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I would like to extend my warmest congratulations to the organizers, participants and guests of ASEANnale 2018. The theme you have chosen this year is timely and appropriate: “Capturing the Spirit of ASEAN in Digital Times,” and your focus on disasters, diaspora and democracy, embody the state of play and most pressing issues of ASEAN today.

The ASEAN theme of the Singapore chairmanship this year is innovation and resilience. Last year, under the Philippine chairmanship of the Golden Anniversary of ASEAN, digital innovation and disaster resilience were also the focus of our initiatives and efforts. Indeed, digital innovation should be employed in capturing the spirit and substance of ASEAN .

The biggest challenge facing ASEAN and other regional organizations of this nature is how they can remain relevant to the people they serve. The choice of Brexit by the people of the UK is, in some way, a manifestation of the people’s diminishing trust in the ability of their regional institutions to be of practical value to them. ASEAN must learn from this lesson and use digital technology to deliver the messages of ASEAN.

There is more to ASEAN than the usual headline-hugging issues such as the South China Sea, the Korean Peninsula and the ISIS. Of course, these issues are extremely important and must be given prominence. But there are other things happening in ASEAN that we must also discuss. Some of them are included in your focus areas- disasters, diaspora and democracy. I am pleased to inform you that in ASEAN today, a lot of discussion, activities and changes are happening in these less well-known areas of ASEAN cooperation. Last year, under the Philippine chairmanship, we paid tribute to the ASEAN heroes of biodiversity, ASEAN youth social entrepreneurs, ASEAN rice scientists and technologists, and many others. We need to tell the stories of how economic integration and connectivity could impact on the life of the ordinary man-on-the street.

I would like to enjoin all of you to tell the story of ASEAN in a timely, accurate and engaging manner through the use of digital technology. In fact, the ASEAN story is in itself, an inspirational success story. Borne out of the gloom, conflict, uncertainty and the poverty of Southeast Asian countries in the '60's, ASEAN has today become one of the most important regional organizations in the world. It has become an economic dynamo and a major player in the political/security architecture of the region and the world, that external partners troop to the chairmanship venue ever year to participate in the discussions of ASEAN.

ELIZABETH P. BUENSUCESO

Permanent Representative of the
Philippines to ASEAN



ASEAN FOUNDATION

I am delighted to know that the Commission on Higher Education (CHED), the University of the Philippines Open University, U.P. Diliman Asian Center and the College of Mass Communication, TVUP, University of the Philippines System and the Philippines Communication Society are co-organizing ASEANNale 2018 from 28 February to 2 March 2018. The theme “Capturing the Spirit of ASEAN in Digital Times” is certainly apt as it resonates with this year’s ASEAN Chairmanship theme of resilience and innovation. Governments and businesses need to find new ways to manage and harness digital technologies while equipping the peoples of ASEAN with skills and capabilities to make ASEAN a community of opportunities.

I am sure, ASEANNale, bringing together students and faculty to dialogue, collaborate and network, can certainly address how people in ASEAN can live, work and play in a vibrant and dynamic economy.

My greetings and best wishes for all participants of this event and its success.

ELAINE TAN
Executive Director



On behalf of the Commission on Higher Education (CHED), I congratulate the organizers of the ASEANnale 2018!

The theme of the event, “Capturing the spirit of ASEAN in the Digital Times: Diaspora, Disasters and Democracy” comes at an auspicious period where heightened development of human capital, globalization, and regional integration is determinedly mainstreamed. The event also opens a platform for boosting awareness to issues concerning the movement of people, calamities, and social equality among its participants.

Indeed, part of developing our country’s human capital is our recognition of the need to enhance country-wide and regional cooperation and mobility of students, faculty, researchers and other experts, and to establish the appropriate environment for exchange, partnerships and integration.

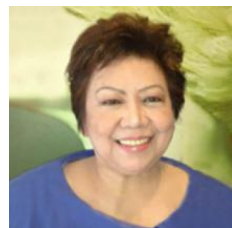
The ASEANnale 2018 is in line with the Commission’s commitment to further develop policies to provide incentives to higher education institutions that will initiate information exchange, linkages, joint projects, and other similar activities.

If the ASEAN integration opened new horizons by breaking down barriers in movement of persons and trade in goods and services, all the more that we could break boundaries at the national, regional, or provincial level. With the efforts and leadership of the nation’s leading tertiary institutions, we are certain that we will harvest the fruits of cooperation among HEIs.

Let us bear in mind that given a rich Philippine higher education landscape, the key to unlocking the potential of our human capital is ‘us’.

Congratulations to the organizers of first ASEANnale! Mabuhay po tayong lahat!

J. PROSPERO E. DE VERA III, DPA
Officer-in-Charge
Commission on Higher Education



Greetings and congratulations to the men and women behind the 2018 ASEANnale! I commend you for organizing this International Conference that tackles three basic issues that confront the ASEAN countries—Diaspora, Democracy and Disaster.

This conference will enable local, national and international experts and stakeholders to discuss and bring to fore the relevance of ASEAN amidst the ever-shifting socio-cultural, economic and political landscape in the region.

As a Commissioner of the Commission on Higher Education (CHED) and the one in-charge of the ASEAN Program, and, most importantly, as a proud Filipino and a citizen of the Republic of the Philippines, I share with UPOU, CMC, PCS, TVUP, Asian Center and UPOU Foundation, this commitment to contribute to academic discourse on the three issues as well as to celebrate the versatility, talent and creativity of our faculty members and students. The research papers are impressive and provide us various perspectives on how Asians make sense of their situation and address concerns that confront them. The film and multi-media presentations reflect the depth and imagination of their producers in translating realities to meaningful art and visuals. I am sure the conference participants will gain more knowledge, useful lessons and insights from the presentations as they enjoy and get enthralled in the kaleidoscope of ASEANnale offerings—exhibits, research, speeches, media productions and the competitions.

Let me reiterate my warm felicitations to the Chair of the Organizing Committee, Dr. Grace Alfonso and her team of brilliant, passionate and hardworking partners—Prof. Joefe B. Santarita, Prof. Rolando G. Talampas, Prof. Armindia V. Santiago, Prof. Jean A. Saludadez, Prof. Elena E. Pernia, Prof. Lourdes M. Portus, Prof. Melinda F. Lumanta, Prof. Liza C. Carascal, Mr. Michael Lagaya and Mr. Carlo Gabriel Pangilinan—for this valuable initiative.

I also wish to thank all speakers, film and multi-media makers and exhibitors for gracing the event and generously sharing their knowledge, experiences, creative work in this conference.

Mabuhay ang 2018 ASEANnale!

LILIAN A. DE LAS LLAGAS
Commissioner
Commission on Higher Education



Congratulations to the Commission on Higher Education, UP Open University (UPOU), UP Diliman (UPD) Asian Center, UPD College of Mass Communication, TVUP, and the UPOU Foundation Inc. for organizing ASEANnale 2018!

By bringing together the 1st Film and Multimedia Competition and Exhibition and the 2nd International Symposium on ASEAN Studies, ASEANnale 2018 is a wonderful showcase of talent, creativity, and scholarship from across the region—all intended to enrich the discourse on all things ASEAN, further encourage the growth of ASEAN scholarship and artistry, and engage the public in discussions about our regional community.

This three-day event not only provides a perfect opportunity for us to appreciate and learn from our ASEAN neighbors, it also allows us to broaden and deepen our understanding of ourselves and of each other, and how we relate as members of a region whose motto is “One Vision, One Identity, One Community.”

Diaspora, disasters, and democracy are three issues common to us in the ASEAN. These are the concerns that ASEANnale 2018 brings to fore through its theme “Capturing the ASEAN Spirit in Digital Times.” Digital technology has made and continues to make a significant impact on how we communicate, get information, and share information. It is only fitting that we look at the role it plays in the discussion of these issues.

I hope that everyone who takes part in ASEANnale 2018 leaves the event inspired by insights gained, friendships formed, and partnerships initiated.

Mabuhay ang ASEAN Community!

DANILO L. CONCEPCION
The 21st President
University of the Philippines



ASEANnale is a concretization of a vision—a validation of a process and a venue or opportunity to express ideas and share initiatives involving the ASEAN community.

As the first in the series, this year's ASEANnale also serves as test case for the future, since it sows the seeds of collaboration among agencies, interest groups and individuals who will combine efforts to promote the welfare of ASEAN. In so doing, they will advance academic and creative undertakings that will form part of the foundation of knowledge-building characterizing the ASEAN spirit and context. This is something we all look forward to in ASEANnale 2020.

I congratulate our partner organizations who helped organized ASEANnale 2018 and the men and women behind the success of the program. The organizing committee composed of representatives from different agencies certainly worked hard to overcome varying organizational cultures and challenges for the common goal of institutionalizing the ASEANnale, not only as a conference, but also an advocacy. I also thank our speakers and resource persons for embracing the culture of openness by unselfishly sharing their expertise and initiatives within the ASEAN context, which is framed by the sub-themes, Diaspora, Democracy and Disaster. I also congratulate our conference delegates for being part of this milestone.

Thank you and Mabuhay!

MELINDA DELA PEÑA BANDALARIA

Chancellor
University of the Philippines
Open University



Digital technologies are increasingly getting bad press because of fake news, sexual exploitation and a general descent into a lack of civility. The concerns are especially strong when it comes to young people's usage of these technologies, with fears that all the anti-social behaviors might become the norm for the coming generation of adults.

But we tend to overlook the way digital technologies have in fact opened many doors to creativity for people. Digital technologies have allowed the explosion of high quality indie (independent) productions, from videos to musical recordings to photography. In Hongkong, Joan Pabona, a Filipina domestic helper recently won 2nd prize in a photography contest sponsored by National Geographic, her entry only one of many powerful photographs she has taken through the years, documenting the lives of people in Hongkong.

Digital technologies have made previously expensive tools more accessible to many more people and have created tremendously to citizens' journalism. Think of how public sentiment has been mobilized for various causes – from refugees to extra-judicial killings, environmental conservation to the welfare of animals – because of photos and videos gone viral on the Internet, taken by both professionals and amateurs.

In it is this context that I commend ASEANnale with its call to students to share their multimedia projects in the interest of promoting ASEAN awareness. I write this without seeing any of the entries, which will be made public from 28 February to 02 March but I have no doubts they will be educational and exciting, thought-provoking in the ways media allow self-expression as well as a greater awareness of the world around us. Geographical borders and ideologies have kept ASEAN nationals apart; may ASEANnale break down the barriers and bring people together

MICHAEL L. TAN

Chancellor

University of the Philippines Diliman



I convey my warmest greetings and appreciation to all the speakers, panelists, participants and organizers of ASEANnale 2018, themed “Capturing the Spirit of ASEAN in the Digital Times: Diaspora, Disasters and Democracy.”

Consistent with the ASEAN Post-2015 Vision on Education focused on promoting a people-centered Community with an enhanced awareness of ASEAN, sustainable development, and access to quality inclusive education and development of lifelong learning, ASEANnale 2018 provides a refreshing platform through which we can discuss and tackle relevant issues that affect the region and higher education’s prominent role in lifting people’s lives.

We laud ASEANnale 2018 for aiming to showcase the creative and research works of higher education students and faculty in a groundbreaking celebration of the ASEAN Identity and Spirit. We hope that this will only be the first of many endeavors that will foster higher education cooperation in the region through academic and cultural dialogue.

Congratulations and I wish you all a successful conference!

LILY FREIDA M. MILLA, CESO IV
Director III, International Affairs Staff
Commission on Higher Education

ASEANnale 2018



Warm greetings to our students, faculty and to all our participants who are with us for a cultural dialogue at the first ASEANnale this 2018.

This year's theme "Capturing the ASEAN Spirit in Digital Times", is most appropriate. It is time that we urgently forge the spirit of strengthened partnerships, collaboration and networking. We face the same concerns of making lives better in our region by closely looking at the important issues of Diaspora, Disasters and Democracy.

Today, we have greater access to various media and modes of communication. Maximizing the World Wide Web and other digital platforms spell social involvement and change through the thickening of discourses on and in our region which can set forth well studied courses of action that will better the lives of our people.

ASEANnale 2018 has forged partnerships and collaborative arrangements with the following institutions and organizations— the Commission on Higher Education (CHED), University of the Philippines System, University of the Philippines Open University, UP Diliman, UPOU ASEAN Studies Graduate Program, U.P. Diliman Asian Center, U.P. Diliman College of Mass Communication, TVUP, UP Open University Foundation, Inc. and the Philippines Communication Society. I would like to thank all of them for their strong support for ASEANnale 2018.

All our distinguished speakers and jurors, artists, scholars, faculty, students and our awardees who have shared their creative works and researches, showing to the region and the world their films, multimedia works, researches and studies manifest the narratives of their countries and the regional culture of ASEAN... to them, congratulations and our deep gratitude.

We hope that ASEANnale will be a continuing involvement on our part as we widen and grow our community that seriously engages in a cultural dialogue that will harness further respect and giving of spaces for diverse cultures and ways of life of people. MABUHAY ang ASEANnale! MABUHAY ang Lahat!!!

