



ASSESSING PUBLIC INFORMATION DISSEMINATION MODES AS DRIVERS OF GOOD GOVERNANCE AND CITIZEN PARTICIPATION IN LUCBAN, QUEZON: A PROPOSED MUNICIPAL PUBLIC INFORMATION OFFICE FRAMEWORK

April Ann V. De Leon

Laguna State Polytechnic University – Santa Cruz Main Campus, Philippines

ABSTRACT

The general objective of this research was to determine the extent to which current modes of public information dissemination influence good governance and citizen participation in Lucban, Quezon. The study examined the demographic profile of respondents, their level of awareness regarding information dissemination, the effectiveness of various information dissemination modes, and the influence of these modes on governance and citizens engagement. The study tested the null hypotheses that there is no significant relationship between demographic profiles and awareness, and between dissemination modes and their influence on governance and engagement. Statistical treatments included descriptive statistics, chi-square tests, correlation analysis, and regression analysis. The study employed a mixed-method approach, combining quantitative surveys and qualitative interviews.

The findings revealed a diverse demographic profile among respondents, indicating a wide range of information needs and preferences. Respondents demonstrated a generally high level of awareness regarding information dissemination in governance processes, suggesting that demographic factors did not significantly hinder awareness. Statistical analysis showed a very weak positive correlation between gender and knowledge of governance processes, with most other demographic factors showing no significant relationships with awareness. Digital media, particularly social media, emerged as the most effective mode of information dissemination, while traditional media and other modes were perceived as neutral or less effective. Respondents generally acknowledged a positive influence of information dissemination on good governance and citizen engagement, although concerns remained about actual increases in participation. Statistical analysis indicated very weak positive correlations between traditional media, interpersonal communication, LED walls, and various governance and engagement variables.

Based on these findings, the study concluded that demographic factors do not significantly predict the level of awareness regarding information dissemination, and current modes of information dissemination do not consistently demonstrate a significant influence on good governance and citizen engagement. While digital media shows potential for greater influence, the overall weak correlations support the acceptance of the null hypotheses, indicating that factors beyond demographics and current dissemination modes may play a more substantial role in shaping awareness, governance, and engagement outcomes.

KEYWORDS: Citizens Participation, Information Dissemination Modes, Good Governance, Lucban, Quezon.

INTRODUCTION

The need for efficient public information dissemination in today's governance environment cannot be overemphasized. Active public involvement, transparent governance, and an informed population are foundational to effective governance. By facilitating the flow of accurate and timely information between government agencies and the public, information dissemination empowers individuals to make informed decisions, hold their leaders accountable, and actively participate in the democratic process.

Social media platforms, such as Facebook, Twitter, and Instagram, have become integral to modern communication. Studies have shown that social media can be used to disseminate information rapidly, mobilize public opinion, and facilitate social change (Kwak, Lee, Park, & Moon, 2010). However, the rapid spread of misinformation and the potential for echo chambers are

also significant concerns (Vosoughi, Roy, & Aral, 2018). Furthermore, online news outlets have also significantly impacted information dissemination. With the rise of digital journalism, news consumers can access information from a variety of sources, often in real-time. However, the proliferation of fake news and the decline of traditional journalism have raised concerns about the quality and reliability of online news (Allcott & Gentzkow, 2017).

Public information dissemination involves the strategic process of delivering important information to the public. It encompasses a variety of channels and procedures, each with distinct strengths and limitations. These modalities significantly influence public opinion, policy decisions, and civic engagement. Good governance is critical for a thriving community. It embodies values such as accountability, transparency, and responsiveness—all essential for effective public administration.



Accurate and timely dissemination of public information is a key component of good governance. By providing accessible information, governments empower individuals to make informed decisions, build trust, and foster active civic engagement.

OBJECTIVES OF THE STUDY

This study aims to investigate how public information dissemination practices influence citizen participation and good governance in Lucban, Quezon. It seeks to assess how effectively the town's diverse population can be reached and engaged through various information platforms, including social media, traditional media, and community engagement programs. The findings will provide insights into the strengths and weaknesses of current information dissemination strategies and help identify opportunities to enhance communication channels and foster a more informed and engaged citizenry. The ultimate goal is to contribute to developing an action plan that strengthens the link between the government and the people of Lucban, thereby promoting good governance and empowering citizens.

