Specified in the Syllabi for School of Education, Arts & Sciences Courses, SY 2002-2003 ... 52

14B Audio-Visual Software Specified in the Syllabi for SEAS Courses, SY 2012-2013 53

15A Audio-Visual Software Specified in the Syllabi for College of Engineering & Information Technology Courses, SY 2002-2003 54

15B Audio-Visual Software Specified in the Syllabi for CEIT Courses, SY 2012-2013 55

16A Audio-Visual Software Specified in the Syllabi for the Institute of Technical Education Courses, SY 2002-2003 56

16B Audio-Visual Software Specified in the Syllabi for ITE Courses, SY 2012-2013 57

17A Audio-Visual Software Specified in the Syllabi for School of Allied Medicine Courses, SY 2002-2003 58

17B Audio-Visual Software Specified in the Syllabi for SAM Courses, SY 2012-2013 59

18A Audio-Visual Software Specified in the Syllabi for School of Business Management Courses, SY 2002-2003 60

18B Audio-Visual Software Specified in the Syllabi for SBM Courses, SY 2012-2013 60

19 Audio-Visual Software Specified in the Syllabi for School of Criminal Justice, First Semester, 2012-2013 61

20 Audio-Visual Software Specified in the Syllabi for Graduate School, First Semester, 2012-2013 62

21 Comparative Data on the Integration of Audio-Visual

Software in the Syllabi, 2002-2003 and 2013-2014 63

22A Reasons for Non-Integration of Audio-Visual Software in the Syllabi, SY 2002-2003 65

22B Reasons for Non-Integration of Audio-Visual Software in the Syllabi, First Semester 2012-2013 66