

1 **An Assessment on the Digital Facebook Page as means of Information Dissemination**

2 **ABSTRACT**

3 The high demand of e-governance and its use of social media has recently been a focus of several
4 communication studies. Due to the need for isolation, communities tend to rely on social media platforms, such
5 as Facebook, to gather information on health and safety protocols. In turn, local government units set up their
6 social media accounts to aid in disseminating necessary content. This demand is not only observable in local
7 government units but as well as in smaller sections of the government such as the Sangguniang Barangay (SB).
8 Among the several SBs in City of Malolos that set up a Facebook account or page are Barangay Sumapang
9 Matanda, Barangay Santisima Trinidad and Barangay Catmon. The prime objective of this study is to assess the
10 level of engagement of barangay citizens in using the Official Facebook page of their barangay by identifying
11 and describing the users of the said social media through their likes, comments and shares on Facebook, then
12 assessing the digital content of the respective Facebook pages of the barangays (SBs) to assist in the
13 improvement of its Facebook pages. A survey was conducted to 400 respondents from the three barangays
14 which showed that public service announcements (PSAs) dominated the Facebook pages while status updates
15 on the programs of government officials are regularly present by using the mother-tongue language for the
16 writing format. Facebook was the most prominent social media used wherein most of the respondents are aware
17 of its existence as an e-governance platform. Respondents used Facebook for around 2-3 hours a day, spending
18 most of their hours by watching videos and getting online information. Overall, the Facebook page of
19 Santissima Trinidad indicated high engagement than the other two (2) Facebook pages. The ease of use was
20 marked high as the Facebook pages were often perceived to be user-friendly. However, the timeliness of posts
21 did not meet the expectations of its users as information was sometimes posted late or its timing not accurate.
22 The gathered analysis will be the foundation for the improvement of the Facebook pages of the selected SBs and
23 could eventually be a basis for policy formulation in using Facebook as a means of communication in the
24 barangays.

25 **Introduction**

26 The advent of the internet has opened new platforms for various human activities, from information gathering to
27 social interactions, education, entertainment and the adoption of selected online government services for public
28 administration and communication purposes. The use of online transactions has become a part of government
29 innovation from the traditional face-to-face and paper-based transactions around the world.

30 The last decades introduced the world to new information and communication technologies such as mobile
31 phones, laptops and tablets and now, the social media applications. Every new technology brought
32 unprecedented changes to society which in turn influenced cultures of communication and interaction. The way
33 people communicate changed based on the emergence of the technology presented to society.

34 The popularity of social media, specifically the social networking sites (SNS), have crossed the boundaries from
35 simply connecting people to bringing more valuable functions with most applications offering everything thus,
36 becoming a one stop shop for everyone's needs.

37 Various functions of online platforms such as that of the social media have proven useful in governance, such as
38 the case in South Africa where Facebook is deemed as the primary social media. It is positively linked to
39 "governance dynamics" of the continent, although the importance given to Facebook as an avenue for
40 governance may vary per country (Asongu and Odhiambo, 2019, p.10).

41 Governments around the world are seizing the opportunities presented by social media, specifically Facebook,
42 to increase its influence over the citizens in the hopes of effecting participation and awareness to its programs.
43 Such is the case study of Sobaci, Hatipoglu and Korkmaz (2018) in their study about the types and categories of
44 Facebook posts and the level of citizen participation in the Marmara Region of Turkey where they found out
45 that there is a direct relationship between the type and category of posts on Facebook and the level of interaction
46 from the citizens. Videos and links were found to gain more interaction compared to photos. However, the study
47 showed that the Facebook administrators of the region used photos more than videos to communicate and
48 disseminate information.

49 "In the Philippines, efforts to integrate E-Government as a key lever in development started two decades ago"
50 (Magno, 2018, p. 153). The country has proven that time and again, using the internet and the social media are
51 an inevitable part of the daily lives of Filipinos. Manila Times, an online news portal, cited the report of
52 advertising firms We Are Social and Hootsuite, "...that Filipinos remained the top consumer of social media,
53 with an average daily consumption of four (4) hours and 15 minutes. It could be noted that the global average
54 was at two (2) hours and 25 minutes" (Cruz, 2021, October 14).

