

# MEDIA USE INSTRUMENT DEVELOPMENT

FCX LABORATORY

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## PROJECT OVERVIEW

This research project is a component of the FCX Laboratory's *Research Methods Initiative*, a research program that aims to develop research instruments for studying communication and media phenomena, which are grounded in the local contexts and realities. The Initiative currently focuses on the development of instruments for measuring media use, media trust, mediated political participation, and news literacy.

## METHODOLOGY

The project has eight phases, as follows:

1. Review of related literature on media use measurement
2. Conduct of FGDs with different sectors of the population regarding their media use/engagement
3. Drafting and pretesting of the preliminary research instrument
4. Finalizing the pilot research instrument and training on its use
5. Pilot testing of the instrument, in partnership with selected HEIs
6. Revision of the instrument, based on the results of the pilot test
7. Deployment of the final instrument across the country, in partnership with interested HEIs
8. Presentation of the instrument to survey organizations

## STUDENT INVOLVEMENT

Students who wish to be involved may join in any of the project phases. They will have the following opportunities:

- be part of an active community of scholars and participate in intellectual discourse on media use
- learn from and work with faculty-experts
- participate in the conduct of actual research
- be exposed to a network of researchers, administrators, and practitioners from HEIs and survey organizations

Much like Research Assistants of a project, Members will undertake one or more of the following activities, depending on the project phase that they will join: collate related literature, conduct data collection, process data for analysis, coordinate with project partners, prepare training materials, and document project activities.

Mentees will be asked to supervise/manage teams of project Members; develop protocols and procedures for data collection, data analysis, and/or training program implementation; engage in pitches, consultations, and presentations with project partners; and produce manuscript drafts and project reports.

At the end of each phase of the engagement, Members will receive a Certificate of Project Participation while Mentees will receive a Certificate of Mentoring. There is no remuneration for Mentees' participation in the project but they will be co-authors of all project reports and publications produced during the project phase that they are involved in.

## MAIN OBJECTIVE

The project focuses on developing a quantitative research instrument for measuring media use that takes into account new forms of media engagement found mainly in the digital, interactive media environment, alongside media consumption behaviors associated with legacy media.

## PROJECT TIMELINE

Recruitment of Members and Mentees are, initially, for Phase 4 only; hence, the detailed timeline shown is only for this phase.

PHASE 4	<b>AUGUST – DECEMBER 2025</b> Finalization of pilot instrument, coordination meetings with prospective partner HEIs, and training them on the use of the instrument. <i>August: Revision of the research instrument</i> <i>September: Finalization of the pilot research instrument, development of the User's Guide, and preparation of preliminary training collaterals</i> <i>October: Preparation and training on the use of the research instrument</i> <i>November: Finalization of the training report</i> <ul style="list-style-type: none"><li>• Project competencies developed: Planning and implementing training programs; engaging with research partners</li><li>• Publication: Meta-research on Media Use</li></ul>
PHASE 5	<b>JANUARY – JULY 2026</b> Partner HEIs will conduct research using the Media Use instrument
PHASE 6	<b>AUGUST - DECEMBER 2026</b> The Media Use instrument will be revised guided by the feedback from the partner HEIs.
PHASE 7	<b>JANUARY – APRIL 2027</b> Similar to Phase 5, except that there will be an open invitation to all HEIs to use the instrument for their researches, where applicable.
PHASE 8	<b>MAY – JULY 2027</b> The final Media Use instrument will be presented to leading survey organizations, to invite them to use it in their future studies.

## FURTHER INFORMATION

If you are interested in joining this project, you may sign up using the following form: <https://bit.ly/SURIsignups>. If you have any questions about the project, you can send an email to Professor Violeda Umali, Team Leader, at [vaumali@up.edu.ph](mailto:vaumali@up.edu.ph). Sign up is until 14 August 2025, after which we will have an onboarding meeting with accepted students on 18 August 2025.