GRACE JAVIER ALFONSO
Chair, Organizing Committee
ASEANnale 2018

08:00 AM - 09:00 AM	Registration
09:00 AM -10:00 AM	<p>Opening Ceremonies Entrance of Colors National Anthems – Philippine National Anthem and ASEAN Hymn Ceremonial Opening</p> <p>Welcome Remarks Dr. Grace Javier Alfonso Chair of the Organizing Committee</p> <p>Messages Mr. Danilo L. Concepcion President, UP System</p> <p>Dr. J. Prospero E. de Vera III OIC, Commission on Higher Education</p> <p>Ms. Elaine Tan Chair, ASEAN Foundation</p> <p>Keynote Speech H.E. Elizabeth P. Buensuceso Permanent Representative of the Philippines to ASEAN</p>
10:00 AM - 10:15 AM	<p>Opening of Exhibit</p> <p>Asst. Prof. Diego Silang S. Maranan, Curator Asst. Prof. Melissa dela Marced, Artist Assoc. Prof. Nick Deocampo, Artist Asst. Prof. Gioni Gutierrez, Artist</p> <p>Master of Ceremonies: Ms. Pinky M. Aseron</p>
10:15 AM -10:30 AM	Coffee Break
10:30 AM -12:00 PM	<p>Directors' Forum Ms. Baby Ruth Villarama Gutierrez Lecturer, UP Film Institute, College of Mass Communication, University of the Philippines Diliman</p>

12:00 PM - 01:30 PM

Prof. Nick Deocampo

Faculty Member, UP Film Institute, College of Mass Communication, University of the Philippines Diliman

Moderator: Mr. Ed Lejano

01:30 PM - 03:00 PM

LUNCH**Plenary 1: Diaspora****Dr. Orlando S. Mercado**

Secretary-General, Eastern Regional Organization for Public Administration (EROPA), Philippines

Dr. Nguyen Thi Hoai Phuong

Lecturer, Department of Culture, History Faculty, University of Social Science and Humanity, Vietnam National University, Ha Noi, Vietnam

Mr. Said Zaidansyah

Principal Counsel, Asian Development Bank
Chairman, Indonesian Diaspora Network
Chapter Manila
Deputy of President, Global Indonesian
Diaspora Network, Indonesia

Open Forum**Moderator: Mr. Matthew Santamaria**

03:00 PM - 03:30 PM

Coffee Break

03:30 PM - 05:00 PM

Parallel Session 1 for Diaspora**Film and Multimedia Screening 1**

06:30 PM

Welcome Dinner**Master of Ceremonies: AVP Jose Wendell Capili****Day 2 (1 March 2018)**

09:00 AM - 10:00AM

Plenary 2: Democracy**Dr. Suthipand Chirathivat**

Director, ASEAN Studies Center,
Chulalongkorn University, Thailand

Mr. Girard Philip E. Bonotan

Senior Officer, Culture and Information Division
ASEAN Secretariat

	Open Forum
	Moderator: Dr. Edna Estefania Co
10:00 AM – 10:15 AM	Coffee Break
10:15 AM - 12:00 PM	Parallel Session 2 – Democracy
	Film and Multimedia Screening 2
12:00 PM – 1:30 PM	LUNCH
01:30 PM - 03:00 PM	Plenary 3: Disaster
	Dr. Alfredo Mahar Francisco A. Lagmay Director, University of the Philippines Nationwide Operational Assessment of Hazards (UP NOAH)
	Dr. Zenaida P. Beltejar Head, Social Welfare Department Philippine Red Cross
	Dr. Bambang Susantono Vice-President for Knowledge Management and Sustainable Development, Asian Development Bank (ADB)
	Dr. Sheila R. Bonito Professor, University of the Philippines Open University and Dean, College of Nursing, UP Manila
	Open Forum
	Moderator: Mr. Mel Luna
03:00 PM - 03:30 PM	Coffee Break
03:30 PM - 05:00 PM	Parallel Session 3 - Disaster
	Film and Multimedia Screening 3

Day 3 (2 March 2018)

9:00 AM -10:00 AM	Keynote Speech
	Dr. Brenda S.A. Yeoh Professor, Department of Geography, National University of Singapore
10:00 AM - 12:00 PM	Closing Ceremonies
	Messages
	Dr. Melinda dP. Bandalaria Chancellor, UP Open University

Dr. Michael L. Tan
Chancellor, UP Diliman

Atty. Lily Freida M. Milla
Director III, Commission on Higher Education

Announcement of Winners

Film and Multimedia Competition

Dr. Arminda V. Santiago
Director, ASEANNale 2018
Film and Multimedia Competition

Best Paper

Dr. Jean A. Saludadez
Director, Second International Symposium
on ASEAN Studies

ASEANNale Distinguished Award for Higher Education

Prof. Rolando G. Talampas
Chair, Distinguished Award Committee

Closing Remarks

Dr. Grace Javier Alfonso
Chair, Organizing Committee

UP Naming Mahal
Exit of colors

Master of Ceremonies: Ms. Lynda Garcia and Mr. Ariel Sebellino

12:00 PM - 01:00 PM

LUNCH

01:00 PM - 05:00 PM

City Tour

SESSION 1 - DIASPORA 28 FEBRUARY 2018, 3:30 PM - 5:00 PM		
Session, Room Assignment and Moderator	Author/s	Title of Presentation
SESSION 1A ASEAN Hall Moderator: Asst. Prof. Queenie R. Ridulme	Roweno D. Cinco	Is Salvation in Sight?: The Quandary of Filipina Caretakers in Taiwan
	Alwin C. Aguirre	Between a rock and a hard place: Social media identity work of Filipino migrants in New Zealand and Hong Kong
	Noel Christian A. Moratilla	The Migrant Worker as Disposable Body: Testimonial Narratives from a Non-Government Organization
	Cecile Angela A. Ilagan	ARE YOU FILIPINO?: Perceptions of migrant Filipino youth on The Filipino Channel Station Identity (TFC SID) and on their Filipinoness
SESSION 1B Japan Hall Moderator Asst. Prof. Myra D. Oruga	Emely D. Dicolen	The Lived Experiences of Children with Filipino and Korean Heritages
	Via Alexandra C. Advincula, Robelyn A. Baustista, Joan B. Buston, Marinella Rosette R. Cruz, Emilio Paolo Q. Fodulla and Juneau M. Villanueva	Annyeong Haseyo! Anong Sa'yo?: A Qualitative Study on the Co-Cultural Relationship of Korean Exchange Students and their Filipino Student English Tutors
	Alexander G. Flor	A Scoping Study on the Promotion of ASEAN Regional Integration Through Open and Distance Higher Education
	Medardo Bombita	"ASEAN Erasmus Mundus: The International Student Mobility in Southeast Asia"
SESSION 1C Seminar Rooms HW206 and HW207 Moderator: Asst. Prof. Rita C. Ramos	Maragtas S.V. Amante	Challenges in ASEAN connectivity, HRD and job design through blended education and digital learning
	Jerome M. Adriano	Sanitary Engineering Profession in ASEAN: Opportunities and Challenges For IT- Enabled Competencies, Certification and Upgrading
	Carl Ivan Bulanhagui Villanueva	Social security, unemployment transitions and gaps in digital labor mobility in ASEAN
	Joane Serrano, Consuelo Habito, Aurora Lacaste, Luisa Gelisan, Marissa Bulong, Eulalie Dulnuan, Noreen Dianne Alazada, Paula Grace Muyco, Martina Labhat	Rhythm of Change: Reclaiming the vanishing dances and chants of the Ifugaos
	Rila Setyaningsih Abdullah	The Implementation of Mottoes Values in Improving the Image of University of Darussalam Gontor Indonesia

SESSION 2 - DEMOCRACY 1 MARCH 2018, 10:15 AM - 12:00 PM		
Session, Room Assignment and Moderator	Author/s	Title of Presentation
	Allyjah Viene L. Ogad, Kaye Angela L. Pabico, Charmaine Ann B. Padilla, N. C. B. Quiachon, and Centenia Danielle M. Resoso	Does the North Remember?: Opinion Formation of Ilocos youth residing in Metro Manila regarding the Martial Law Era through Social Media as More Knowledgeable Others (MKOs).
SESSION 2A ASEAN Hall Moderator Asst. Prof. Mari-Sol P. Hidalgo	Julia de Torres-Unger	Nexus of Community-Based Responses and Governance of Public Safety Domain in Averting Violent Extremism, Radicalization and Violent Extremism (VERLT) in the Philippines
	Wendell Glenn P. Cagape	Finding Foucault in the Rohingya Discourses
	Jerry Benedict Rosete	“Conjuring Up A Democratic Nation: Historical And Filmic Perspectives of The Philippine Colonial Period”
SESSION 2B Japan Hall Moderator Asst. Prof. Juvy Lizette M. Gervacio	Clarisse Faith Buday Trisha Jasmine Lampa Charvin Jules Manongsong Vince Marcus Nobleza	Meme-ing Making: A Critical Discourse Analysis of Social Media Memes on the Duterte Administration
	Ross Kline A. Empleo	Mobile Phone as a Tool Used by Student Political Organization for Political Participation
	Mark Pere Madrona	PLAY PRETEND: Southeast Asian governments’ responses to the fake news problem
	Rico C. Macawili	Democracy the ‘ASEAN WAY’ – abetting the superficial democracies
SESSION 2C Seminar Room HW206 Moderator Asst. Prof. Cesar Z. Luna	Natalia Wideasari	“The Construction of the Representation based on Product, Brand Advertisement and Cause-related Marketing: Aqua Case”
	Roslyne Anne Navarro Rhine Krystal Nery Jarl Cedrych Pangcog Anne Celine Rubinas Veronoca Rainne Setias ArjayTorno	PNP: Power Ng Pulis The Culture of Power of Philippine National Police as presented in GMA’s 24 Oras
	Jim Duran	Examining the Philippines’ State in the 21st Century Maritime Silk Road: A Competition of Old and New Financial Players.
	Patrick Adrian Goleta, Alexandra Gabrielle Ofina and Allyjah Viene Ogad	A Study on the Correlation of Exposure to Television and Online News about the War on Drugs and Firsthand Experiences with the Police to Adults’ Attitude towards the Police

SESSION 2D Seminar Room HW 207 Moderator Asst. Prof. Ana Katrina T. Marcial	Steffi Arantxa R. Gianan, Veronica Rainne W. Setias and Juneau M. Villanueva	Power versus Werpa: Intramedia Interaction and Opinion on Death Penalty
	Patrick F. Campos	Regional Cinema as 'Independent' Cinema: Developments in Contemporary SEA Cinemas
	Heinrich Domingo	Film Criticism and the New Media
	Jaralyne G. Cueto, Meryll Louise L. Del Rosario, and Jordan Angelli F. Grefal	Fourth Year Cavite State University Journalism Students' Awareness of and Perception on Media Killings in the Philippines

SESSION 3 - DISASTER**1 MARCH 2018, 3:30 - 5:00 PM**

Session, Room Assignment and Moderator	Author/s	Title of Presentation
SESSION 3A ASEAN Hall Moderator Asst. Prof. Consuelo dL. Habito	Chad Patrick Osorio	Technology, Disaster and Resilience: Can the ASEAN Policy Landscape Keep Up?
	Manuel O. Dasig, Jr.	Let's Talk About Yolanda: A Critical Discourse Analysis of Philippine Broadsheets Coverage
	Danilo Santos Cortez, Jr.	Understanding the Socio-cultural Lynchpin of ASEAN Regional Cooperation on Humanitarian Assistance and Disaster Relief (HADR) in Philippine perspective
	Thea Pamela Pauline Javier and Cheeno Marlo Sayuno	Towards A Culture Of Preparedness Through Disaster Awareness: Project Noah's Google Content And Its Campaign Effectiveness As Materialized In Audience Participation In Twitter
SESSION 3B Japan Hall Moderator Asst. Prof. Aurora V. Lacaste	Mark Lester M. Chico Benjamina Paula G. Flor	Community Media for Climate Change Resilience in Southeast Asia: Experiences of Thailand, Laos, and the Philippines
	Harold M. Carag, Leonora A. Dirain and Joel Chester D.A. Pagulayan	"Like, Share, Help": Analysis of Social Media Use in Disaster Relief
	Ma. Julianne Renee M. Angeles, Ira Sydney M. Palomares and Jasmine B. Peralta	The Millennial Approach to Safety Guidelines: The Perceptions of Selected Young Millennials on the use of Internet Memes as Public Service Announcements
	Primo G. Garcia and Queenie R. Ridulme	An Analysis of Narratives on Natural Disaster: Social Construction of Earthquake Experience of Selected Respondents in An Academic Institution in The Philippines

SESSION 4 - DIGITAL SPACES**1 MARCH 2018, 3:30 PM - 5:00 PM**

Session, Room Assignment and Moderator	Author/s	Title of Presentation
SESSION 4A Seminar Room 206 Moderator Asst. Prof. Reinald dL. Adrian Pugoy	Camille Veronica C. Aquino, Arealle O. dela Cruz, and Ma. Carmela Nastasha H. Tioseco	Tech-a Muna, Teacher: Batasan Hills National High School Teachers' Skills in Evaluating News Articles on Facebook vis-à-vis Their Digital Literacy Confidence
	Lilibeth J. Baylosis and Santosh K. Dugal	Evaluative Study of TVUP: Internet Television of the University of the Philippines
	Rovina B. Dinapo, Michael Elis G. Espiridion, Steffi Arantxa R. Gianan and Patrick Adrian N. Goleta	GRABe, it's UBER-rated: An Exploratory Study of Filipino Young Professionals' Experiences when Using Ridesharing Applications.
SESSION 4B Seminar Room 207 Moderator Asst. Prof. Mari Anjeli L. Crisanto	Dianne Peth G. Castillo	Sharing and digitalizing the bamboo culture in ASEAN through Small Scale Enterprise development among Grassroots Workers
	Vanessa Olivar	How Digital Advertising Is Shaping The ASEAN Cosmetics Industry And Its Consumers
	Joane Serrano, Consuelo Habito, Aurora Lacaste, Luisa Gelisan, Marissa Bulong, Eulalie Dulnuan, Noreen Dianne Alazada, Paula Grace Muyco, Martina Labhat	Youth, Identity, and Digital Media: The Case of Ifugao

CATEGORY : NARRATIVE

Title : Para Po
Director/Producer : Agula, Aljon
School/HEI/SUC : University of Makati

Country : Philippines
Sub-Theme : Democracy

Synopsis : A jeepney driver faces the government's mandate to phase out old jeepneys. The Associate Secretary of the organization PISTON explains why the phase out is problematic. The film documents the impact of the government's jeepney phase out program.

Title : Retrospektib (Restrospective)
Director/Producer : Apaga, Daryll Jameson
School/HEI/SUC : Far Eastern University

Country : Philippines
Sub-Theme : Democracy

Synopsis : At the height of Martial Law, three activists opt to escape the atrocities of Narkos regime. Jay Dullo Garcia persuades Bayong (David Paul Farma) and Ramon (Renz Silverio) to travel through time with the help of localm quack doctor, Mang Jun (Andres Balano). However, Bayong is hesitant about Jay's plan on running away. The three discovered a life changing scenario in the present time.

Title : Saranggola (Kite)
Director/Producer : Bagabaldo, Cielo and Gloria Soriano
School/HEI/SUC : De La Salle College of Saint Benilde

Country : Philippines
Sub-Theme : Diaspora

Synopsis : Mica, 7-years old lives in the province with her parents. Her father, Michael in his mid-30s is an OFW and is about to leave again. Michael not wanting to make the daughter worry, gives her a list of things while he is home. He promises that if she finishes all those, he will come back right away. The last one on the list is to create a kite from scratch and to make it fly.