55 Government communication focuses on releasing public service-oriented content that can easily be disseminated
56 widely to the people; such as news, the government plans, activities, decisions, and actions. It aims to
57 accomplish a variety of goals, like explaining the government's plans and activities to the people, informing the

58 public regarding their rights and obligations, providing instructions on how to act in an emergency, and raising
59 public awareness on social, economic, and environmental issues (Radwan & Mousa, 2021).

60 The press, radio, and television are some effective communication tools to reach a big audience, particularly
61 when presenting a campaign message. In modern society, traditional and social media are the two major routes
62 through which people use to exchange information. The manner of transmission is a key component of an
63 information-improvement approach. Since the world is moving towards advancement, different information
64 bodies are encouraged to maximize the extent of the advanced technology which includes the government that
65 has the most vital role in the country (Pateña, 2018). For instance, offices in the Philippines are urged by the
66 Department of Information and Communications Technology (DICT) to use social media in promoting their
67 programs and policies.

68 As specified in an article authored by Barnhart (2022), personnels from government agencies are those that are
69 more exposed and engaged with a large number of social media users. The government is required to engage
70 with its citizens even through social media—it is a civic imperative. Considering this fact, social media is
71 becoming the most popular digital channel for two-way communication since it allows the sender to obtain
72 feedback. Evidently enough, it holds an essential function of helping the government receive reactions from
73 citizens in the fastest way.

74 According to Huffman (2017), the power of social media's extent has changed for most Filipinos. A student
75 from a roundtable discussion of the study stated that people are more engaged and updated about certain events
76 because of social media—especially the youth who are more likely to get involved in discussions as they desire
77 for change. Technologies such as social media sites, wikis, and folksonomies have become part of e-
78 Government as they create solutions to the problems of the community. As a core of the e-Government, the e-
79 Democracy also takes place which emphasizes the capability of citizens to engage, communicate, criticize, and
80 suggest possible solutions to the encountered problems.

81 As of October 2021, Facebook remains to be the “most popular social media platform among internet users in
82 [the] Philippines” where “Ownership of a Facebook account is nearly universal among internet users in the
83 Philippines as a whole (99%) and across geographic areas and socio-economic groupings,” according to a
84 published online news report from GMA News online, a leading news source in the country (Malig, 2021).

85 Although the Philippine government, both national and local government units, use social media as a tool for
86 communication, the efficiency of using social media, particularly Facebook, is worthy of further study to better

87 capacitate the Local Government Units (LGUs) in their social media consumption. Even Magno (2018) in his
88 study on “E-government and Philippine Development” agreed that “In the past, every transition to a new
89 administration result in a change in the office designated to steer E-Government implementation (p.153).”

90 The problem also arises at the end of every politician’s term where the Facebook page of the barangay is
91 coterminous with that of the incumbency of its administrators. This shows one downside of the implementation
92 process related to the use of social media by the government. The use of social media as support to the
93 administrative functions of the government is supposed to be a strategic action towards disseminating
94 information to the public and getting feedback in lesser time.

95 With the absence of continuity in the use and maintenance of social media pages for administrative and
96 management functions, the strategic implementation of an efficient communication is at risk. Consequently, this
97 could affect the desire for an efficient public service.

98 The rapid changes in the process of using new technology for human consumption is incalculable that
99 sometimes, the maximum potential of the technology in question is unreached or abused. Hence, the need to
100 understand how each component of our society engages in the use of technology and how it directly affects our
101 lives will always be a matter that needs our attention.

102 Therefore, the study aims to assess the digital content of the Facebook Page of the chosen Sangguniang
103 Barangay (SB) as means of information dissemination in terms of its posts-community announcements, purpose,
104 and use of Facebook features, writing format and over all guidelines.

105 *Impact of Digital Media on Civil Society*

106 According to a 2010 paper by Howard, new digital technologies are a crucial addition to improving political
107 communication. Digital media and social networking sites have a significant impact on political culture by
108 offering a variety of communication channels that can advance the sociopolitical facets of society and promote
109 political freedom for those who are able to express their opinions. He went on to say that modern civil society
110 already uses the internet and new media for communication. Civic society creates virtual communities for
111 communication through the usage of the internet. "The Web provides them with a decentralized information
112 infrastructure where social movements can develop" (Howard, 2010).