MATERIALS AND METHODS

Research Design

This research employed a mixed-method approach, combining quantitative and qualitative research methods to comprehensively investigate the relationship between modes of public information dissemination and good governance, as well as citizen participation in Lucban, Quezon. A quantitative survey was administered to a representative sample of residents to gather data on their perceptions of information dissemination channels, their level of understanding of government policies and programs, and their engagement in local governance processes. The survey utilized a structured questionnaire with both closed-ended and open-ended questions to collect both quantitative and qualitative data.

Population and Sampling

The primary respondents of this study were the residents of Lucban, Quezon numbering 368 respondents. Specifically, the researchers targeted a diverse group of individuals to ensure a comprehensive understanding of public information dissemination and its impact on governance and citizen participation. This included:

Local Government Officials: Mayors, councilors, and barangay officials were interviewed to gather insights into their information dissemination strategies and their perception of citizen engagement.

Civil Society Organizations (CSOs): Representatives from local NGOs and people's organizations were consulted to understand their role in disseminating information and mobilizing citizens.

General Public: A random sample of residents from different barangays in Lucban was surveyed to assess their awareness of government programs, access to information, and participation in local governance.

Research Instrument

The primary research instrument for this study is a standardized and self-designed structured survey questionnaire designed to collect quantitative data from a diverse sample of Lucban, Quezon residents. The reliability of the survey instrument is a crucial aspect of the methodology. It has been evaluated for its consistency through Cronbach's Alpha, a statistical measure used to assess the reliability of a survey or test. The questionnaire will be designed to gather data on both independent variables (IVs) and dependent variables (DVs). The questionnaire will be divided into three main sections. The first section will gather demographic information such as age, gender, occupation, and educational attainment. The second section will assess respondents' perceptions of the current modes of public information dissemination employed by local government units, including traditional media, social media, and public consultations. The third section will measure respondents' level of satisfaction with these modes of information dissemination and their perceived impact on good governance and citizens participations.

Data Collection Procedure

After validating the survey instrument through pilot testing, the researcher conducted face-to-face surveys with 368 respondents. Informed consent was obtained, and confidentiality was assured. Data was collected over a scheduled period and analyzed using SPSS. In addition to the quantitative survey, qualitative interviews will be conducted with key informants, including local government officials and community leaders. These interviews will delve deeper into the effectiveness of different information dissemination modes, identify challenges and opportunities, and explore the impact of information access on citizen participation. The collected data will be analyzed using qualitative thematic analysis to identify patterns, trends, and underlying themes. The findings of this research will be used to develop an action plan aimed at improving public information dissemination strategies and enhancing citizen participation in Lucban, Quezon.

RESULTS AND DISCUSSION

Socio-Demographic Profile of the Respondents

Based on the demographic profile of the respondents, the respondent profile revealed a diverse demographic distribution, with a significant representation from the 21-30 and 41-50 age groups. Furthermore, the largest age group was 21-30 years (29%), followed by 41-50 years (27%). Respondents aged 31-40 (23%) and 51-60 (21%) also formed significant portions of the sample. This diverse age distribution provides a foundation for understanding varying information needs. Moreover, an equal gender balance which an equal representation of male and female respondents (50% each) was observed, ensuring inclusivity. Furthermore, a significant majority of respondents were married (79%), with single respondents comprising 21%. This highlights the importance of considering family-oriented information needs. Thus, a concentration of respondents in the Poblacion area which the central Poblacion area (Barangays 1-10) had the highest concentration of respondents (31.85%). Other barangays had relatively even representation, emphasizing the need for broad



information reach. And the diverse range of educational backgrounds, predominantly college graduates which College graduates formed the largest segment (50%), followed by high school graduates (20%) and college undergraduates (17%). This

diverse educational background necessitates varied communication strategies.