# MEDIA TRUST INSTRUMENT DEVELOPMENT

FCX LABORATORY

Czekaina Esrah Rapanot (Lead), Ma. Aurora Lolita Liwag-Lomibao, & Giselle Manuel

## PROJECT OVERVIEW

This research project is a component of the FCX Laboratory's *Research Methods Initiative*, a research program that aims to develop research instruments for studying communication and media phenomena, which are grounded in the local contexts and realities. The Initiative currently focuses on the development of instruments for measuring media use, media trust, mediated political participation, and news literacy.

## METHODOLOGY

The project has eight phases, as follows:

1. Review of related literature on media trust measurement
2. Conduct of FGDs with different sectors of the population regarding their media trust
3. Drafting and pretesting of the preliminary research instrument
4. Finalizing the pilot research instrument and training on its use
5. Pilot testing of the instrument, in partnership with selected HEIs
6. Revision of the instrument, based on the results of the pilot test
7. Deployment of the final instrument across the country, in partnership with interested HEIs
8. Presentation of the instrument to survey organizations

## STUDENT INVOLVEMENT

Students who wish to be involved may join in any of the project phases. They will have the following opportunities:

- be part of an active community of scholars and participate in intellectual discourse on media trust
- learn from and work with faculty-experts
- participate in the conduct of actual research
- be exposed to a network of researchers, administrators, and practitioners from HEIs and survey organizations

Much like Research Assistants of a project, Members will undertake one or more of the following activities, depending on the project phase that they will join: collate related literature, conduct data collection, process data for analysis, coordinate with project partners, prepare training materials, and document project activities.

Mentees will be asked to supervise/manage teams of project Members; develop protocols and procedures for data collection, data analysis, and/or training program implementation; engage in pitches, consultations, and presentations with project partners; and produce manuscript drafts and project reports.

At the end of each phase of the engagement, Members will receive a Certificate of Project Participation while Mentees will receive a Certificate of Mentoring. There is no remuneration for Mentees' participation in the project but they will be co-authors of all project reports and publications produced during the project phase that they are involved in.

## MAIN OBJECTIVE

To develop a quantitative research instrument for measuring media trust in a way that is rooted in the Filipino concept of "tiwala" and that can determine levels of trust in relation to perceptions of and engagement with media platforms.

## PROJECT TIMELINE

Recruitment of Members and Mentees are, initially, for Phase 4 only; hence, the detailed timeline shown is also only for this phase.

<b>PHASE 4</b>	<b>AUGUST – DECEMBER 2025</b> Finalization of pilot instrument, coordination meetings with prospective partner HEIs, and training them on the use of the instrument. <i>August: Revision of the research instrument</i> <i>September: Finalization of the pilot research instrument, development of the User's Guide, and preparation of preliminary training collaterals</i> <i>October: Preparation and training on the use of the research instrument</i> <i>November: Finalization of the training report</i> <ul style="list-style-type: none"><li>• Project competencies developed: Planning and implementing training programs; engaging with research partners</li><li>• Publication: Meta-research on Media Trust</li></ul>
<b>PHASE 5</b>	<b>JANUARY – JULY 2026</b> Partner HEIs will conduct research using the Media Trust instrument
<b>PHASE 6</b>	<b>AUGUST - DECEMBER 2026</b> The Media Trust instrument will be revised guided by the feedback from the partner HEIs.
<b>PHASE 7</b>	<b>JANUARY – APRIL 2027</b> Similar to Phase 5, except that there will be an open invitation to all HEIs to use the instrument for their researches, where applicable.
<b>PHASE 8</b>	<b>MAY – JULY 2027</b> The final Media Trust instrument will be presented to leading survey organizations, to invite them to use it in their future studies.

## FURTHER INFORMATION

If you are interested in joining this project, you may sign up using the following form: <https://bit.ly/SURIsignups>. If you have any questions about the project, you can send an email to Instructor Czekaina Esrah Rapanot, Team Leader, at [carapanot@up.edu.ph](mailto:carapanot@up.edu.ph). Sign up is until 14 August 2025, after which we will have a more detailed orientation with accepted students on 18 August 2025.