113 Finally, he made note of the fact that, so far, digital technology-dependent political cultures have a greater
114 global presence than conventional ones since they are much easier to spread. "Every time a citizen uses a mobile

115 device to document a violation of human rights, uses a collaborative spreadsheet to monitor state spending, or
116 compiles evidence about official corruption, she boosts civil society and advances democracy. The most
117 significant effect of digital media may be that it helps people become accustomed to both watching and creating
118 political information " (Howard 2010).

119 *E-governance at the Local Government Level in the Philippines: An Assessment of City Government Website*

120 According to Siar (2005), using advance technology for improving the control and enhancing government's role
121 in giving public service and public administration is getting high reputation nowadays in many parts of the
122 world. Recently the Philippine local government saw the importance of the city website however, there are few
123 adoptions from e-governance tools. The outcome presented there are information and resources that could be
124 enhanced for the reason that most of the information that are available were only about promoting citizen's
125 awareness and knowing more about their community.

126 Though there are information that are provided on their website, it still needs to be enhanced for it was
127 limited to usual information such as: demography, history and culture, and some information about the
128 politicians and their position in the government (Siar, 2005).

129 This research will be significant for it is about the awareness of the Sangguniang Barangay and its
130 administrators and staff/personnel about the usage of the technology which is the digital media.

131 *Facebook Content Strategy*

132 According to Lee, quotes are universal and increase your Facebook interaction since they are easily absorbed by
133 individuals who can relate to them (2016). Emoticons are a different tactic users can employ for powerful
134 content. Hutchinson's essay from 2019 claims that using more emojis increases engagement, while those
135 without emojis have the lowest average interaction rate. Then determining a good project name since, according
136 to Stibbe (2021), names have power. They have the ability to motivate individuals to behave as though they
137 were being used properly. They significantly affect a company's tone and brand.

138 Slattery et al. (2013) state that the employment of the elements and typefaces affects how much space should be
139 added to a line of text depending on its content. Additionally, earlier research indicates that when flanking
140 letters are close to the main letter, lateral inhibition or crowding may be at play. If so, narrowing the gap
141 between words within the word spacing might impede word processing.

142 **Methodology**

143 The researchers conducted the study to 65 (Catmon), 191 (Sumapang Matanda) and 144 (Santisima
144 Trinidad) respondents from the total population of the three barangays from the 2020 census. They based this
145 sample size from Slovin's Formula Sampling Theory. The Slovin's formula led to a sample size of 339 from
146 Catmon, 1317 from Sumapang Matanda and 1010 from Santisima Trinidad. Furthermore, the researchers sought
147 advice from their statistician as regards limiting the mentioned sample size to a more reachable and time-
148 efficient figure. Hence, a ratio of 1:50 is considered.

149 After calculating, the researchers came up to a list where the number of respondents with each of the
150 selected barangay: 65 (Catmon), 191 (Sumapang Matanda) and 144 (Santisima Trinidad) with the sum of 400
151 respondents.

152 The researchers used both quantitative and qualitative approach. The researchers used Qualitative
153 approach to get the statistical measurement of the respondents' usage of their barangay Facebook page in terms
154 of factors based on End-User Computing Satisfaction. The researchers, on the other hand, conducted survey to
155 students to gather data that helped them in assessing the Facebook Pages or accounts as means of information
156 dissemination in the perception of the students.

157 For this study, the researchers used a questionnaire as primary source of data designed for the selected
158 respondents. The questionnaire was divided into three parts. The first part includes questions to get information
159 about the respondents' demographic profile, comprised of their gender, frequency, and length of Internet
160 usage. The second part consists of questions to determine the Internet user behavior or of the respondents; this
161 helped the researchers know how several important aspects can affect the respondents' point-of-view towards
162 the usability of their Facebook page. These aspects included the respondents' frequency of use, and length of
163 exposure- both in terms of Internet usage. The third part of the questionnaire contained an evaluation form where
164 the respondents have rated barangay's Facebook page as means of information dissemination in terms of its
165 content, accuracy, format, ease of use, and timeliness. These factors were based on the End-User Computing
166 Satisfaction or EUCS.