Title : Nandito Naman Tayo Para sa Isa't Isa, Di ba?
Director/Producer : Baldoza, Gilbert
School/HEI/SUC : University of the Philippines Diliman

Country : Philippines
Sub-Theme :

Synopsis : A gay drug dealing couple celebrate their anniversary amidst the country's war on drugs

Title : Akalingwan ng Rosa
Director/Producer : Canlas, Arvin Daniel "Max"
School/HEI/SUC : University of the Philippines Diliman

Country : Philippines
Sub-Theme :

Synopsis : A 50-year old transwoman forgets she had sexual reassignment surgery upon emerging from coma. Her 7-year old daughter helps her recall her memories

Title : "Amy"
Director/Producer : de Guzman, John Craig
School : De La Salle College of Siant Benilde

Country : Philippines
SubTheme :

Synopsis : Mark is a college student from Tacloban who's studying in Manila and been living his life alone for the past two years. He's lived a life of independence and loneliness. Occasionally being visited by his relatives and friends but not often enough. It's December 8, 2013, a month after the massive Typhoon Yolanda wiped out their house in Tacloban, where his family survived and miraculously lived. The number one question in his head is the situation with his long-distance girlfriend AMY who was his high school sweetheart. No one found any trace of AMY and her family. So Mark deduced that she had been part of the many people who passed away and who were buried in the mass burial sites in Tacloban or they may have gone missing, but he always held hope that they might be alive somewhere.

Title : Mission Accomplished
Director/Producer : Magpayo, Eidref Kristin Faith
School/HEI/SUC : Centro Escolar University Malolos

Country : Philippines
Sub-Theme :

Synopsis : Edgar hopes to see his son, Paulo, a criminology student become a police. On the day before Paulo graduates, Edgar notices his son's worn-out shoes. He decides to work extra hard to buy him a new pair. Meanwhile, Paulo has been hiding from his father about his work at the warehouse. Paulo skips graduation rehearsals to work. He asks Lemuel to join him for the last time after work. A man who claims to be a policeman follows Paulo and Lemuel insisting that they work at the drug den. Edgar goes home excited with a pair of shoes only to find out that Paulo is killed. Rudy (Paulo's grandfather) later reveals that Paulo is never involved in drugs. He tells Edgar that Paulo works to help with finances. Edgar demands justice. Edgar decides to move on by burying Paulo's graduation gown and shoes. He bids goodbye. Talking to his son through the radio like he used to. Saying "Paulo anak, mission accomplished".

Title : Gapai
Director/Producer : Satiam, Natrah Binti
School/HEI/SUC : Universiti Utara Malaysia

Country : Malaysia
Sub-Theme : Democracy

Synopsis : The story is about a teenager named Fina who was forced to sacrifice for her family but due to the misunderstanding between her mother and Fina, her sister Fia, whose autism became a victim of Fina's release.

Title : PIPO
Director/Producer : Legaspi, Richard
School/HEI/SUC : University of the East Caloocan City

Country : Philippines
Sub-Theme :

Synopsis : A boy dreams of having his family picture only to find out that what is more important is that he still has a loving family by his side more than anything else when disaster strikes.

Title : Pagbiya (Departure)
Director/Producer : Luczon, Nef
School/HEI/SUC : University of Science and Technology of Southern Philippines

Country : Philippines
Sub-Theme :

Synopsis : Two are intertwined but this has come with a price. At stake for them is a principle, and honor, albeit a world of difference. Choice is neither of them can make except for their sacrifices.

Title : Kaming mga nakakulong (We who are Trapped)
Director/Producer : Pagaduan, Michael Joshua
School/HEI/SUC : De La Salle College of Saint Benilde

Country : Philippines
Sub-Theme :

Synopsis : Leonard is having recurring nightmares of a childhood memory. Seeking help from his Grandmother. He finds out the devastating truth about the dreams. He attends a support group that helps him face the horrors of his past and have the courage to finally find peace.

Title : Inilah Hidup
Director/Producer : Zulamri, Intan Syahira Binti
School/HEI/SUC : Universiti Utara Malaysia

Country : Malaysia
Sub-Theme : Democracy

Synopsis : The film is about a blind man who has been blind for the past 2 years due to a road accident with his mother and the accident lead to her mother's death. The story begins when Amir asks a homeless to help him get a taxi but the young man stopped a motorcyclist riding in front of him named Ahmad (25). Ahmad is a retarded person. Amir asked Ahmad to take him to some beautiful places.

Title : Payback
Director/Producer : Nordin, Norassikin
School/HEI/SUC : Universiti Utara Malaysia

Country : Malaysia
Sub-Theme : Diaspora

Synopsis : This short film is about Alissa, a quiet but smart girl at school. Alissa mingled with troubled students at school. One day, a new student entered her class and Alissa found out that she is her cousin living with Alissa’s long lost father. Alissa’s feeling of revenge and hatred were so balmy, she asked the help of other students to bully the new student. Their bad actions are known by the disciplinary teacher and Alissa and her friends were punished.

Title : Caretaker
Director/Producer : Sanchez, Seymour
School/HEI/SUC : Far Eastern University

Country : Philippines
Sub-Theme : Diaspora

Synopsis : A new caretaker comes in to replace the previous keeper of the vacation house of a wealthy family. He is a single parent trying to make ends meet while taking care of his two sons. He meets the owner of the house and is informed that the family will be using it for the holiday. He starts cleaning the house in preparation for the family’s arrival. Meanwhile, the owners son has other plans. The caretaker is caught off-guard when the owner’s son comes home one night with his fraternity brothers.

Title : Sejernih Kasih
Director/Producer : Sapi’l Mohd, bin, Muhammad Zulfaqqir
School/HEI/SUC : Universiti Utara Malaysia

Country : Malaysia
Sub-Theme : Democracy

Synopsis : The story tells of a child who expects the love of a father who hates hatred against him after the death of his wife. The power of this story is through the character of the main character of a disabled child (down syndrome). The film’s conflict is about the relationship of a child with his father who hates his child.

CATEGORY : DOCUMENTARY

Title : Tayong Dalawa (Us Two)
Director/Producer : Montezon, Daniel
School/HEI/SUC : De La Salle College of Saint Benilde

Country : Philippines
Sub-Theme :

Synopsis : What would happen if you’ve arrived in a world, where the only ones left is just the two of you? Anthony wakes up in the middle of nowhere without any memory of yesterday. Along the way, he meets a girl named Kate who is lost as well. Together, they are in search of finding their loved ones in an emoty world they are in.

Title : Patron ng Laging Saklolo 2017
Director/Producer : Sanchez, Seymour
School/HEI/SUC : De La Salle College of Saint Benilde

Country : Philippines
Sub-Theme : Democracy

Synopsis : The film is a “mockumentary” that explores similarities between fiestas and elections in the Philippines as well as the ambivalent role of religion and patronage relations in Philippine politics and the recapturing of the meaning of the EDSA events.

Title : The Southeast Asian Artist: Fusing Filipino Talent and Indonesian Music
Director/Producer : Chico, Mark Lester
School/HEI/SUC : University of the Philippines Diliman

Country : Philippines
Sub-Theme : Democracy

Synopsis : The documentary features a musician who is fusing her talent with Indonesian music by studying various Indonesian instruments and playing it together with Filipino instruments.

Title : Sugilanon: TRIFFS and ALGADEV teachers
Director/Producer : Dubduban, Chatie
School/HEI/SUC : University of the Philippines Diliman

Country : Philippines
Sub-Theme : Democracy

Synopsis : One of three documentaries created by the teachers and students of TRIFPSS and ALCADDEV that tells about the experiences, challenges, and histories of volunteer teachers in the alternative schools established by indigenous peoples or Lumad of Mindanao.

Title : Who's Behind the Trump's Effigy at the ASEAN Summit in Manila?
Director/Producer : de los Reyes, Che
School/HEI/SUC : Ateneo de Manila University

Country : Philippines
Sub-Theme : Democracy

Synopsis : The documentary follows a group of Fine Arts students as they conceptualize and create a giant effigy of US President Donald Trump that will be featured in an anti-ASEAN protest action in Manila. The film shadows the student activists - all members of Ugat Lahi Artists Collective.

Title : Juander Lust
Director/Producer : Espiritu, Allen John
School/HEI/SUC : University of Makati

Country : Philippines
Sub-Theme :

Synopsis : The VLOG type travel show "Juanderlust" went on a budget-friendly trip to showcase Juanderful places in the Philippines.

Title : Angkas (Backride)
Director/Producer : Garchitorena, Allan
School/HEI/SUC : University of Makati

Country : Philippines
Sub-Theme : Democracy

Synopsis : Every single day, citizens of Metro Manila go through horrendous traffic... to solve the problem, two-wheeled are put to use as a mode of public transportation. This is an investigative documentary which highlights the perspective of the law and the driver of the two-wheeled vehicle.

Title : Senyas (Sign)
Director/Producer : Gorecho,. Brenda Angelina Rhea
School/HEI/SUC : University of Makati

Country : Philippines
Sub-Theme : Democracy

Synopsis : Jasmin Duizon is a mother of two. She works as a dressmaker at a garment factory. She is also deaf. She acknowledges that the best way for her to communicate is through sign language. However, most people do not know sign language and because of this she finds it very challenging to communicate. The film documents the day-to-day struggles of a deaf woman.

Title : Digkilaan
Director/Producer : Luczon, Nef
School/HEI/SUC : University of Science and Technology of Southern Philippines

Country : Philippines
Sub-Theme : Democracy

Synopsis : The film follows the personal narrative of a Tanzanian priest during missionary work in the hinterland villages of Iligan City. It turns out, as he comes to realization, there is one crucial factor as to why a long-lasting peace can be achievable or not.

Title : Recto
Director/Producer : Soriano, John Paul
School/HEI/SUC : University of the Philippines Diliman

Country : Philippines
Sub-Theme : Democracy

Synopsis : A documentary about Recto Mercene, a photojournalist who captured the assassination of Ninoy Aquino on August 21, 1983. As one of the selected journalists who was given the privilege to cover Ninoy Aquino’s arrival. Recto recollected his photographs, which was the pinnacle of his career. He also revealed the story of his life as a photojournalist in the time of Martial Law.

Title : Bangon
Director/Producer : Tobias, John Lord Immacop
School/HEI/SUC : University of Makati

Country : Philippines
Sub-Theme : Democracy

Synopsis : In order to prepare for executing their tasks that often involved risks of getting killed, the Scout Rangers go through a very rigid training program that aims to develop strength, courage, sharpness of mind and relentless patriotism.

Title : Biyaheng Silangan Goes to Tuguerarao
Director/Producer : Tobias, John Lord Immacop
School/HEI/SUC : University of Makati

Country : Philippines
Sub-Theme :

Synopsis : The film is a travel documentary that presents the beautiful scenes, food, and different cultures and traditions of the Philippines.

Title : Tripinas: La Union Adventure
Director/Producer : Vibal, Carlo
School/HEI/SUC : University of Makati

Country : Philippines
Sub-Theme :

Synopsis : The film is a travel documentary where two best friends explore the wonders of La Union.

Title : Puti (White)
Director/Producer : Yucot, Jerald
School/HEI/SUC : University of Makati

Country : Philippines
Sub-Theme : Diaspora

Synopsis : Coming off from a divorce in London and another interrupted romantic affair with a woman in the Philippines, Christopher Patrick Hall, 55 years-old, finds himself wandering aimlessly in the streets of Manila, homeless and without company. PUTI is a journey of an Anglo-Saxon man living in the streets of a third world country.

CATEGORY : ANIMATION

Title : Kinalimutan Natin ang mga Bata
Director/Producer : Baldoza, Gilbert
School/HEI/SUC : University of the Philippines Diliman

Country : Philippines
Sub-Theme : Democracy

Synopsis : Animation film about Martial Law and its history according to the perspective of the youth

Title : Beautiful Soul
Director/Producer : del Rosario, Edmund
School/HEI/SUC : University of Makati

Country : Philippines
Sub-Theme :

Synopsis : A girl whose face is partially covered with a mask hides behind a wall as she watches the other children play. When the children see her, the girl hurriedly runs away, fearing that others might either get scared of her or bully her because of how she looks. She has a deformity on her face that she acquired at birth. As she runs away, she accidentally steps on a detached doll's head and in doing so, deforms its face. She realizes that the doll looks just like her. She picks up the doll and takes it home. The girl's mother notices the former's fondness of the broken doll's head. She buys a new one for her daughter. Upon seeing the doll, the girl decides to switch the heads, making the deformed doll head complete by giving it a body. Realizing what her daughter just did, the mother cries.

Title : Kapit
Director/Producer : Ipan, Donnie Ray
School/HEI/SUC : University of Makati

Country : Philippines
Sub-Theme :

Synopsis : A man's wife is confined at a hospital and is in serious condition. Rubbing salt into the wound, he is slapped with a hefty hospital bill. He leaves the room to find a solution to his problem. Just as he was leaving, his son awakens and catches a glimpse of him.

Title : 2:55
Director/Producer : Sarmiento, Victorino
School/HEI/SUC : University of Makati

Country : Philippines
Sub-Theme :

Synopsis : Unable to sleep, a woman lights a cigarette, chugs a pill, and hops on her bicycle. Along the way, a black cat, which she thinks is a dark sign of things to come. They appear as dark creatures. Suddenly she wakes up from another nightmare, which endlessly haunts her day to day at 2:55 am.

CATEGORY : EXPERIMENTAL

Title : Diwa
Director/Producer : Borrero, Ma. Daniella Louise
School/HEI/SUC : University of the Philippines Diliman

Country : Philippines
Sub-Theme : Diaspora

Synopsis : A short experimental film that celebrates an individual's metamorphosis while undergoing the process of diaspora. The eye represents the inner self being illuminated as it journeys through the kaleidoscope landscape of change.

Title : En-Route
Director/Producer : Canas-Llamas, Anna Ma. Elizabeth
School/HEI/SUC : University of the Philippines Los Banos

Country : Philippines
Sub-Theme : Democracy

Synopsis : The film attempts to point out that most of the affairs affecting democratic practices are merely fruits, which are just symptoms and ramifications. It submits that, at large, the roots are the people's worldviews. The film posts questions invoking deeper contemplation of these worldviews. Dealing solely with the symptoms would lead to solutions which are only temporary, or at least, only scratching the surface. By contrast, worldviews transcend social, political, economic, cultural, and technological mechanisms.