# MEDIATED POLITICAL PARTICIPATION INSTRUMENT DEVELOPMENT

FCX LABORATORY

Randy Jay Solis (Lead) & Ma. Aurora Lolita Liwag-Lomibao

## PROJECT OVERVIEW

This research project is a component of the FCX Laboratory's *Research Methods Initiative*, a research program that aims to develop research instruments for studying communication and media phenomena, which are grounded in the local contexts and realities. The Initiative currently focuses on the development of instruments for measuring media use, media trust, mediated political participation, and news literacy.

## METHODOLOGY

The project has eight phases, as follows:

1. Review of related literature on mediated political participation measurement
2. Conduct of FGDs with different sectors of the population regarding their mediated political participation
3. Drafting and pretesting of the preliminary research instrument
4. Finalizing the pilot research instrument and training on its use
5. Pilot testing of the instrument, in partnership with selected HEIs
6. Revision of the instrument, based on the results of the pilot test
7. Deployment of the final instrument across the country, in partnership with interested HEIs
8. Presentation of the instrument to survey organizations

## STUDENT INVOLVEMENT

Students who wish to be involved may join in any of the project phases. They will have the following opportunities:

- be part of an active community of scholars and participate in intellectual discourse on mediated political participation
- learn from and work with faculty-experts
- participate in the conduct of actual research
- be exposed to a network of researchers, administrators, and practitioners from HEIs and survey organizations

Much like Research Assistants of a project, Members will undertake one or more of the following activities, depending on the project phase that they will join: collate related literature, conduct data collection, process data for analysis, coordinate with project partners, prepare training materials, and document project activities.

Mentees will be asked to supervise/manage teams of project Members; develop protocols and procedures for data collection, data analysis, and/or training program implementation; engage in pitches, consultations, and presentations with project partners; and produce manuscript drafts and project reports.

At the end of each phase of the engagement, Members will receive a Certificate of Project Participation while Mentees will receive a Certificate of Mentoring. There is no remuneration for Mentees' participation in the project but they will be co-authors of all project reports and publications produced during the project phase that they are involved in.

## MAIN OBJECTIVE

The objective of the project is to develop and test a comprehensive and standardized survey instrument on online political engagement, for the use of researchers and institutions engaging in studies related to political communication and other related topics. Note that this is a pioneering effort in Philippine communication research.

## PROJECT TIMELINE

Recruitment of Members and Mentees are, initially, for Phase 4 only; hence, the detailed timeline shown is also only for this phase.

<b>PHASE 4</b>	<b>AUGUST – DECEMBER 2025</b> Finalization of pilot instrument, coordination meetings with prospective partner HEIs, and training them on the use of the instrument. <i>August: Revision of the research instrument</i> <i>September: Finalization of the pilot research instrument, development of the User's Guide, and preparation of preliminary training collaterals</i> <i>October: Preparation and training on the use of the research instrument</i> <i>November: Finalization of the training report</i> <ul style="list-style-type: none"><li>• Project competencies developed: Planning and implementing training programs; engaging with research partners</li><li>• Publication: Meta-research on Mediated Political Participation</li></ul>
<b>PHASE 5</b>	<b>JANUARY – JULY 2026</b> Partner HEIs will conduct research using the Mediated Political Participation instrument
<b>PHASE 6</b>	<b>AUGUST - DECEMBER 2026</b> The Mediated Political Participation instrument will be revised guided by the feedback from the partner HEIs.
<b>PHASE 7</b>	<b>JANUARY – APRIL 2027</b> Similar to Phase 5, except that there will be an open invitation to all HEIs to use the instrument for their researches, where applicable.
<b>PHASE 8</b>	<b>MAY – JULY 2027</b> The final Mediated Political Participation instrument will be presented to leading survey organizations, to invite them to use it in their future studies.

## FURTHER INFORMATION

If you are interested in joining this project, you may sign up using the following form: <https://bit.ly/SURISignups>. If you have any questions about the project, you can send an email to Associate Professor Randy Jay Solis, Team Leader, at [rcsolis@up.edu.ph](mailto:rcsolis@up.edu.ph). Sign up is until 14 August 2025, after which we will have an onboarding meeting with accepted students on 18 August 2025.