167 After getting the weighted mean frequency for each element, the researchers based the verbal
168 interpretation to the Likert-Scale Table as shown below:

169 Table 1. Likert Scale Table with Verbal Interpretation

Numerical Value	Degree	Verbal Interpretation
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1.00-1.49	1	Never (not effective)
1.50-2.49	2	Rarely (Slightly effective)
2.50-3.49	3	Sometimes (Moderately effective)
3.50-4.49	4	Often (Effective)
4.50-5.00	5	Always (very effective)

170

171 **Results and Discussion**

172 The analysis and interpretation of those data followed the order of the questions set forth are discussed
 173 respectively.

174 *Description of the Facebook page in terms of the types of announcements, purpose, use of features, and writing*
 175 *format.*

176 Based on the content analysis conducted using the three official Facebook pages of Barangay Sumapang
 177 Matanda, Santisima and Canalate, the results of the thematical analyses about the types of announcements that
 178 are available on the respective Facebook pages are the following:

179 **Public Service Announcements (PSAs) in the form of written text messages.** PSAs are a type of content that
 180 are regularly found in the Official Facebook pages of the three barangays. Mostly, the announcements focus on
 181 the activities of the local government units that relate to their advocacies in the barangays. From January 2020-
 182 December 2022 posts, the PSAs focused on relief drives and vaccination announcements. Updates regarding
 183 relief distributions from the provincial and the local sectors were announced including the schedule and the
 184 venue where the distribution will take place.

185 **Notice to the public in the form of digital posters.** These are information sent to the citizens about any
 186 proposed action coming from the officials of the barangay. This may either be updates about the programs of the
 187 local government or the campaigns that they launched. Mostly, these notices are reflected in the resolutions
 188 created for implementation in the barangay.

189 Moreover, the proponents observed that the Facebook posts are also resharing of posts from the Information
 190 Office of Malolos. They also have organic posts including photos of their accomplished activities in the
 191 community. Holiday and personal occasion greetings are also present.

192 **Self-promotion.** According to Botta (2020), good imagery in produced materials are memorable for the target
193 audience. In addition to this, using an enticing, well-paired image has another benefit that may be more
194 unexpected— images tend to be distinctive over time, and customers will recall the image to locate the same
195 material while viewing search results in the future.

196 For the purpose of utilizing Facebook in governance and reaching out to the citizenry, it was found that the main
197 purpose is to **update the citizens with relevant information.** However, the other features of Facebook such as
198 video conferencing, calendar, etc. were rarely used **to increase the interest and engagement of the residents**
199 **per barangay.** Hence, the LGUs are unable to fully utilize the capacity of Facebook.

200 Use of Features. Reddick (2004, p.38 as cited in Hoffman, Beverungen, Rackers and Becker, 2013 p.393)
201 mentioned in his study that citizens are able to build interaction with the government through online means in
202 two ways: “the information dissemination phase in which governments catalogue information for public use”
203 and “transaction-based e-government in which there is e-service delivery”. However, Hoffman, Beverungen,
204 Rackers and Becker (2013) added that Facebook creates a different way of communicating especially in the
205 government where the role of the government as sender becomes more of a facilitator.

206 In this study, status updates, comments, wall posts, private messages, chat, and groups were explored through
207 contextual analysis where comments and status updates were prominently used by the administrator of the
208 Facebook page of the barangays.

209 Status updates were evident in the posts of the local administrators of the barangays where activities
210 spearheaded by the barangay officials were posted. These include the date, venue and time of the activity.

211 Comments were also a prominent feature of the Facebook pages where the true exchange of
212 communication takes place. The citizens are given opportunities to take part in the discussion which boosts
213 social interaction and engagement. The comments section serves as the place where opinions, ideas, suggestions
214 and the process of communication happens.

215 **Writing format.** Two key aspects of infographics are technical writing and precise context. The efficacy of the
216 writing style is measured by how participants understood it through the formatting or structure of the content.
217 As clarified by the experts, writing styles can have various treatments depending on the content and its use.
218 There may be contents wherein it is deemed serious but the way it is written is still reminiscent of the brand
219 voice. Content and its writing style should be aligned to ensure that the message is delivered well to the

audience. According to a study conducted by Knight (2015), content should be relatable and personal to a community. The experts mentioned that it should be colloquial. Meaning that it should be able to connect to the language of the masses or the target audience like what iManila (2022) recommended as well. As mentioned, writing should be humanized. Similarly, it is the Filipino language that was chosen and used consistently. The mother-tongue language of most Filipinos makes the content of a Facebook post seem inclusive and conversational. Choosing mother-tongue languages are proven to be useful mediums when it comes to information dissemination as explained by the Department of Education.