CATEGORY : MULTIMEDIA FOR E-LEARNING

Title : #Instaclick

Director/Producer : del Val, Lorna Ray, Jr.

School/HEI/SUC : University of Makati

Country : Philippines

Sub-Theme :

Synopsis : Jenny and Pams, the hosts of the show travel to different places to discover the hidden “mini-countries” in the Philippines. #Instaclick is a magazine show that features instagrammable places, food, pop culture that surely relatable to the current generation. The show simulates the instagram platform to represent the digital era.

Title : PWD Sensitivity Video

Director/Producer : Garcia, Linda Catindig and Nancy Conception Galang

School/HEI/SUC : Upholding Life and Nature (NGO)

Country : Philippines

Sub-Theme : Democracy

Synopsis : Instructional video, which aims to increase the level of awareness and sensitivity to the needs of persons with disability or PWDs.

CATEGORY : VR MULTIMEDIA

Title : Hide and Seek Game

Director/Producer : Ahmad, Nur Anis Zulaikha binti and Ruzinoor Che Mat

School/HEI/SUC : Universiti Utara Malaysia

Country : Malaysia

Sub-Theme : Democracy

Synopsis : Nowadays, more children are no longer interested in playing traditional games. This situation is troubling because what we can see is Melayu will lost the tradition itself. Many of the children today are more interested in playing games, such as in cell phones and computers. Because the result shows that children increasingly forgotten about traditional games and most of them are more interested in computer games, therefore the traditional game computer version are created. The main objective of this project is to introduce traditional game of Hide & Seek in a digital form. In addition, this project was created to preserve Hide & Seek in a digital form. Overall, the project is about how to interact children to know how to play traditional game of Hide & Seek in computer version.

FOR EXHIBITION

Title : Lifeworld Series

Director/Producer : Gutierrez, Joni

School/HEI/SUC : University of the Philippines Diliman

Country : Philippines

Sub-Theme : Democracy

Synopsis : Composed of 10 short film episodes shot in Hong Kong, Japan, Vietnam, Indonesia, Mainland China, and the USA. Lifeworld Series is a cinematic meditation in everyday life.

Title : Haplos

Director/Producer : Diego Silang Maranan

School/HEI/SUC : University of the Philippines Open University

Country : Philippines

Sub-Theme :

Haplós was my PhD project at CogNovo, an interdisciplinary training program in creativity and cognition at Plymouth University. It investigated how vibrotactile stimuli can be used to create a technology-mediated somatic learning experience, and explored how the Feldenkrais Method and cognate neuroscience research can be applied to technology design. The aim of Haplós is to help increase body awareness, which is an important issue because it can help with pain management, trauma recovery, improving physical mobility and stability, improving self-perception and identity-formation, influencing mental awareness, and facilitating general wellbeing. Additional documentation about Haplós (including more photos) is available on <http://www.diegomaranan.com/?p=2696>.

IS SALVATION IN SIGHT?: THE QUANDARY OF FILIPINA CARETAKERS IN TAIWAN

Roweno D. Cinco

Miriam College

As is typical of unskilled migrant workers globally, caretakers from the Philippines are subjected to varying degrees of exploitation by their employers in Taiwan: extended work hours, no overtime pay nor days off, physical and emotional abuse. Worse, they are compensated way below the required minimum since caretakers are beyond the coverage of Taiwan's Labor Standards Act. Lastly, their meager earnings are almost entirely siphoned off by an oppressive broker system. These conditions ultimately consign them to a status of marginalization no different to that they sought to escape from back home.

That Filipina caretakers suffer the most in such a state of affairs is almost axiomatic. Their rights, as reflected in various instruments forged throughout the decades like the Universal Declaration of Human Rights to the Convention on the Elimination of all Forms of Discrimination Against Women, continue to be trampled upon. Is it because they're "guest workers", viewed with suspicion by most of their employers? Or could it be because they're willing to take jobs Taiwanese nationals consider degrading? More than these, the reason is shockingly simple: It's simply because they're women.

This paper seeks to identify, analyze and critique issues Filipina caretakers in Taiwan have long been mired with the end view of recommending further possible improvements. For one, our government should do more to protect their rights from pre- to post-deployment and adequately support their reintegration to society. Of similar importance, however, is the role of civil society in promoting their welfare within a rights-based framework which upholds their womanhood threatened still by patriarchy and economic disempowerment.

That commodification remains as the lot of Filipina caretakers in Taiwan is undeniable. Without stronger interventions to safeguard their well-being, their quandary is bound to persist.

Keywords: *Broker system, commodification, policy interventions, migrants' rights*

BETWEEN A ROCK AND A HARD PLACE: SOCIAL MEDIA IDENTITY WORK OF FILIPINO MIGRANTS IN NEW ZEALAND AND HONG KONG

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Although there is no denying the practical importance of social media (e.g. Facebook, personal blogs) in the lives of migrants by maintaining contact and appropriating co-presence with their families, for instance, it is also imperative to understand how these online platforms act as channels of identity work and self-presentation. Castells (2010) maintains that in the networked age of information, identity has become the main, if not the only, source of meaning in an historical period characterized by widespread destructuring and dissolution of erstwhile stable institutions, social movements, and cultural foundations. For migrants, the question of identity becomes more paramount since they have to ‘find their place in the place they have chosen’ (Lippard, 1997).

My paper centers on identity work of some Filipino migrants in New Zealand and Hong Kong as they engage in their personal social media accounts. I present three cases of Filipinos who have chosen to move permanently to New Zealand and three cases of Filipinos who have been in Hong Kong mainly for contractual work. Using the analytic frames of multimodal critical discourse analysis as developed by Kress and van Leeuwen (2001, 2006) and discourse theory as outlined by Laclau and Mouffe (1985), I submit that my participants’ discourses on social media demonstrate how constructing one’s identity as Filipinos living in these specific places becomes an editorial process of ‘highlighting’ and ‘softening’ certain aspects of the self, which can be argued is not entirely different from what people do every day as a matter of ‘self-presentation’ (Goffman, 1971). In the experience of these migrants, however, presenting the diasporic self on social media is influenced significantly by the ‘places’ they occupy in both the former and new home. Social media act as both semiotic means and stage to display their diasporic lives due to these platforms’ multimodal affordances, allowing users to gain a certain amount of agency in their self-presentation efforts even as they are compelled to perform an idealized migrant life.

THE MIGRANT WORKER AS DISPOSABLE BODY: TESTIMONIAL NARRATIVES FROM A NON-GOVERNMENT ORGANIZATION

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Lived experiences of social marginality necessitate the employment of tactics through which marginalized groups engage varied forms of exploitation, discrimination and abuse. Among these tactics is the writing of testimonial narratives which serves as a discursive practice for marginalized sectors, such as Overseas Filipino Workers or OFWs, to foreground their many-layered narratives of subalternity. With labor export as the Philippine State's de-facto job-generating mechanism, OFWs have become vulnerable to varied forms of abuse and oppression, as well as the concomitant psychological trauma. Using letters written by OFWs themselves and culled from the archives of Kanlungan Foundation, Inc., a non-government organization concerned with the welfare of migrant workers, this paper analyzes the letters according to a two-pronged concept of resistance, one that fuses the discourse of critique with that of affirmation and hope. Specifically, the paper shows how the letters narrativize OFWs' experiences of victimization, as well as how such experiences dialectically create spaces for emancipatory possibilities and fuel the search for collective justice. Finally, I shall attempt to show the implications of these narratives on labor export within the context of ASEAN integration, on Philippine diaspora as a complicatedly alarming phenomenon, and on the imperatives of social involvement made more possible by digital and other media.

ARE YOU FILIPINO?: PERCEPTIONS OF MIGRANT FILIPINO YOUTH ON THE FILIPINO CHANNEL STATION IDENTITY (TFC SID) AND ON THEIR FILIPINONESS

Cecile Angela A. Ilagan

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This qualitative research presents how TFC SID can help determine the Filipino youth diaspora's identity and depth of Filipinoness. Using Yacat's (2005) framework based on the concepts of *loob* (boundaries of inclusion) and *labas* (boundaries of exclusion) of Doronila (1989) and Covar (1995) who added *lalim* (depth), I investigated the shared origin or socio-political dimension (*pinagmulan*), shared milieu or cultural dimension (*kinalakhan*), and shared consciousness or psychological dimension (*kamalayan*) of 32 informants based in the United States, Canada, United Kingdom, Australia, United Arab Emirates, Kingdom of Saudi Arabia, and Italy. Concurrently, using the System of Values of Philippine Psychology (Enriquez in De Guia, 2005), I analyzed the "Galing ng Filipino" TFC SID which was specifically produced for the migrant Filipino youth.

The study was able to determine the following: bases of Filipinoness; TFC SID's relation to Filipinoness; impact of birthplace, parents' origin, languages used, TFC viewing, and length of stay abroad; migrant Filipino youth's perceptions toward TFC SID, including their thoughts, feelings, and anticipated behavior; as well as how they identify themselves and how they value their Filipinoness.

Results reveal that after watching TFC SID, all respondents recognized and accepted their Filipinoness, seeing themselves as within the boundaries of inclusion based on their origin. However, because of the differences in their cultural milieu, they differ in their consciousness that affects the depth (or shallowness) of their Filipinoness. A quarter of them nears the border of exclusion or can be categorized as Filipino only by name, not at heart. They find their being Filipino as neither important nor beneficial and they are not moved by the values conveyed by the TFC SID.

I argue that the use of the Filipino language is one of the primary actions in performing one's identity. This 'movement' between loob and labas is crucial for inclusion or exclusion. I opine that when the Filipino language is used (whether understood only or also spoken/read/written), its use can prompt one to be proud of his being Filipino, have empathy for his fellow orkapwa Filipino, and take an active part in nation-building.

Keywords: *national identity, migration, Philippine Psychology, cultural project, culturebearers*

SESSION 1B

THE LIVED EXPERIENCES OF CHILDREN WITH FILIPINO AND KOREAN HERITAGES

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The diaspora of Filipinos, particularly women marrying Koreans, started in the 1990s. Out of the 21,709 international marriages in 2016, the Philippines ranked 3rd, with Vietnam as the 1st, and China as the 2nd. Consequently, there was an increase in the number of multicultural children. From the total births in 2016, 19,431 were from mixed heritage. The Ministry of Education also reported that a total of 109,385 multicultural children were enrolled in the elementary, middle, and high school as of August 2017, a remarkable increase from 20,000 in 2008 (Statistics Korea, 2016).

This paper aims to describe the experiences of selected children with Filipino and Korean heritages particularly their struggles and coping mechanisms to survive the challenges in the family, school, community, and in the Korean society in general. It further reveals the children's successes and lessons learned from all the opportunities they have encountered.

Aside from the author's personal immersion with these multicultural children, this research is enriched, deepened, and made more meaningful through the personal accounts and stories shared by the selected participants of this research.

Some of the challenges encountered are the following: the acceptance in the Korean family coming from a non-Korean mother; bullying in school because they are mixed blood (and Asians); discrimination in the society because of the support they get from the Korean government; and the stigma they carry with them coming from a multicultural family. The fluency in the use of the Korean language was unanimously mentioned by the participants as one major factor in being accepted in the Korean society and eventually gave them the confidence to integrate in the family, school, and Korean society in general. Having mixed heritages did not prevent them from excelling in school, getting honors, awards, and recognition, and achieving their dreams for themselves and their families.

Keywords: *multicultural children, international migration, migration, multiculturalism, diaspora*

ANNYEONG HASEYO! ANONG SA'YO?: A QUALITATIVE STUDY ON THE CO-CULTURAL RELATIONSHIP OF KOREAN EXCHANGE STUDENTS AND THEIR FILIPINO STUDENT ENGLISH TUTORS

Via Alexandra C. Advincula, Robelyn A. Baustista, Joan B. Buston, Marinella Rosette R. Cruz, Emilio Paolo Q. Fodulla, and Juneau M. Villanueva
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The presence of Korean culture in the Philippines has been more apparent over the past few years – this has opened many economic, cultural, and educational opportunities for growth for both countries. One of the main drivers of this relationship is the booming industry of English as Second Language (ESL) teaching, with more and more Koreans coming to the Philippines to take their lessons. Some teachers of ESL are students in Philippine universities doing part-time work or volunteer work through various organizations and foundations. This study focuses on finding, understanding, and uncovering the adaptations and adjustments of Filipino student English tutors in the University of the Philippines – Diliman undergo in order to accommodate the needs of the Korean exchange students that they tutor. The study is guided by Mark Orbe's Co-Cultural Theory which explains how culture and power affect communication. Findings from focus interviews reveal that while both Filipino student tutor and Korean exchange student exert their own efforts in adapting to each other needs, the former demonstrate more significant adjustments to the latter. Though not explicit and directly observable, the significant adjustments lie in the cultural and communication adjustments Filipino student English tutors must undergo. The adaptation and adjustment is exhibited in the different teaching and communication strategies employed by the tutor, which allows the Korean exchange student to subvert their role both as a student and as a person adapting to a new culture. Ultimately, this study shows that Korean exchange students are the dominant culture despite being in the Philippines.

A SCOPING STUDY ON THE PROMOTION OF ASEAN REGIONAL INTEGRATION THROUGH OPEN AND DISTANCE HIGHER EDUCATION

Alexander G. Flor

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The ASEAN Economic Community requires a collective strategy on capacity development that equitably supports a highly competitive and integrated region. This regional strategy must include: providing labor-market responsive human development opportunities; freeing mobility of skilled workers and professionals across the region; and innovating and diversifying deliveries of skill development programs for the marginalized.

Technically, these three concerns may be addressed by Open and Distance eLearning strategies. ODeL, by definition, is inclusive. ODeL programs transcend geographic boundaries and may be made available to learners from all ten countries in the ASEAN Region. Authentic open education is not bound by cumbersome academic traditions and may be nimbly designed to respond to the needs of the current labor market. Furthermore, regionally recognized ODeL certification and degrees will allow mobility among their holders to practice across the region. Additionally, ODeL provides innovative and alternative educational delivery systems for the marginalized such as online learning, blended learning, flipped classes and Massive Open Online Courses (MOOCs). By nature, these options should be industry driven and thus responsive to labor-markets. Using online delivery systems for capacity development make ODeL innovative and ubiquitous.

