

Satisfaction and Preferences on Student Publication

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ABSTRACT

The students' satisfaction and expectations are a tool to re-invent and improve the student publication. The goals of this quantitative research are to discover the degree of satisfaction and the extent of preferences of the students of The Wheelhouse publication; hence, it utilized descriptive, correlational, and comparative methods to reveal the expectations of 270 student-readers. Results revealed that the students are satisfied with their school paper while they prefer the three journalistic styles. In terms of sex, the results showed that there is a significant difference between the male and the female. However, there is no significant difference when they are compared according to course. Finally, in the variable year level, there is a significant difference revealed in the technicalities among the second-year students. The outcome of this study was used as a guide in the composition of a campus journalism manual and a publishable dummy of a magazine.

Keywords: Student Publication, Degree of Satisfaction, Extent of Preferences, Descriptive, Correlational, Comparative, Bacolod City, Philippines