

THE READING AND VIEWING PREFERENCES
OF MUSLIM STUDENTS OF THE UNIVERSIDAD DE ZAMBOANGA:
A PROPOSED MATERIALS GUIDE

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by

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ABSTRACT

The study looked into the reading and viewing preferences of Muslim students of the Universidad de Zamboanga, Zamboanga City in terms of age, gender, course and year and cultural group; their reading and viewing preferences with reference to forms, types and topics of materials; and the materials available in UZ-Arturo Eustaquio Libraries and Information Centre in order to draw up a materials guide.

The study used the descriptive method of research through a structured questionnaire, interviews, and lists of present collections. The data gathered were analyzed using a simple statistical method.

The general profile of the Muslim male students is a Tausug between 18-19 years of age in second or third year level enrolled in allied Medical Sciences, Criminology or Engineering courses. The general profile of the Muslim female students is a Tausug aged between 16-17 years in first year or second year in allied Medical Science courses. The year of birth, course and year level influenced preferences for reading and viewing regardless of gender. The print form of materials has a slightly higher preference compared to non-print materials. This implies that students no longer relied on one form of material for their information needs. Among the types of materials, both the male and female respondents' top three preferences were professional books, Muslim collection and newspapers. Respondent's preference for professional books was attributed to the desire to be active in class discussions. The preference for Muslim collection is a manifestation of strong faith in Islam and a desire to read on Islamic teachings. The School of Allied Medicine has more respondents who preferred books compared with majority of the College of Engineering and Information Technology students who preferred CD/ROM Internet. The nature of their courses is a probable factor that dictated their preferences. The topic, Religion and spirituality (Islamic), was consistent as the first reading and viewing preference across cultural groups. Other topics on top of the list were Technology, Sciences, Current issues, and Sports.

To some extent, the library's collection in varied forms and types of materials on different topics answered the reading and viewing preferences of the Universidad de Zamboanga students. But, the present library holdings did not fully meet the students' preferences because of few updated and more recent reading and viewing materials across all subject fields; thus, a materials guide was drawn up and recommended for implementation to improve the collection and services.

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