

UTILIZATION OF EDUCATIONAL MEDIA RESOURCES OF HOLY NAME UNIVERSITY, TAGBILARAN CITY

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The Problem

The main task of the study was to assess the utilization of the educational media resources by the tertiary faculty members of Holy Name University, Tagbilaran City.

Using the descriptive – evaluative method, the researcher gathered the necessary information about the faculty ratings on practices offered by the Educational Media Center through a questionnaire. An inventory of media resources through a checklist and the EMC reservation form for the frequency of utilization of the media resources. Statistical procedures such as percentages and weighed mean ratings were used.

Findings

Based on the analysis of the data, the following findings emerged:

1. Media Resources
 - 1.1 HNU EMC has more collection of VHS tapes and CDs/VCDs/DVDs.
 - 1.2 EMC was quite equipped with modern facilities that served the media resources needs by the university.
2. On utilization of **softwares**, the highest numbers of utilization was CDs/VCDs/DVDs while charts, films and phono records have zero utilization. On **hardware**, the highest number of utilization was the overhead projector while TV 16”, slide projector, electronic board, and white board, have zero utilization in the record.
3. On instructional activities, for the first semester of 2004-2005, transparency showing got the biggest share with 47.2 percent of the total utilization rate. And the lowest were case study presentation and product advertisement with 0.7 percent respectively.
4. A qualitative description of **sometimes** was the overall mean rating of the faculty on EMC Personnel’s practices related to providing assistance to clients, dissemination of information and selection/deselection of resources.

Conclusion

Based on the findings of the study, the researcher concluded that the utilization of the media software was very negligible. It can be increased if this was given priority emphasis by the EMC Personnel. Educational Media Center was found quite equipped with modern facilities and these are adequate to serve the media resources needs by the

university. These findings leads one to conclude that the EMC Personnel must exert more efforts to make these media facilities and equipment available to clients all the time.