The potentials of ODeL for ASEAN Integration was explored in a scoping study commissioned by the UNESCO Regional Office for Asia and the Pacific. This paper reports on the findings of the UNESCO study closely following the arguments given above.

“ASEAN ERASMUS MUNDUS: THE INTERNATIONAL STUDENT MOBILITY IN SOUTHEAST ASIA”

Medardo Bombita

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In celebration of ASEAN@50, this brochure aims to promote student mobility and develop further sustainable collaborative programs and activities in Southeast Asia. Specifically, this hopes to achieve the following objectives:

1. Promote a regionally cooperative approaches to student mobility;
2. Support the structural convergence systems and policies to support student mobility;
3. Promote sustainable movements of ASEAN citizens; and
4. Encourage to eliminate structural differences that hinder mobility of the students

SESSION 1C

CHALLENGES IN ASEAN CONNECTIVITY, HRD AND JOB DESIGN THROUGH BLENDED EDUCATION AND DIGITAL LEARNING

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The vision of ASEAN Leaders “... calls for a well-connected ASEAN that will contribute towards a more competitive and resilient ASEAN, as it will bring peoples, goods, services and capital closer together.” An enhanced ASEAN Connectivity is essential to achieve the ASEAN Community, namely the ASEAN Political-Security Community, ASEAN Economic Community and ASEAN Socio-Cultural Community. The Master Plan on ASEAN Connectivity. The Master Plan on ASEAN Connectivity boldly present goals to “... connect ASEAN through enhanced physical infrastructure development (physical connectivity), effective institutional arrangements (institutional connectivity) and people empowerment (people-to-people connectivity).”

The paper evaluates the data and evidence on ASEAN connectivity with respect to blended education and digital learning. The paper then identifies policy and resource challenges, weaknesses, gaps as well as opportunities for cultural and education institutions, with demand expected to accelerate for IT-enabled, people-to-people connectivity with respect to the transformation of human resources development (HRD), job design and work platforms via digital learning and artificial intelligence (AI).

SANITARY ENGINEERING PROFESSION IN ASEAN: OPPORTUNITIES AND CHALLENGES FOR IT-ENABLED COMPETENCIES, CERTIFICATION AND UPGRADING

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The paper discusses the sanitary engineering professionals within the region. The importance of this profession cannot be underestimated but integration and mobility involves a multitude of challenges and opportunities, as shown by the SWOT analysis identifying gaps for improvements. Policy interventions proposed are as follows: IT-enabled harmonization, and standardization of academic education and professional qualifications. Financial risks in its implementation and mitigation are identified. An action plan template for distance learning mode for the certification, upgrading of sanitary engineering competencies is offered to fill the gaps. The proponent is aware that the success and/or failure of the action plan is heavily dependent on people/stakeholder's acceptance and the ability to harmonize and standardize seamlessly within the ASEAN region.

Keywords: *sanitary engineer; environmental engineer; MRA; education and qualification*

SOCIAL SECURITY, UNEMPLOYMENT TRANSITIONS AND GAPS IN DIGITAL LABOR MOBILITY IN ASEAN

Carl Ivan Bulanahagui Villanueva
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Digital skills mobility is increasing as a significant platform in employment and human resource development. The most visible sector are those engaged in business process outsourcing, as well as freelance work platforms enabled by the internet, including social media. It is important to ensure social protection given the increasing prominence of digital labor mobility in ASEAN. Unemployment insurance is provided in Vietnam and Thailand, but it is important to raise the feasibility in the other ASEAN countries especially for the digital or virtual freelance workforce.

The paper focuses on a possible social security scheme for highly mobile digital labor in BPOs, call centers and freelance work. ILO Conventions 102 and 168 provide a basis for the development of unemployment benefit schemes. The proposal is based on the ILO conventions and aims to improve social protection and employment. It also aims to fill the gap in the existing social security system in the Philippines with the aim to address sustainability issues of citizens in case of unemployment.

The proposed template shall ASEAN workers with employment contracts of 6 months to 3 years or permanent contracts who are employed by private and public sector organizations. The insured must have at least 6 months of contributions during must be registered as unemployed before the UI Committee in the appropriate national agency or authority of the ASEAN member country and must not have found a job within 10 days of registration. The benefit is 60% up to 80% of the average monthly earnings with not less than 6 month contribution. The duration benefit varies according to the number of contributions ranging from 3 months to 1 year.

It must be of prime consideration that the unemployment insurance provide not only for the financial needs of the unemployed, but also provide for assistance for new skills, retooling or upgrading of competencies in seeking reemployment.

RHYTHM OF CHANGE: RECLAIMING THE VANISHING DANCES AND CHANTS OF THE IFUGAOS

Joane Serrano, Consuelo Habito, Aurora Lacaste, Luisa Gelisan, Marissa Bulong, Eulalie Dulan, Noreen Dianne Alazada, Paula Grace Muyco, and Martina Labhat

Culture is dynamic and transforms every time in different ways. In Ifugao, each of the municipalities has distinct rituals that are performed in the life cycle of man, health, economics, politics, and agriculture (Gonzales, 2009). However, technological advancements and the shift in people's lifestyles have changed the way people experience, define and preserve the traditions of their community. The pervasiveness of digital programs and communication technologies in the field of arts introduced modern practices and foreign influence which might cause traditional practices to change or disintegrate. On the other hand, it may also be the solution to preserve culture and strengthen the economy by making it available to the world. The study aims to identify Ifugao traditional dances, rituals, and practices deemed most important by key informants and examine the prospects presented by the digital era to its preservation.

THE IMPLEMENTATION OF MOTTOES VALUES IN IMPROVING THE IMAGE OF UNIVERSITY OF DARUSSALAM GONTOR INDONESIA

Rila Setyaningsih Abdullah
University of Darussalam Gontor

University of Darussalam Gontor (UNIDA Gontor) is a boarding school-based higher education institution founded by founder clerics of Pondok Modern Darussalam Gontor, namely K.H. Ahmad Sahal, K.H. Zainuddin Fannani, and K.H. Imam Zarkasyi (known then as the Trimurti). Application of the Mottoes values is one of the foundations in the image formation of UNIDA Gontor. The purpose of this study is to know about the values of the mottoes of UNIDA Gontor in improving the image UNIDA Gontor. This research used literature study method. The method of data analysis used image formation theory approach. The results showed that the image is quite positive UNIDA Gontor, where students, lecturers, alumni and academicians the values well and implement the values of mottoes UNIDA Gontor: Noble Character, Sound Body, Broad Knowledge and independent mind.

Keywords: *Implementation, Mottoes Values, Image, UNIDA Gontor*

NEXUS OF COMMUNITY-BASED RESPONSES AND GOVERNANCE OF PUBLIC SAFETY DOMAIN IN AVERTING VIOLENT EXTREMISM, RADICALIZATION AND VIOLENT EXTREMISM (VERLT) IN THE PHILIPPINES

Julia de Torres-Unger

Philippine Public Safety College

Much speculation from both the experts and ordinary people have mushroomed regarding the causes that brought about the siege of Marawi City in Mindanao and the possible countermeasures that could have arrested it from happening.

This study aims to explain how community-based responses are essential in preventing the development and growth of radicalization and countering violent extremism leading to terrorism and how the exercise of authority, direction, and control of the public safety domain can contribute in the prevention of the problem. Personal interviews of public safety officers and data culled from seminars and workshops, in which the author was one of the lecturers, for the Training of Trainers (TOT) conducted by the Philippine Public Safety College, the training school of the Philippine National Police, regarding the prevention of radicalization and countering violent extremism leading to terrorism provided the primary and secondary sources of information. The study revealed that there can be a viable link between community-based responses and governance of public safety in preventing radicalization and in countering violent extremism leading to terrorism.

Keywords: *Community-based responses, radicalization, violent extremism, terrorism, governance, public safety domain*

DOES THE NORTH REMEMBER?: OPINION FORMATION OF ILOCOS YOUTH RESIDING IN METRO MANILA REGARDING THE MARTIAL LAW ERA THROUGH SOCIAL MEDIA AS MORE KNOWLEDGEABLE OTHERS (MKOS)

Allyjah Viene L. Ogad, Kaye Angela L. Pabico, Charmaine Ann B. Padilla, N. C. B. Quiachon, and Centenia Danielle M. Resoso

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The truthfulness of the accounts of the Martial Law Era has always been questioned, given the positive and negative perspectives shared about it through media. A clear divide has been created between the pro and anti-stances on the issue, with the Ilocos Region showing strong support for it, as manifested by the ‘Solid North.’ Puzzled by how different narratives were formed about one of the Philippines’ darkest period, this study seeks to understand how Ilocano youth who migrated to Metro Manila negotiate their opinion of the Martial Law Era through their interactions with social media MKOs. Guided by Kolb’s Experiential Learning Theory, Vygotsky’s Social Development Theory, and Berry’s Acculturation Theory, this study was able to gather a spectrum of opinions from focus interviews with 19 informants chosen through snowball sampling. Findings show how the informants either solidified or changed their prior opinion about Martial Law depending on their allegiance or lack thereof to the Solid North, and through their varied ways of negotiation. Migration and social media (SM) helped the informants with their immersion in the era’s different narratives. However, the power of SM is not the major driving force, but acts as an influencer. The process of acculturation with the environment of Metro Manila has given birth to the current opinions of the informants along the lines of positive, neutral, and negative.

FINDING FOUCAULT IN THE ROHINGYA DISCOURSES

Wendell Glenn P. Cagape
Centro Escolar University

The year is 2018 and for the first time in the history of the atrocities against the Rohingya in the Rakhine, the Myanmar Tatmadaw admitted that there were 10 Rohingya Muslims who were murdered in the coastal village of Inn Din (Murdoch, 2018), which happened in the beginning of September 2017, after Buddhist villagers had forced the captured men into a grave they had dug (Reuters, 2018). The admission was relayed by Min Aung Hlaing (Taylor, 2018).

The admission was a rare acknowledgment of wrongdoing by the Myanmar military during the operation it launched in northern Rakhine in response to Rohingya militant attacks on Aug. 25 (Lewis, 2018). These atrocities against the Rohingya Muslims played very much into the hands of the majority in Myanmar who continued to perpetuate this hate against an ethnic group who peacefully existed in the Rakhine State since the 7th century. Until this most recent admission by the Tatmadaw. For years since

Burma was granted independence in 1948 by Great Britain, they started the policy to exclude the Rohingya in the very fiber of the Myanmar tapestry and society. Deemed intruders into Myanmar, the Rohingya were slowly deprived of inclusiveness in 1949 until today. There were episodes of abuses against this ethnic group in the Rakhine that sporadically happened from the period 1949 to 2018.

These abuses too are characteristics of power dynamics wielded by the majority Buddhist, usually sanctioned by the Tatmadaw against the Rohingya.

This paper attempts to find Michel Foucault in all these horrible abuses in the light of his theories on subject and power. It was Frenchman Michel Foucault, born in October 15, 1926 who studied power. Foucault contend that “the exercise of power is not simply a relationship between partners, individuals or collective; it is a way in which certain actions modify others.” He continued that “power exists only when it is put into action, even if, of course, it is integrated into a disparate field of possibilities brought to bear upon permanent structures (Foucault, 1982)”.

This paper situates Michel Foucault’s thesis in his article *The Subject and Power* as published in the *Journal Critical Inquiry* and to find it in the Rohingya discourses, on print – may it be based on reports by the United National Rapporteur on Human Rights, speeches at the United Nations, in the Final Report of the Annan Commission and several newswires that discuss the abuses of the Rohingya in 2017-2018.

The paper considers the reports of abuses by the Tatmadaw against the Rohingya after the August 25, 2017 to the present. Entirely based on secondary data found in online sources such as online scholarly journals, books, news reports by international news agencies, narratives from the United Nations documenting the Rohingya, and other official reports. This paper possesses a qualitative approach in cross-analyzing these documents and extricate meanings that support/validate Foucault’s definition of power and juxtaposing accounts that confronts Foucault’s limits on the definition of power.

Keywords: *Rohingya, Foucault, Southeast Asia, Muslims, Myanmar*

“CONJURING UP A DEMOCRATIC NATION: HISTORICAL AND FILMIC PERSPECTIVES OF THE PHILIPPINE COLONIAL PERIOD”

Jerry Benedict Rosete

The study surveys the sense of nationhood and democracy that prevailed during the Commonwealth Era and the ways and means by which President Manuel Quezon endeavored to build the nation in the midst of colonial influence. Using language as a generative mechanism, the paper tackles the establishment of the Surian ng Wikang Pilipino and its crucial role in establishing the nation. The paper unpacks the imagery of the nation in cinema as evinced by the films of Carlos Vander Tolosa: *Bituing Marikit* (1937) and *Giliw Ko* (1939) and how Tolosa’s aesthetical interpretation is consistent/aligned with the pervading sense of nationhood engendered by the affairs of the State.

The paper hews to ASEANnale’s theme of “Capturing the spirit of ASEAN in the Digital Times” inasmuch as the paper zeroes-in on how a fledgling democratic state was able to harness the validating power of the institutional mechanisms of elections, consultative processes and culture in the formation of national identity, and which needs space for re-articulation in the post-truth ethos of the digital era.

SESSION 2B

MEME-ING MAKING: A CRITICAL DISCOURSE ANALYSIS OF SOCIAL MEDIA MEMES ON THE DUTERTE ADMINISTRATION

Clarisse Faith Buday, Trisha Jasmine Lampa, Charvin Jules Manongsong and Vince Marcus Nobleza

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Memes which proliferate in social media often accompany discussions among online users. These memes are commonly in the form of captioned photos that make fun of certain people, events, and behavior. Media scholars have probed memes as a netizen vernacular; it is being used as a tool to transmit cultural ideas in a manner that is easily communicated in an online environment. In the digital age where more advocates utilize social media to champion for their respective causes, there is a critical need to explore the exchange of messages. This study examines various political discourses embedded in memes, particularly those concerning the Duterte administration.