Table 6. Level of Awareness of Respondents Regarding Information Dissemination as to Knowledge of Governance Processes

Indicative Statement	Mean	SD	Remark
I am aware of the specific government agencies responsible for overseeing information dissemination.	4.10	0.61	Agree
I understand the legal frameworks and regulations governing information dissemination practices	4.10	0.43	Agree
I am familiar with the ethical guidelines and principles that should be followed in information dissemination.	4.04	0.36	Agree
I know the different channels and platforms used by the government to disseminate information.	4.11	0.42	Agree
I am aware of the procedures for requesting and accessing government information.	4.08	0.44	Agree
I understand the importance of transparency and accountability in information dissemination.	4.10	0.47	Agree
I am familiar with the mechanisms for providing feedback and complaints regarding information dissemination.	4.09	0.47	Agree
I am aware of the potential consequences of disseminating false or misleading information.	4.04	0.42	Agree
I understand the role of technology in facilitating efficient and effective information dissemination.	4.05	0.47	Agree
I believe that the government is committed to ensuring accurate and timely information dissemination.	4.00	0.50	Agree
Overall Mean	4.07	0.46	Agree
Overall Interpretation			

Scale	Range	Remarks
5	4.20 – 5.00	Highly Agree
4	3.40 – 4.19	Agree
3	2.60 – 3.39	Neutral
2	1.80 – 2.59	Disagree
1	1.00 – 1.79	Highly Disagree

Based on the results presented in Table 6 presents the level of awareness of respondents regarding information dissemination as it relates to their knowledge of governance processes in Lucban, Quezon. The overall mean score of 4.07, with a standard deviation of 0.46, indicates that respondents, on average, 'Agree' with the indicative statements, falling within the scale range of 3.40-4.19. This suggests a generally positive perception of their knowledge and understanding of information dissemination practices within the context of governance. Specifically, respondents demonstrated a strong understanding of government agencies responsible for information dissemination (mean=4.10), the legal

frameworks involved (mean=4.10), the channels used by the government (mean=4.11), and the importance of transparency and accountability (mean=4.10). While all individual statements scored within the 'Agree' range, the slightly lower mean for 'belief that the government is committed to ensuring accurate and timely information dissemination' (mean=4.00). Despite this, the overall high mean score indicates a solid foundation of awareness regarding information dissemination, which is essential for fostering good governance and citizen participation in Lucban, Quezon.



Table 7. Level of Awareness of Respondents Regarding Information Dissemination as to Perceived Effectiveness of Local Government

Indicative Statement	Mean	SD	Remark
The local government effectively utilizes social media platforms to disseminate information.	3.77	0.71	Agree
The local government regularly updates its official website with relevant information.	3.94	0.57	Agree
The local government conducts informative public forums and town hall meetings.	3.97	0.56	Agree
The local government distributes informative flyers and brochures to residents.	3.95	0.59	Agree
The local government utilizes traditional media (TV, radio, newspapers) to disseminate information.	3.91	0.61	Agree
The local government sends out timely SMS alerts and notifications.	3.97	0.61	Agree
The local government uses public address systems to disseminate urgent information.	3.93	0.60	Agree
The local government's information dissemination efforts are easily accessible to all residents.	4.00	0.61	Agree
The information disseminated by the local government is accurate and reliable.	3.92	0.61	Agree
The local government's information dissemination efforts are timely and relevant to the community's needs.	4.02	0.59	Agree
Overall Mean	3.94	0.60	Agree
Overall Interpretation			

Based on the results presented in Table 7 presents the level of awareness of respondents regarding information dissemination as to the perceived effectiveness of the local government in Lucban, Quezon. The overall mean score of 3.94, with a standard deviation of 0.60, indicates that respondents, on average, 'Agree' with the indicative statements, falling within the scale range of 3.40-4.19. This suggests a generally positive perception of the local government's efforts in disseminating information. Furthermore, respondents particularly agreed with the timeliness and relevance of information dissemination efforts (mean=4.02), the accessibility of these efforts (mean=4.00), and the conduct of

informative public forums and town hall meetings (mean=3.97), as well as the use of SMS alerts and notifications (mean=3.97). While all individual statements scored within the 'Agree' range, the slightly lower mean for the effective utilization of social media platforms (mean=3.77) indicates an area where the local government could potentially enhance its strategies. Nonetheless, the overall high mean score demonstrates a solid foundation of perceived effectiveness regarding information dissemination from the local government, which is crucial for fostering good governance and citizen participation in Lucban, Quezon.

