



**Tanggapan ng Kalihim**  
Office of the Secretary


OCT 13 2004

DepED MEMORANDUM  
No. 417, s. 2004

**SURVEY ON EDUCATIONAL TELEVISION PROGRAMS**

To: Regional Directors  
Schools Division/City Superintendents  
Heads, Public Elementary Schools

1. The ABS-CBN Foundation, Inc., through its Research and Teacher Training Department under the E-Media Program will conduct a study to ascertain the impact of its educational television shows namely: Sine'skuela, Mathtinik, Epol-Apple, Bayani, Hirayamanawari and Pahina.
2. In this connection, this Department will participate in this research study by providing assistance in the distribution, administration and collection of survey forms. Below is the system for data-gathering:
  - a. Survey forms will be transmitted to the Division Offices (DO). These forms can also be handcarried by the Regional Directors during their regular meetings in DepED Central, whichever transpires earlier;
  - b. Survey forms will be distributed to the School Heads of the selected schools;
  - c. School Heads are expected to accomplish the survey form within one week. The form is designed to be self-administered;
  - d. Survey Forms will be submitted to the Division Office. The DO will serve as the depository of all accomplished questionnaires; and
  - e. The survey forms will be transmitted back to the Office of the Undersecretary for Programs and Projects, DepED Central Office, Meralco Avenue, Pasig City thru pouch/mail or thru the District Offices on or before October 15, 2004. All documents will be submitted to ABS-CBN Foundation through this office.
3. Enclosed is the survey form. For more information, please contact Ms. Kayen de Vera, ABS-CBN Foundation, Inc., at telefax no. (02) 921-99-34, direct line (02) 411-08-55.
4. Immediate dissemination of this Memorandum is desired.

  
FLORENCIO B. ABAD  
Secretary

Encl.: As stated

Reference: None

Allotment: 1—(D.O. 50-97)

To be indicated in the Perpetual Index under the following subjects:

EDUCATIONAL SHOWS

PROJECTS

SURVEY

Educational Television Program  
Evaluation Form

Name: \_\_\_\_\_ Age: \_\_\_\_\_ Sex: \_\_\_\_\_  
Designation: \_\_\_\_\_ No. of years in current school: \_\_\_\_\_  
School: \_\_\_\_\_  
School Address: \_\_\_\_\_  
Telephone no: \_\_\_\_\_ Cellphone no. \_\_\_\_\_ Fax no. \_\_\_\_\_  
E-mail Address: \_\_\_\_\_

**I. ETV Infrastructure:**

1. Is your school an ABS-CBN Foundation ETV Infrastructure recipient?  Yes  No  
(If yes, proceed to the succeeding questions; If no, terminate accomplishment of the survey form)

2. When did you receive the ETV materials? \_\_\_\_\_

3. Who was the donor? \_\_\_\_\_

4. What is included in the package? Please write the number of pieces beside choices.

4.1

TV set \_\_\_\_\_  VHS Player \_\_\_\_\_  DVD Player \_\_\_\_\_  ETV Tapes \_\_\_\_\_  ETV DVD \_\_\_\_\_

4.2

If you have received VHS Tapes or DVDs, can you recall what type of packaged have you received? If yes, please specify.

**II. ETV Utilization**

1. How often do the students view ETV in school?
- once a week
  - more than once week. Pls specify \_\_\_\_\_
  - once a moth
  - more than once a month Pls specify \_\_\_\_\_
  - others \_\_\_\_\_

2. What system have you adopted to efficiently integrate ETV Viewing in class? Please describe the system implemented.

- Teachers are required to view the episodes prior to ETV viewing in class.
- Episodes are matched with the lesson plan
- Each section has a specific viewing schedule
- Others \_\_\_\_\_

3. How does the school monitor ETV Viewing? (more than one item can be checked)

- thru the use of ETV Viewing logbook
- thru the ETV Coordinator
- thru the lesson plans
- Others \_\_\_\_\_

4. Please enumerate factors that hindered the teachers from implementing ETV Viewing in their respective classes?

5. What was the action plan taken to address the problems specified in No. 4?

### III.ETV Program Evaluation

Evaluate each ETV show carefully and rate it using a 4-point scale. Write your numerical rating on the columns beside the specific criterion. Where one of the criteria does not apply, write NA (not applicable).

4 = strongly agree

3= agree

2=disagree

1=strongly agree

	Sine'skwela	Mathtinik	Bayani
<b>Content</b>			
1. Material is consistent with DECS Learning Competencies for the subject and grade/year level it was intended.			
2. Information is accurate.			
3. Information is up-to-date.			
4. Content is logically developed and organized.			
5. Content and format are free from cultural, gender, or racial bias.			
6. Content is presented impartially and without bias or distortion.			
7. Any inherent bias is clearly identified and necessary to program design.			
8. Content stimulates discussion and critical thinking.			
9. Material can be used in various learning situations and across subjects.			
10. Content is suitable for target viewer/listener	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Vocabulary level is appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Amount/length of content is appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Technical Aspects</b>			
13. Sound quality (i.e., sound track or narration, tone, music, etc.) aids in the development of concepts/attitudes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Visual quality (i.e., photography, color, size, graphics, time lapse, slow motion, close-ups, etc.) enhances concepts taught,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Material is user friendly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Material can withstand frequent use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Others</b>			
13. Material provides distinct and vital contributions not currently available in the classrooms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Teacher's guide and supplemental information are provided with the material.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### IV. ETV Impact

1. Were there observed changes in students' lesson comprehension after ETV was implemented in their classes? What were these changes?

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2. Were there observed changes in students' academic-related behaviors after ETV was implemented in their classes? What were these changes?

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3. Were there observed changes in teachers' teaching style after ETV was incorporated in their lesson plans? What were these changes?

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4. Were there observed changes in teachers' behaviors after ETV was implemented in their classes?

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5. Do you think ETV has contributed to the competency development of your teachers? If yes, please specify ETV's contributions in this specific area?

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6. In general, what was the impact of ETV on your school?

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7. Other Observations

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