Studies on memes trace its use back to pre-digital era, but memes have since then evolved into an online phenomenon which creates shared cultural experiences among internet users. Participatory media is further enhanced by memes that allow netizens to express commentaries interspersed with visual content and humor. With Fairclough’s

Critical Discourse Analysis as framework, memes about the Duterte administration were collected from Facebook and Twitter with the objective of surfacing political discourses. Qualifiers for the sample were the following: 1) posted from any page from June 30, 2016 to May 24, 2017, 2) the subject is Duterte and/or his constituents, and 3) the photo is accompanied by a text caption. The sample underwent three (3) levels of textual analysis in order to explore dominant political ideologies communicated by such memes.

This study considers memes as a crucial discourse agent in the context of Filipinos being active users of social media which proves to be a democratizing space. Our results showed sixteen recurring themes across the sixty memes under study. Ideologies were interpreted from these themes, and we discovered that memes do have underlying political discourses of hegemony and resistance as supported by literature. Although the most prevalent depiction of the stances illustrated by memes was characterized by support for the current administration, anti-Duterte stances were also evident. In sum, we ascertained that memes are more than just satiric commentaries; they are utilized by Filipinos as an alternative form of discourse production.

Keywords: *Memes, Political Discourses, Duterte Administration*

MOBILE PHONE AS A TOOL USED BY STUDENT POLITICAL ORGANIZATION FOR POLITICAL PARTICIPATION

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In this highly-connected world, mobile media's influence has reached even the political sphere. In the Philippines, there is a wide access and acceptance of mobile phone technology. This study went beyond the examination of the actual usage of the technology by understanding "how" and "why" young people use it in the context of their membership on political organizations and in the context of their interaction with their similar-minded peers. The study aimed to explore how mobile phone is used by members of student political organizations as a tool for political participation. Guided by the Uses and Gratifications Theory and Self Determination Theory, the study described the respondents' mobile phone-mediated online and offline political participation, articulated the students' motivations, and found out their perceived facilitators and barriers to mobile political participation. Results showed that the respondents mainly use their mobile phones in seeking and sharing of political information, surveying of political information, mobilization, and interaction with other members of their organizations and peers. In terms of motivations for mobile political participation, responses were classified as intrinsic and extrinsic motivations. Examples of intrinsic motivations are the respondents' aspiration for a better society, desire to be informed and inform others, and the desire to be the "watchdogs" of the government. The

respondents' extrinsic motivation includes the expectation of receiving high grades as a form of reward for participating in politics. The study also probed the perceived facilitators and barriers to mobile political participation. Facilitators include physical characteristics, accessibility, and ease of use. Barriers include physical limitations of the mobile phone, privacy issues, limitations of online platforms, and negative impressions regarding the appropriateness of the mobile phone for political participation. The respondents also think that mobile phones can be used for negative purposes such as internet trolling, intellectual shaming, cyberbullying, and spreading fake news. Findings suggest that knowing what motivates users of mobile phones and the users' perceived facilitators and barriers to mobile political participation will enable communication planners to maximize the characteristics and applications of mobile phones in facilitating political participation.

PLAY PRETEND: SOUTHEAST ASIAN GOVERNMENTS' RESPONSES TO THE FAKE NEWS PROBLEM

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In 2016, Oxford Dictionary declared “post truth” as its word of the year while last 2017, the American Dialect Society selected “fake news” for the same recognition. These developments show that in the past two years, the proliferation of fake news websites has truly emerged as a big problem across the world.

Needless to say, even Southeast Asia has not been exempted from this scourge. And while there is little doubt that fake news content are really all over the Internet, the label has also been bandied around by ASEAN governments to go on offense against legitimate new reports.

For instance, Philippine President Rodrigo Duterte routinely dismisses reports critical of his administration as “fake news” propagated by the “yellow media” (the color identified with the opposition Liberal Party). Long-time Cambodian Prime Minister Hun Sen, meanwhile, derided the media for being in the pocket of his political opponents. For her part, Myanmar State Counselor and de facto leader Aung San Suu Kyi sidestepped reports of military atrocities against Rohingya people as nothing but a “huge iceberg of misinformation.”

This presentation will focus on the steps that ASEAN governments have taken in relation to the problem of fake news. In the Philippines, bills have been introduced in the Senate to punish publishers of fake news. This is despite the Duterte administration's apparent nonchalance on the issue.

In Thailand, the Ministry of Public Health even had to develop a smartphone app that will allow them to report fake news content they come across on the Internet.

Indonesian President Joko Widodo, for his part, took the extra step of establishing a new government agency, the National Cyber Encryption Agency (locally known as BSSN) to try to combat fake news.

This paper also raises the possibility that ASEAN governments, particularly those with dictatorial tendencies, may use the opportunity provided by newly-enacted legislations to not ultimately target media outlets that they perceive as critical of their respective administrations. And on a final note, the research emphasized the key role that other social institutions including the academe as well as families can play in the long-term fight against fake news.

DEMOCRACY THE ‘ASEAN WAY’ – ABETTING THE SUPERFICIAL DEMOCRACIES

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‘ASEAN democracy amongst the non-democracies’ The ASEAN is a band of predominantly ‘non-democratic’ south-east Asian governments maximizing the principles of democracy to have a common ground or modality of regional cooperation to develop national and regional aspirations that has become a relevant bloc to neighbouring and significant regional blocs.

Much like the lingua franca of Singapore, the English language has become a common acceptable mode not only of communication but of the overall national approach to social unity. The same way that there should be a common ground to build a foundation to work with, the principles of the ASEAN as an institution with the legal personality to work on regional community building, brings this form of partnership that is unique to the rest of the regional blocs.

The ASEAN approach to regional cooperation is as unique in its institutional tenet of consultation, consensus and non-intervention. The digital age provides the people of ASEAN the opportunity to be most aware of the regional economic, political and socio cultural issues that affects not only the member states but the economic, socio cultural and political security architecture of the region and the world, but this is as far as the digital theme covers.

The paper shall however endeavour to capture the ASEAN spirit into the discourse of the regional structure of ‘superficial democracies’ in ASEAN to how the institutional principles of ASEAN provides equal significance to every member states – to each other, the dialogue and external partners. It shall provide opinions based on the authors limited experience on the development and dynamics of the ASEAN Convention against trafficking in persons especially women and children; to answer the questions:

How is democracy synonymous to the ‘ASEAN Way’? Why should the AMS maintain the ASEAN Way? Is the ASEAN region a model for democracy among non-democracies, or is it otherwise an example of how non-intervention policies dictate the plight of marginalized (even persecute) societies? What is the relevance of the ‘ASEAN Way’ to the member states? How is relevance demonstrated as measure of shared regional responsibility?

SESSION 2C

A STUDY ON THE CORRELATION OF EXPOSURE TO TELEVISION AND ONLINE NEWS ABOUT THE WAR ON DRUGS AND FIRSTHAND EXPERIENCES WITH THE POLICE TO ADULTS’ ATTITUDE TOWARDS THE POLICE

Patrick Adrian Goleta, Alexandra Gabrielle Ofina and Allyjah Viene Ogad
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The Duterte administration’s War on Drugs has increased the prominence of the police as actors and subjects in the news. It is thus interesting to find out whether or not watching or reading news about the War on Drugs has any influence on adults’ attitude towards the police. This study examines the correlation of exposure to television and online news about the War on Drugs to attitude towards the police as guided by the Cultivation Theory and the Social Impact Theory. This study also looks into the moderating effect of firsthand experiences with the police in the cultivation process, because the public’s knowledge of the police are not entirely mediated. Two hundred adults residing in Metro Manila chosen through a multi-stage sampling method were surveyed through an interviewer-administered questionnaire. Findings show exposure to news about the war on drugs are significantly correlated with attitude towards the police. Such that as one’s exposure increases, one’s attitude becomes more negative. Affiliation with the police was found to be significantly correlated with attitude towards the police, while firsthand experiences are not. This body of knowledge helps us Filipinos understand how we react to the kind of democracy that the Duterte administration is implementing in the country.

PNP: POWER NG PULIS THE CULTURE OF POWER OF PHILIPPINE NATIONAL POLICE AS PRESENTED IN GMA’S 24 ORAS

Roslyne Anne Navarro, Rhine Krystel Ner, Jarl Cedrych Pangcog, Anne Celine Rubinas
Veronoca Rainne Setias, and Arjay Torno
University of the Philippines Diliman

The face of authority projected in the Philippines in the past year has been consistent from the 1972 martial law, down to the current injustices of ‘due process’. A democracy, in theory, gives the citizens the right to exercise their freedom with minimal to no

boundaries. With the presence of an independent fourth estate, these rights including basic application of due process must always be in check. Upon President Duterte's assumption to office mid last year, we see emerging commonalities between him and other famous dictators from in and out of the country. Violence has become the oppressors' best friend, and law enforcers have taken on the responsibility (or burden) of the task to propagate it. Mandated to follow the orders of the Commander-in-chief, the police officers partake in the "War on Drugs". Today, proliferation of police brutality has become prominent due to the principles adapted from the president's frame of mind.

This study works on the premise that the media has become the primary venue to both, report and critique the image of power in this day and age. The strength of democracy relies on the reportage of media. Employing an integration of Fiske's Codes of Television, Bourdieu's Theory of Social Practice, and Delpit's concept of Culture of Power, this study aims to answer how the local news program, 24 Oras, propagates the Philippine National Police's Culture of Power through their portrayal. A total of 8 notable issues were analyzed and findings yielded interesting but alarming results. Does 24 Oras remain loyal to its' claim of No Biases, No one protected, No lies, and Solely True Service (Walang Kinikilingan, Walang Pinoprotektahan, Walang Kasinungalingan, Serbisyonng totoo lamang)?

EXAMINING THE PHILIPPINES' STATE IN THE 21ST CENTURY MARITIME SILK ROAD: A COMPETITION OF OLD AND NEW FINANCIAL PLAYERS.

Jim Duran

Far Eastern University

The Philippines has recognized significant trade agreements with the United States, Japan, South Korea and in other countries in Europe and the Asia Pacific region. Now, China has an economic development initiative especially for Southeast Asia. This study aims to explore the new maritime silk road's (MSR) important role in stabilizing and contributing growth to the recovering Philippine economy under President Rodrigo Duterte's leadership. Also, this paper examines the implications of 'One Built One Road' (OBOR) in the present Philippine financial scene. China's growth model may or it may not have domination in the new markets today against its competing and more established American, Korean and Japanese financial players in the Philippines.

Historically, the Philippines was considered the most vital financial location of trading Chinese goods with Mexican produce. The Galleon Trade is golden years of the ancient maritime silk road, a time when Filipino economic rights was limited and conceived by the Spanish sword and cross but so successful that Filipinos under Spanish capacity also gained access to have trading relations with other neighboring Southeast Asian, European and American countries.

In sum, the Philippines, in order for it to be considered a valuable socio-economic and political partner of China, it has to maintain and assure good diplomatic relations with other economic partners like the United States and Japan. Also, new international economic agreements between China and the Philippines have to be reviewed and ratified or perhaps new foreign policies have to be designed and decided not just with China but with a formal alliance with democratic India to help balance economic power in the Asia Pacific region. The security and territorial issue about South China Sea or West Philippine Sea has to be a bilateral concern so that both countries will gain absolute advantages and promote peace in Southeast Asian region. With this speculation, the Philippines will regain its rightful position as a leading maritime and developed staging port to other parts of the oriental and western world.

“THE CONSTRUCTION OF THE REPRESENTATION BASED ON PRODUCT, BRAND ADVERTISEMENT AND CAUSE-RELATED MARKETING: AQUA CASE”

Natalia Widiyari

Atma Jaya Catholic University of Indonesia

The study discusses on how Aqua as the product as well as brand and its cause related marketing activities become the source of popular culture. The customer and community as the stakeholder of Aqua create new meaning using the brand and its advertisement. The new meaning is representations of people’s daily life. Product, brand and the cause-related marketing activities are a top-down communication that controlled by the capitalist. The representations are a bottom-up communication of people who are constructing and reconstructing their everyday life for their own interests.

Keywords: *representation, everyday life, advertisement, cause-related marketing*

SESSION 2D

POWER VERSUS WERPA: INTRAMEDIA INTERACTION AND OPINION ON DEATH PENALTY

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Death penalty is threatened to be imposed in the Philippines with the assumption of President Rodrigo Duterte’s administration. Media sources are the primary source of information regarding the issue because of its availability. The study problematizes the interaction of media sources with each other and their contingent influences on youth’s (ages 15 to 30) opinion on death penalty. This research paper tests the Intramedia Interaction Hypothesis, proposed by Shen and Eveland (2010), on political opinion on death penalty. There is an assumption that combination of the same media modality

produces diminishing returns while combination of different media modality produces additive effects, having higher political knowledge; limited research is conducted to affirm it.

A linear model of the Intramedia Interaction Hypothesis is created to represent the framework. Eight traditional modalities and three hybrid modalities are utilized. The study's hypotheses include nine prominent combinations paired for association and correlation with the scores on the opinion on death penalty. Among the traditional and emerging modalities, hybrid only modality ranked first with the highest explanatory power. Its significance is in line with literature, although a newer type of media, it possesses both the attention of audio/visual materials and the ability to continuously return to the content for the viewers to catch up on information. While text dominant modality comes in second with the premise active or passive readers gain higher political opinion with text based materials because it contains complete information can be reread again.

REGIONAL CINEMA AS 'INDEPENDENT' CINEMA: DEVELOPMENTS IN CONTEMPORARY SEA CINEMAS

Patrick F. Campos

University of the Philippines Film Institute

“Independence” has been the much-vaunted ideal that helped reshape in practice and reframe in concept Philippine cinema in the twenty-first century. From the production of *Still Lives*, the first digital feature film released in the Philippines in 1999, to the present, “indie” cinema has rapidly evolved and become more productive through the years, eventually overtaking in terms of quantity its supposed opposite, “mainstream” cinema. In trying to account for these developments, some observers and commentators have coined the rather problematic term “maindie,” while others have tried to call for a cinema that is supposedly not divided between indie and mainstream. Both these positions, however, are not new and appear to be historically uninformed. They also relinquish the potentialities contained in the concept of independence.

The paper then seeks to remap independent cinema and demonstrate why this concept remains not only useful but also urgent. In remapping independent cinema, I utilize the geographical notion of “region” and show how in both the larger regional context of Southeast Asia (SEA) and the intersecting nodes of SEA spaces with sub- or intra-national regions in the Philippines, the idea of independence is always undermined by and, at the same time, remains potent against the political economy of global cinema that is centered on the previously conceptualized national “indie” cinema. In the process of recuperating independence, I trace the history of SEA cinemas, including Philippine cinema, from the 1990s to the 2000s and reconsider this history in relation to the production of new cinemas in the 2010s.