# NEWS LITERACY INSTRUMENT DEVELOPMENT

FCX LABORATORY

Irish Jane Talusan (Lead), Daniel Renz Roc, & Jonalou Labor

## PROJECT OVERVIEW

This research project is a component of the FCX Laboratory's *Research Methods Initiative*, a research program that aims to develop research instruments for studying communication and media phenomena, which are grounded in the local contexts and realities. The Initiative currently focuses on the development of instruments for measuring media use, media trust, mediated political participation, and news literacy.

## METHODOLOGY

The project has eight phases, as follows:

1. Review of related literature on news literacy measurement
2. Conduct of FGDs with different sectors of the population regarding their news literacy
3. Drafting and pretesting of the preliminary research instrument
4. Finalizing the pilot research instrument and training on its use
5. Pilot testing of the instrument, in partnership with selected HEIs
6. Revision of the instrument, based on the results of the pilot test
7. Deployment of the final instrument across the country, in partnership with interested HEIs
8. Presentation of the instrument to survey organizations

## STUDENT INVOLVEMENT

Students who wish to be involved may join in any of the project phases. They will have the following opportunities:

- be part of an active community of scholars and participate in intellectual discourse on news literacy
- learn from and work with faculty-experts
- participate in the conduct of actual research
- be exposed to a network of researchers, administrators, and practitioners from HEIs and survey organizations

Much like Research Assistants of a project, Members will undertake one or more of the following activities, depending on the project phase that they will join: collate related literature, conduct data collection, process data for analysis, coordinate with project partners, prepare training materials, and document project activities.

Mentees will be asked to supervise/manage teams of project Members; develop protocols and procedures for data collection, data analysis, and/or training program implementation; engage in pitches, consultations, and presentations with project partners; and produce manuscript drafts and project reports.

At the end of each phase of the engagement, Members will receive a Certificate of Project Participation while Mentees will receive a Certificate of Mentoring. There is no remuneration for Mentees' participation in the project but they will be co-authors of all project reports and publications produced during the project phase that they are involved in.

## MAIN OBJECTIVE

Various sectors often speak of the need for media and news literacy, but it is a daunting task to measure the concept, without a standardized tool that can apply to Filipino contexts. Thus, the objective of the project is to develop a quantitative research instrument to measure news literacy, for use by Filipino researchers, survey organizations, and policymakers across the country.

## PROJECT TIMELINE

Recruitment of Members and Mentees are, initially, for Phases 4 only; hence, the detailed timeline shown is also only for this phase.

<b>PHASE 4</b>	<b>AUGUST – DECEMBER 2025</b> Finalization of pilot instrument, coordination meetings with prospective partner HEIs, and training them on the use of the instrument. <i>August: Revision of the research instrument</i> <i>September: Finalization of the pilot research instrument, development of the User's Guide, and preparation of preliminary training collaterals</i> <i>October: Preparation and training on the use of the research instrument</i> <i>November: Finalization of the training report</i> <ul style="list-style-type: none"><li>• Project competencies developed: Planning and implementing training programs; engaging with research partners</li><li>• Publication: Meta-research on News Literacy</li></ul>
<b>PHASE 5</b>	<b>JANUARY – JULY 2026</b> Partner HEIs will conduct research using the News Literacy instrument
<b>PHASE 6</b>	<b>AUGUST - DECEMBER 2026</b> The News Literacy instrument will be revised guided by the feedback from the partner HEIs.
<b>PHASE 7</b>	<b>JANUARY – APRIL 2027</b> Similar to Phase 5, except that there will be an open invitation to all HEIs to use the instrument for their researches, where applicable.
<b>PHASE 8</b>	<b>MAY – JULY 2027</b> The final News Literacy instrument will be presented to leading survey organizations, to invite them to use it in their future studies.

## FURTHER INFORMATION

If you are interested in joining this project, you may sign up using the following form: <https://bit.ly/SURISignups>. If you have any questions about the project, you can send an email to Assistant Professor Irish Jane Talusan, Team Leader, at [italusan@up.edu.ph](mailto:italusan@up.edu.ph). Sign up is until 14 August 2025, after which we will have an onboarding meeting with accepted students on 18 August 2025.