2.Characteristics of the citizens of each SB in terms of psychographic profile, purpose of using social media, frequency of social media use, level of awareness on the official social media page of the barangay, and the preferred types of content.

Table 2. Frequency distribution of the preferred social media to be used.

Profile	Category	Frequency	Percentage
Preferred social media	Facebook	256	64
	Tiktok	43	10
	Instagram	38	9
	Youtube	63	15
TOTAL		400	100

As shown in Table 2, Facebook is still the most preferred social media of the residents from Barangay Canalate, Santissima and Sumapang Matanda. The digital report for 2022 showed that Facebook is the third (3rd) highest preferred social media worldwide according to We are Social (2022). However, in the Philippines, Amurthalingam (2022) disclosed that Facebook is indeed the most preferred social media with 48.7% from the total population of 76.01 million. It is evident in the result of the survey with 64% of the respondents choosing Facebook as their preferred social media. This was followed by Tiktok and Instagram.

Next is the level of awareness of the respondents which was measured by directly asking whether the respondents have visited the Facebook page of the barangay and whether they are aware of its existence. These were answerable by Yes or No where Yes was given an equivalent of one (1) point, while the No answer was given an equivalent of zero (0).

241 Results showed that most residents know about the existence of the Facebook page of their barangay because
242 they have visited it and they are explicitly aware of it. However, not everyone automatically follows the page
243 despite knowing about its existence.

244

245 Table 3. Frequency distribution of respondents' social media use

246

Profile	Category	Frequency	Percentage
Frequency of social media use	1 hour a day	65	16
	2-3 hours a day	166	42
	4-5 hours a day	76	19
	6 hours and above	93	23
TOTAL		400	100

247

248 Table 3 shows the frequency distribution of the respondents' social media usage behavior in terms of their
249 frequency of use within a week. 77% (309) of them spend time online 5-7 times a week, 14% (56) access their
250 social media 2-4 times a week, while 9% (35) use once a week or below. It points out that most of them are
251 spending time online 5-7 times a week.

252 Following the frequency of social media use is the preferred type of content in social media. "Video
253 format posts encourage users to actively engage on fan page by sharing their opinion and comments toward
254 firms' posts, while photo formatted content stimulates passive users' engagement through liking behavior."

255 Table 4. Frequency distribution of preferred content type

Profile	Category	Frequency	Percentage
Preferred content type	Video	186	46
	Photos	132	33
	Posters	54	13
	Announcements	28	7
TOTAL		400	100

256

257 As shown in Table 4 above, the respondents have chosen videos as the most preferred content of the
 258 Facebook page of their barangay with 46% of votes. The succeeding choices were photos with 33% and posters
 259 with 13%. The least among the choices are the announcements which we regularly see through templated format
 260 or messaging.

261 Videos are seen to be more engaging because of the content that serve as entertainment to most
 262 respondents. Photos, on the other hand, require assessment, therefore requiring more time to dwell on the photo
 263 before anyone can make comments. The usual response to the photo is a like while actual comments are given to
 264 videos.

265

266

Table 5. Frequency distribution of the purpose of social media

Profile	Category	Frequency	Percentage
Purpose of using social media	News	30	7
	Information	145	36
	Updates	49	12
	Entertainment	176	44
TOTAL		400	100

267

268 Table 5 shows that the respondents use social media, specifically Facebook for entertainment.
 269 “Entertainment features prominently among the most important motives for the use of Facebook (Pempek,
 270 Yermolayeva, & Calvert, 2009; Quan-Haase & Young, 2010; Smock, Ellison, Lampe, & Wohn, 2011; Tosun,
 271 2012), and a number of studies have demonstrated a significant positive relationship between entertainment
 272 gratifications and the intensity of Facebook use (Cheung, Chiu, & Lee, 2011; Krasnova, Spiekermann,
 273 Koroleva, & Hildebrand, 2010)” (Reinecke, Vorderer, and Knop, 2014).

274

275 In determining the level of engagement of the citizens with their local government Facebook
 276 page/account, the researchers randomly picked 50 posts from 2022 to 2021 and computed the posts’ average
 277 number of likes, comments and shares. The follow table shows the results for each of the Sangguniang
 278 Barangay’s Facebook page/account.