Keywords: *national cinema, independent cinema, regional cinema*

FILM CRITICISM AND THE NEW MEDIA

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Blogging has reached a certain level of notoriety in the time of populism and fake news. In the Philippines, it has become a medium to propagate fake news and pro-government sentiments. This paper examines film criticism in the Philippines and how its online form (film blogs) has allowed for easy publication, building of the critic's image, and forming his/her legitimacy. It goes back to the areas of print journalism, award-giving bodies, and critic organizations as the origins of the online film criticism. The paper then argues that through remediating these three former sites, online film criticism was able to develop in aspects such as form and content, self-image or self-preservation, and partnership and organizing. This means that the online film criticism media rivaled, reshaped, and refashioned its predecessor media. Such phenomenon is explained through the remediation framework proposed by Jay David Bolter and Richard Grusin. Such findings will be helpful in critically understanding the growth of online media.

Keywords: *New media, remediation, film criticism, blogging, Philippines*

FOURTH YEAR CAVITE STATE UNIVERSITY JOURNALISM STUDENTS' AWARENESS OF AND PERCEPTION ON MEDIA KILLINGS IN THE PHILIPPINES

Jaralyne G. Cueto, Meryll Louise L. Del Rosario, and Jordan Angelli F. Grefal

Miriam College

This study explores how media killings affect the fourth year Cavite State University AB Journalism students' perception toward pursuing a career in journalism.

The research used the Cognitive Dissonance Theory proposed by Leon Festinger in 1957, which focuses on how motivation and emotion influence the perception of the audience (Littlejohn & Foss, 2009). The researchers first identified the information sources of journalism students on media killings, their perception on media killings as reported by their preferred medium, media killings' relevance to journalism students, and their intention to pursue a career in journalism.

The researchers gathered quantitative and qualitative data from the Cavite State University students through a survey and a focus group discussion. The participants say they often encounter news of media killings on television and they strongly agree that safety is a concern that journalists face today. Majority of the students, however, still intend to pursue a career in various fields of journalism regardless of their perception on the threats against journalists. There seems to be a dissonance between the students' views on journalist safety and their career choices, as they do not consider these killings a reason for changing their career path. On the other hand, this can be

explained by some of the students' preferred careers in journalism, such as lifestyle and sports journalism, which are not associated with high-risk beats. Moreover, the students also exhibit a lack of awareness in recent cases of media killings.

This study can inform schools and various media organizations about possible gaps in the students' knowledge on media killings and journalist safety in the Philippines. Having a clear understanding of journalist safety and press freedom is necessary for aspiring journalists and the youth to have an appreciation of the role of journalism in a democratic society, as journalists are responsible for giving citizens the information they need in order for them to exercise their citizenship.

SESSION 3A

TECHNOLOGY, DISASTER AND RESILIENCE: CAN THE ASEAN POLICY LANDSCAPE KEEP UP?

Chad Patrick Osorio
UP College of Law

Due to the geography of Southeast Asia, the region is prone to many natural calamities, ranging from hydrometeorological catastrophes to geovolcanic cataclysms. This is why the Association of Southeast Asian Nations (ASEAN) as an economic community agrees that addressing its peoples' adaptability to natural disasters is a prime concern, particularly with the worsening conditions brought about by climate change. With the advent of ever-improving information and communications technologies (ICTs), new electronic tools are constantly being developed in order to assist initiatives in disaster risk reduction and response management (DRRRM). This paper enumerates a number of best practices in how individuals, organizations and communities use e-tools in order to prepare and adapt to these calamities, and provide a closer look at the resiliency and creativity of the ASEAN spirit in utilizing technology to cope with the gravest of natural disasters. But more than that, the paper analyzes strategies at the level of national and international policy, evaluating the general legal framework through which effective e-initiatives can be adopted and implemented on a wider scale. It offers a comparative review of current DRRRM laws within the ASEAN region, and posits that not only do they fail to provide a solid policy foundation by which these ICT-based tools can be integrated and adopted into sustainable programmes, they also hinder them from doing so.

Finally, the paper concludes by emphasizing the necessity to revisit and revise existing DRRRM policy frameworks, both at the domestic and regional level, in order to facilitate and maximize the utilization of ICTs in uplifting the ASEAN spirit of resilience, and preventing natural calamities from turning into full-pledged disasters.

Keywords: ASEAN, International Law, ICT, DRRRM, Policy Development

Parallel Paper Presentations - Session 3 - Disaster

1 March 2018, 3:30 - 5:00 PM

LET'S TALK ABOUT YOLANDA: A CRITICAL DISCOURSE ANALYSIS OF PHILIPPINE BROADSHEETS COVERAGE

Manuel O. Dasig, Jr.

University of the Philippines Diliman

Guided by Norman Fairclough's "dialectical-relational" Critical Discourse Analysis (CDA) paradigm, the study centered on the discourses and discursive statements about natural disasters in the seven Philippine broadsheets coverage of typhoon Yolanda on November 7 to 15, 2013. The framing devices used to create news and commentary articles were examined through journalistic discourse analysis.

The analysis showed the broadsheets' reportage of typhoon Yolanda is amplified by a storytelling narrative that geared toward portraying people and events in a fictional account. Despite the abundance of factual material about the typhoon, the reportage utilized familiar narrative themes of "humans over nature" and "man versus man" conflicts as well as the stereotyped image of victims and government officials during a natural calamity. Ultimately, the study revealed the broadsheets' construction of disaster and risk centered on a reactive (more emphasis on the events after the typhoon) rather than a proactive stance (the need to tackle disaster preparedness by the press in reporting disaster news). Given the scope of the typhoon's damage and its impact to the country's socio-economic and political life, the time has arrived for Philippine media to be a viable channel of information regarding disaster risk reduction rather than to amplify the damages caused by natural disasters.

Keywords: *critical discourse analysis; typhoon Yolanda; Philippine broadsheets coverage; natural disasters; disaster and risk reduction*

UNDERSTANDING THE SOCIO-CULTURAL LYNCHPIN OF ASEAN REGIONAL COOPERATION ON HUMANITARIAN ASSISTANCE AND DISASTER RELIEF (HADR) IN PHILIPPINE PERSPECTIVE

Danilo Santos Cortez, Jr.

Embassy of the Republic of Indonesia – Manila

Southeast Asia is grappling with the wrenching impacts of climate change and the high vulnerability of countries in the region to colossal natural disasters. In recent years, several Association of Southeast Asian Nations (ASEAN) member states (AMS) have suffered from large-scale natural disasters such as tsunami, earthquake, volcanic activity, and super typhoon; both in accelerating frequency, and in rising intensity. Philippines is particularly at the top of the list of disaster-prone countries not only in Southeast

Asian region, but in the world. This paper explores the intra-regional Humanitarian Assistance and Disaster Relief (HADR) of ASEAN from 2012-2016, in the context of the Philippines. The paper gives emphasis on regionalization and socio-culturalization of disaster response as two dynamic processes that essentially shape the cooperation landscape of ASEAN intra-regional HADR. This paper presents key concepts underlying social constructivism together with a collection of patterns of responses at the vantage point of the Philippines, whereby cultural values as symbolic capital can be deployed to catalyze and facilitate engagements for ASEAN regional cooperation on HADR. In this paper, I argue that placing disaster management under the pillar of ASEAN Socio-Cultural Community serves as a lynchpin --- a central cohesive element, which positively reinforces ASEAN spirit through its common values for community-building and for the cultivation of ASEAN consciousness and regional identity.

Keywords: *ASEAN, regional cooperation, humanitarian assistance and disaster relief, disaster response, social constructivism, common values, and regional identity.*

TOWARDS A CULTURE OF PREPAREDNESS THROUGH DISASTER AWARENESS: PROJECT NOAH'S GOOGLE CONTENT AND ITS CAMPAIGN EFFECTIVENESS AS MATERIALIZED IN AUDIENCE PARTICIPATION IN TWITTER

Thea Pamela Pauline Javier and Cheeno Marlo Sayuno
University of the Philippines Los Baños

Given today's digital times, citizen participation in timely circumstances has become an engagement facilitated through the virtual space. With disaster, which is a human experience, efforts to shape a culture of awareness have become an online engagement as well, as Project NOAH, which stands for Nationwide Operational Assessment of Hazards, attempts at using the power and gift of technology in order to expose online users not only to a hazard and risk monitoring program that shows maps that can help track hazard areas but also to online inform dissemination efforts. In line with this, the study analyzes how information dissemination and audience participation are facilitated in the virtual space, particularly through Google and Twitter, respectively. Through textual analysis, interviews, and content analyses, this communication evaluation study hopes to not only provide insightful conclusions that can help a timely and revolutionary project such as Project NOAH but also understand how the culture of preparedness is instilled or can be further propagated among Filipinos in order for all to continually be prepared and resilient in facing future coming storms. Anchored upon the Networked Communities Model of A. Clark and R. Lipski and the taxonomy of the forms of culture introduced by Gerry Philipsen, the study found opportunities for Project NOAH to explore so that they can provide a more effective cultivation of a culture of preparedness using technology and the advantages of a digital world.

Keywords: *Project NOAH, Google, Twitter, culture of preparedness, disaster awareness*

SESSION 3B

**COMMUNITY MEDIA FOR CLIMATE CHANGE RESILIENCE IN SOUTHEAST ASIA:
EXPERIENCES OF THAILAND, LAOS, AND THE PHILIPPINES**

Mark Lester M. Chico and Benjamina Paula G. Flor
University of the Philippines Los Baños

For Southeast Asia to deeply understand the effects of climate change and become resilient, its nations should explore media's potentials not just for information dissemination but more so for education, inspiration, engagement, and social transformation.

This study answers the question: How are community media used for climate change resilience in Southeast Asia specifically Thailand, Laos, and the Philippines? It describes how media are used for climate change resilience and discusses the information that should be communicated to the people. It likewise explains how this information should be communicated to its target audience through media.

One may argue that in the Association of Southeast Asian Nations (ASEAN), the impetus in mobile technology and boom in social media have brought the biggest change in the media landscape. In the region, specifically in Thailand, Laos, and the Philippines, media are used to disseminate relevant information about climate change, its effects, and strategies on how to adapt. Information comes from various sources, including the government, civic organizations, and private sectors. However, information coming from the local community must be given more space and airtime so that community members can promptly take the needed action based on their area's climate condition.

Aside from weather forecasts, community media can convey the latest farming techniques and technologies, government programs and activities, adaptation strategies, disaster risks reduction and management strategies, among others. It can be localized, simplified, and made appealing and relevant to different audiences.

Educating the general public through the most affordable and fastest media is a must if one were to increase climate change resilience and make people climate smart.

Keywords: *community media, climate change resilience, transformational communication*

“LIKE, SHARE, HELP””: ANALYSIS OF SOCIAL MEDIA USE IN DISASTER RELIEFHarold M. Carag¹, Leonora A. Dirain² and Joel Chester D.A. Pagulayan³¹Graduate School, University of the Philippines Los Baños² Department of Human Kinetics, College of Arts and Sciences, University of the Philippines Los Baños³Asian Center, University of the Philippines Diliman

Social media (SM), especially Facebook and Twitter, are taking an evergrowing part in disaster response. In the advent of Super typhoon Lawin in 2016, social media has played an active role in information dissemination and disaster relief coordination. Super typhoon Lawin (international name, Haima) hit the Cagayan Valley region and caused damages amounting to approximately 9 billion pesos. This paper aimed to analyze the role of social media sites and online communities on the relief operations during the Super typhoon Lawin and to determine the media links and influencers associated in the typhoon coverage. A virtual archival analysis was done to understand social media usage during the time of the disaster. Hashtags #LawinPH and #BangonCagayan were used to locate posts and tweets on Facebook and Twitter, respectively. Situational awareness (SA) of the disaster was facilitated by known media networks with GMA News having the most reactions in the online space. Results showed that individuals, student organizations, church formations were among the active players in the relief coordination and actions. The logistics of the operations were primarily dictated by the online communities in the cloud and coupled by the concerned citizens on the ground. Moreover, the hashtags created a platform for online convergence of the public to spread awareness of relevant information. Majority of the virtual movements which clamored for help and pooled the relief had reached the affected sites while there were some which were not able to document and push with the relief operations. As an effective conduit of needed support during disaster relief, appropriate check-and-balance mechanisms should also be observed to prevent online deception and fraud in times of disaster.

Keywords: *social media, disaster relief, Super typhoon Lawin, Super typhoon Haima*

THE MILLENNIAL APPROACH TO SAFETY GUIDELINES: THE PERCEPTIONS OF SELECTED YOUNG MILLENNIALS ON THE USE OF INTERNET MEMES AS PUBLIC SERVICE ANNOUNCEMENTSMa. Julianne Renee M. Angeles, Ira Sydney M. Palomares and Jasmine B. Peralta
Miriam College

Internet memes are a growing source of entertainment online through social media. They are viewed as a source of humor and entertainment and it is in their nature to be funny and humorous. On the other hand, public service announcements (PSAs) are viewed as credible sources of information used by government agencies and nonprofit organizations to disseminate information to the public.

The Office of the Presidential Assistant for the Visayas (OPAV) and the Philippine National Police (PNP) are government agencies that created a series of safety public service announcements containing Internet memes for Sinulog festival 2017 which they released through OPAV's official Facebook page. The PSAs garnered mixed reactions from netizens because of the contradicting use of Internet memes. Through interviews from both government agencies involved, it can be said that OPAV intentionally created the PSAs in this fashion to catch the attention of millennials and young people. However, PNP says that the content of the safety guidelines as the main message of the PSAs was not emphasized as the focus of the netizens were diverted more on the Internet memes and online icons rather than the message itself. Findings from young millennials support this claim as they see the images more as Internet memes because of their prior exposure to Internet memes as a form of entertainment on social media. Knowing this information, the use of Internet memes as a communication tool should be researched and well executed, especially when it comes to public safety.

AN ANALYSIS OF NARRATIVES ON NATURAL DISASTER: SOCIAL CONSTRUCTION OF EARTHQUAKE EXPERIENCE OF SELECTED RESPONDENTS IN AN ACADEMIC INSTITUTION IN THE PHILIPPINES

Primo G. Garcia and Queenie R. Ridulme
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In recent years, several earthquakes have been felt at an open university in the Philippines and its contiguous areas. While classes in this university are delivered online, its staff members remain vulnerable to earthquake attacks. To mitigate such natural hazards, the university has established Disaster Risk Reduction and Management Committee to plan and implement and monitor policies and activities related to DRRM. This paper aims to examine the employees' experiences of earthquakes, their views of it, the actions they have taken in its aftermath, and identify patterns of relationships between experience, views, and actions. Using qualitative research methods, the study has revealed that people's experiences of earthquakes are varied. Most participants in the study experienced fear and shock during the earthquake and saw earthquake as a reality to prepare for. In addition, some participants, who were mostly members of the DRRM Committee, had presence of mind and saw earthquake as a natural occurrence, indicating that prior knowledge on earthquakes can be a factor in disaster preparedness beliefs and behavior. A few saw earthquakes as a fleeting concern and have not taken any personal initiative towards preparedness. While there is a diverse types of action reported by the participants, on an individual basis, their actions are quite limited. Recommendations on how disaster preparedness can be improved in the university were raised.

Keywords: *earthquake, natural disaster preparedness, qualitative research*

Parallel Paper Presentations - Session 4 - Digital Spaces

1 March 2018, 3:30 - 5:00 PM

SESSION 4A

TECH-A MUNA, TEACHER: BATASAN HILLS NATIONAL HIGH SCHOOL TEACHERS' SKILLS IN EVALUATING NEWS ARTICLES ON FACEBOOK VIS-À-VIS THEIR DIGITAL LITERACY CONFIDENCE

Camille Veronica C. Aquino, Arealle O. dela Cruz, and Ma. Carmela Nastasha H. Tioseco
Miriam College

Following the rise of new media and technology, social media has become more than a platform for social networking; it has become a part of an individual's daily life as a source of news and information. Though such technological advances have benefits both locally and globally, they have also been used as channels for disseminating "fake news". It has become easier to spread disinformation through websites, blogs, and social media platforms including Facebook.

In connection with this, UNESCO recognized the need to address gaps in Media and Information Literacy (MIL), including digital literacy, which led the organization to launch a campaign in pursuit of MIL education for educators and students. In the Philippines, the Department of Education added MIL to the Senior High School Core Curriculum Subjects, but the readiness of Filipino educators to teach MIL has been questioned by Filipino MIL experts. This was validated through a preliminary interview done by the researchers with a representative of Batasan Hills National High School (BHNHS), the public school with the largest student population in Quezon City. She revealed that not all high school teachers receive proper training on MIL.

This study therefore sought to explore BHNHS teachers' skills in evaluating news articles on Facebook vis-à-vis their digital literacy confidence. The sample included English and Journalism teachers of the Senior High School division.

The researchers found that while x out of the 12 BHNHS teachers who participated in the study demonstrated confidence in their digital literacy skills, x of them lacked the digital literacy to differentiate between legitimate and fake news articles found on Facebook.

The findings revealed that majority of the interviewees did not pass the digital literacy simulation included both digital generations, while the 3 participants who passed consisted of one digital native and two digital immigrants, all of whom have received digital training. Thus, it appears that teachers from BHNHS—regardless of age—can benefit from MIL training. To summarize, the findings indicate that digital immigrants alike are capable of becoming digitally literate and be able to see through fake news articles through proper MIL education.

EVALUATIVE STUDY OF TVUP: INTERNET TELEVISION OF THE UNIVERSITY OF THE PHILIPPINES

Lilibeth J. Baylosis and Santosh K. Digal

College of Mass Communication, University of the Philippines Diliman

This study aims to evaluate the internet television of the University of the Philippines, TVUP. The launching of TVUP last November 24, 2016, is a milestone for UP as it can be a platform to regain the ground lost to internet trolls and fake news websites, according to former UP President Alfredo Pascual (Enano, 2016). TVUP “aims to provide professionally -produced and curated content for educational purposes and to show case high-quality programs on scientific breakthroughs, Philippine culture and society, national issues and concerns, and other special topics” (TVUP, n.d.). Consistent with other publicly financed educational institutions in other countries, “TVUP is a testament to the University of the Philippines’ character as the national university — a teaching, research, public service, and global/regional university — shared freely with all state universities and colleges, private and public higher training institutions, other training institutions, and the general public” (TVUP, n.d.).

The TVUP model supports the Open Educational Resources (OER) advocated by the Organization for Economic Co-operation and Development (OECD). The advantages of OER include fostering international co-operation, peer-to-peer collaboration. OER strengthens the traditional concept of sharing and the collaborative idea of the creation of knowledge. Resources come in forms of “digitalized materials” offered freely and openly for educators, students and self-learners’ use and reuse for teaching and research. It includes learning content, software tools to develop, use and distribute content, and the implementation resources such as open licenses (OECD, 2007).

Through mixed method, this preliminary evaluative study tries to address the following concerns: first, if TVUP has advanced and gained foothold by delivering free valuable information for educational purposes; second, if TVUP is moving towards sustainability and viability to operate; and, third, if TVUP has an impact on the awareness, knowledge, attitude, and behavior of UP students. Presently, it is already live and runs daily programs which include “UP Talks”, “Maikling Pelikula”, “Kultura Sining at Iba Pa” among others. Moreover, past documentaries and programs can be accessed through www.tvup.ph (Pineda, 2016). Moving to the third year of operations, the plans are geared towards two things, first is to continue building up a quality inventory of resources and the second is to market TVUP. Despite the birth pains, the present performance of TVUP signifies that the target sustainability is attainable.

GRABE, IT'S UBER-RATED: AN EXPLORATORY STUDY OF FILIPINO YOUNG PROFESSIONALS' EXPERIENCES WHEN USING RIDESHARING APPLICATIONS

Rovina B. Dinapo, Michael Elis G. Espiridion, Steffi Arantxa R. Gianan and Patrick Adrian N. Goleta

College of Mass Communication, University of the Philippines Diliman

Ridesharing applications are taking the Philippines by a storm with their high quality services that provide comfort, safety, and other various affordances to the riders. The millennial young professionals, also popularly known as the yuppies, are in great demand in the labor force for they can occupy technical, managerial and corporate positions while remaining to be technology savvy. Since Uber and Grab are emerging technologies, it is relevant to study how ridesharing applications fit into the lifestyle of young professionals. This study discovered how the Filipino young professionals encapsulate their experiences when using Uber and Grab for transportation. In addition, the researchers explored the human-to-technology-to-human factor of ridesharing applications through utilizing the integration of two (2) theories, namely the theories on Technological Affordances and Social Construction of Technology (SCOT) as the theoretical anchors of this study. Seventeen (17) focus interviews were conducted to gather the insights and narratives of young professionals. Findings discovered the affordances determined by young professionals such as safety, comfort, fare, convenience, quality of service, and accessibility that both Uber and Grab provide, as well as the different meanings of these ridesharing applications in their lives. Yet, these young professionals acknowledge that the technology-driven services are far from perfect, citing how Uber and Grab are continually oriented to the middle-class more so than minimum wage earners. Furthermore, their unique experiences shaped their perceptions and meaning-making of the ridesharing applications. Lastly, the results of this study show that while Uber and Grab are welcomed innovations for many commuters, these services are intrinsically not the solution for the country's long-standing problems with its transportation system. Rather, they serve to set the standard on public transportation that constantly need upholding to solve transportation problems at its roots.

SESSION 4B**SHARING AND DIGITALIZING THE BAMBOO CULTURE IN ASEAN THROUGH SMALL SCALE ENTERPRISE DEVELOPMENT AMONG GRASSROOTS WORKERS**

Dianne Peth G. Castillo

University of the Philippines Open University

ASEAN societies in the various member countries have distinct and priceless bamboo cultures. Digital online skills could enhance the development, promotion and sharing of various bamboo arts, crafts, furniture and other dimensions of ASEAN culture – that digital industry competitiveness is key for the future success or failure of bamboo enterprises, with a huge potential for a global market.

The paper focuses on basic bamboo skills and enterprise development for workers in small scale bamboo craft, and possibilities for digitalization and documentation. Institutional and policy gaps and constraints in human resource development, inventory of existing laws related to the small scale bamboo industry and ASEAN level recommendations are proposed, to enhance and develop the skills competitiveness of the grassroots or local workers in the ASEAN bamboo industry.

HOW DIGITAL ADVERTISING IS SHAPING THE ASEAN COSMETICS INDUSTRY AND ITS CONSUMERS

Vanessa Olivar

University of the Philippines Open University

Digital advertising has greatly influenced consumer's preferences in terms of acquiring goods and/or subscribing to services. There are over 339.2 million active internet users from Southeast Asia. This is 53% of the entire population of the region. The significant consumer demand drives ASEAN industries to invest a huge amount of money for the development of IT infrastructures to keep up with their target market as well as to stay competitive among their rivalries. This practice is widely known especially in the cosmetics industries which presents an excellent market opportunity to millions of ASEAN consumers.

The ASEAN Cosmetics Directive (ACD) is a harmonized standard on safety and quality of cosmetics products, which identifies allowed cosmetics ingredients in cosmetics products that can be marketed in the ASEAN region. Beyond consumer protection, harmonization of cosmetics product safety standards enables the cosmetics industry to access a bigger market. For consumers, this means a wider array of choices, for regulators - a more coherent standard for ensuring the safety (claimed benefits) and quality of cosmetics products in the market. To be at par with industry standards and

to keep pace with the fast-growing demand of consumers, the National Regulatory Authority of the member country must strengthen capacity to a higher level to ensure the safety and quality of cosmetics products in the market through digital advertising.

In the Philippines, the Food and Drug Administration (FDA) is the NRA which has jurisdiction over cosmetics products. In March 2013, FDA implemented the Electronic Cosmetics Product Notification (e-Notification) system which requires submission of application requirements from manual to online submissions. The shorter turn-around time eased the application process for the industry players, making products more accessible at an earlier time. FDA also made available online the notices for the processed applications, in its official website for convenient consumer access and verification. Post market surveillance is also available online for cosmetics products, once notified as non-compliant, with an advisory to the public, through the official website and Facebook page. Thus, the responsibility of choosing the notified cosmetics products is now in the hands of consumers. They can be enticed by advertisements and online marketing strategies, but they should be responsible in ensuring that they choose the right product. In this manner, digitalisation has significantly affected customer perspectives, tastes and preferences for cosmetics.

YOUTH, IDENTITY, AND DIGITAL MEDIA: THE CASE OF IFUGAO

Joane Serrano, Consuelo Habito, Aurora Lacaste, Luisa Gelisan, Marissa Bulong, Eulalie Dulnuan, Noreen Dianne Alazada, Paula Grace Muyco, and Martina Labhat
University of the Philippines Open University

Technological advancements and digital media are no doubt embedded in the lives of people nowadays. This affects how people - most importantly the youth - engage themselves in knowledge sharing and production, artistic expression, and communication. However, there is an ongoing debate as to how digital media technology threatens the youth of today due to negative physical and psychological consequences caused by their engagement with technology. There are some who argues that technology serves as a force of liberation for young people allowing them to create new forms of communication and community.

Indigenous youths are no exception to the positive or negative effects of digital media as well as the global influences that spreads and reshapes their culture. The study aims to explore how the Ifugao youth construct their cultural identity despite this digital time.

ASEANnale Distinguish Award for Higher Education

The Award

The ASEANnale Distinguished Award for Higher Education is bestowed upon a living national of any ASEAN member state serving in accredited higher education institution offering tertiary level ASEAN-related course or academic program for the nominee's long-term, productive, and exemplary involvement in teaching, thesis advising/mentoring, academic course development and in ASEAN-related research. Meant to give full recognition to outstanding, indisputable, and consistent scholarly contribution to the general appreciation of the whys and wherefores of the ASEAN goals of peace, development and community building, the Award carries with it both honor and responsibility of promoting, via scientific inquiry and/or creative expressions, the highest standards of applying theory in praxis for thorough, well-rounded, and inclusive development of ASEAN peoples.

The Awardee

Prof. Dr. M. Atwi Suparman

Prof. Dr. M. Atwi Suparman, M.Sc., Professor of Open University FKIP (UT), with masteral and doctorate degrees in educational technology (Stanford and Syracuse Universities) has not only served Indonesia's higher education sector in various distinctive capacities but also Asian and ASEAN Member States' entry into the modern world of distance learning to reach widest expanse of knowledge production and utilization.



He was vice Rector and later as Rector until 2009 of Universitas Terbuka (UT), President and Executive Board Member of the Asian Association of Open Universities (AAOU), and Member of Board of Trustees (IBoT) to the International Council for Open and Distance Education (ICDE). In his native Indonesia, he has served as Chairman of the Association for the Educational Technology of Indonesia (IPTPI) and of the Professional Association of Distance Education of Indonesia (APPJJI).

Professionally, he has helped train public and private university lecturers in improving instructional activities and UT course writers, provide consultancy in instructional design for business and industries including banking sectors to develop their curriculum, learning materilas, job aids, and training program evaluation. Till today, he has committed to training for UT Lecturers in Research and Development for New Generation of UT instructional Materials (BP GERU).

Pak Atwi, as he is fondly called by the UT community, initiated in 2008 and was instrumental in the development of the ASEAN Studies Graduate Program, the first graduate program on ASEAN Studies. Its program structure and materials were collaboratively developed by five Open Universities in the ASEAN region, namely, Universitas Terbuka, Open University of Malaysia, University of the Philippines Open University, Sukhothai Thammathiraj Open University and the Hanoi Open University.

For all these and innumerable others, he was awarded an Honorary Doctorate of Education by the Open University Malaysia in 2009, the AAOU Award of Meritorious Service given at the Hanoi Open University in 2010, and the Robert de Keiffer International Fellowship Award from The Association for Educational Communication Technology, in Anaheim, California in 2013.

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“The ASEANnale Trophy designed by renowned multimedia artist Dr. Grace Javier Alfonso is a deconstructed representation of the ASEANnale logo. It is a 12” fiberglass resin tower of Ten Bars representing the 10-member ASEAN countries, with Ten Leaves in an explosion of colors to embody the diversity & plurality of the ASEAN perspectives & narratives. The trophy’s silver sheen contributes to a digital technology characteristic that symbolizes the advancements & aspirations of ASEANnale as a multi-modal and multi-textual venue for cultural dialogue and exchange.”

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