279 Among the three Facebook accounts/pages, Barangay Santisima Trinidad has the highest average of
 280 likes with 97.47. Moreover, the same barangay has the highest average of comments with 43.29. Lastly,

281 Barangay Caingin earns the highest average number of shares with 19.88. Meanwhile, the abovementioned data
282 shall be compared on the total number of followers of the Facebook Accounts or Pages to identify the level of
283 engagement.

284

285 The respondents of Sangguniang Barangay Facebook Pages/Accounts often provides important,
286 sufficient and understandable information. It means that the evaluation on the Facebook accounts/pages is
287 effective in terms of its content.

288

289 In addition, the respondents perceived that the information they get from the Facebook page/account is
290 often accurate and they are often satisfied with the information. It indicates that the respondents also find the
291 accuracy of the Facebook page/account as effective. Respondents often get the information from the
292 Sangguniang Barangay Facebook page/account as clear and in useful format. Basically, it reveals that they
293 evaluated the page/account in terms of format.

294

295 For the ease of use, respondents perceive that their Sangguniang Barangay Facebook page/account
296 often allows them to use it easily. It indicates that the Sangguniang Barangay Facebook page/account is
297 effective in terms of ease of use because it is user friendly, and it lets the user to navigate easily through it.

298

299 Regarding the timeliness of the information the Sangguniang Barangay Facebook page/account, the
300 respondents sometimes get up-to-date information. It means that the respondents evaluated the element
301 timeliness as moderately effective.

302

303 Based on the respondents' perception, all of the four elements (content, accuracy, format, and ease of
304 use) scored often while in the element Timeliness, the Sangguniang Barangay Facebook page/account only
305 scored sometimes. The final verbal interpretation shows often, this means that the Sangguniang Barangay
306 Facebook page/account is effective based on the respondents' perception.

307

308

Table 6. Facebook features

309

Features to be improved/added	Percentage
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Provides updated news/content	53
Design of the Sangguniang Barangay Facebook page/account	9
Search function	14
All should be improved	24
TOTAL	100

310

311 Table 6 relays the features of the Sangguniang Barangay Facebook page/account as suggested by the
 312 respondents. 53% of the respondents agreed that the Sangguniang Barangay Facebook page/account should
 313 provide updated news/content. Moreover, 24% of them answered that all should be improved. 14% demands for
 314 the development of search function, while 9% of the respondents agreed for the improvement of Sangguniang
 315 Barangay Facebook page/account design.

316 Looking closely at the feature that has the highest percentage, it could be seen that majority of the
 317 respondents are longing for the further improvement of their Sangguniang Barangay Facebook page/account in
 318 terms of its contents. Moreover, making up the least percentage are respondents who are after the development
 319 of the Sangguniang Barangay Facebook page/account's design or visual appeal.

320

321

322 **Conclusion**

323

324 In light of the findings and analysis, this study finds that there is a need for the Sangguniang Barangay
 325 to hire an administrator who will serve as their social media manager. Moreover, a technical writer can also
 326 supplement the integration and handling of the operation and management of their social media account. On one
 327 hand, the hired social media manager will be responsible in managing the technical aspects of the Facebook
 328 page. On the other hand, the technical writer will focus on the content and messaging that will be posted in the
 329 page. This study also suggests that the Sangguniang Barangay Officials implement a quarterly seminar and
 330 training that will help improve the management of their Social Media account.

331 The importance of a quarterly training about the importance of information dissemination through
 332 social media account is an additional need in the Sangguniang Barangay. The training shall be composed of
 333 news writing, message/content composition, creation of organic digital poster, information card, audio and
 334 video presentation.

335 Meanwhile, the study asserts that the Sangguniang Barangay Community needs to familiarize
336 themselves to the official Facebook Page of their corresponding Barangays by constantly visiting the page. This
337 study also proposes that the Sangguniang Barangay Community consider being a citizen correspondent as well.
338 This may help them explore and be exposed on the information about the Sangguniang Barangay. It is also
339 recommended that they attend seminar and training sessions about the importance of being a responsible social
340 media user.

341 Furthermore, future research on this study can consider expanding the reach of the research in different
342 LGUs, and/or different public offices.

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