Table 8. Level of Effectiveness of Current Modes of Information Dissemination as Assessed by the Respondents in Terms of Digital Media (Social Media Platform)

Indicative Statement	Mean	SD	Remark
Digital media is an effective tool for disseminating information.	4.24	0.62	Highly Agree
Digital media provides timely and accurate information.	4.14	0.59	Agree
Digital media platforms are easily accessible to the general public.	4.11	0.56	Agree
Digital media platforms are user-friendly and easy to navigate.	4.15	0.57	Agree
Digital media platforms are reliable sources of information	4.12	0.53	Agree
Overall Mean	4.15	0.57	Agree
Overall Interpretation			

Table 8 presents the level of effectiveness of current modes of information dissemination as assessed by respondents in Lucban, Quezon, specifically focusing on digital media (social media platforms). The overall mean score of 4.15, with a standard deviation of 0.57, indicates that respondents, on average, 'Agree' with the indicative statements, falling within the scale range of 3.40-4.19. This suggests a generally positive perception of the effectiveness of digital media for information dissemination within the community. Furthermore, respondents 'Highly Agree' that digital media is an effective tool for disseminating

information (mean=4.24). They also agree that digital media provides timely and accurate information (mean=4.14), is user-friendly and easy to navigate (mean=4.15), is easily accessible (mean=4.11), and is a reliable source of information (mean=4.12). The consistent 'Agree' ratings across all statements, with one statement reaching 'Highly Agree', underscore the perceived value and effectiveness of digital media platforms for information dissemination in Lucban. This positive assessment supports the potential for leveraging digital media to enhance good governance and citizen participation.



Table 9. Level of Effectiveness of Current Modes of Information Dissemination as Assessed by the Respondents in Terms of Led Wall

Indicative Statement	Mean	SD	Remark
1. The LED wall effectively captures my attention.	2.93	1.06	Neutral
2. The information displayed on the LED wall is clear and easy to understand.	3.14	1.16	Neutral
3. The content displayed on the LED wall is relevant to my needs and interests.	3.19	1.06	Neutral
4. The LED wall is a reliable source of timely information.	3.00	1.08	Neutral
5. The LED wall enhances my overall experience in this location.	2.86	1.14	Neutral
Overall Mean	3.02	1.10	Neutral
Overall Interpretation			

Table 9 presents the level of effectiveness of current modes of information dissemination as assessed by respondents in Lucban, Quezon, specifically focusing on the LED wall as a communication tool. The overall mean score of 3.02, with a standard deviation of 1.10, indicates that respondents, on average, are 'Neutral' regarding the effectiveness of the LED wall, falling within the scale range of 2.60-3.39. This suggests that the LED wall, as currently utilized, does not elicit a strongly positive or negative perception among respondents. Specifically, respondents rated the clarity and ease of understanding the information displayed (mean=3.14) and the relevance of the

content to their needs and interests (mean=3.19) slightly higher, though still within the 'Neutral' range. The effectiveness of the LED wall in capturing attention (mean=2.93), its reliability as a source of timely information (mean=3.00), and its enhancement of the overall experience in the location (mean=2.86) were rated closer to the lower end of the 'Neutral' range. The wide standard deviation of 1.10 indicates a considerable variability in responses, suggesting diverse opinions and experiences regarding the LED wall. The 'Neutral' overall assessment suggests that the LED wall, in its current state, may not be a highly effective mode of information dissemination in Lucban.

Table 10. Level of Effectiveness of Current Modes of Information Dissemination as Assessed by the Respondents in Terms of Traditional Media (print, radio, TV)

Indicative Statement	Mean	SD	Remark
1. Traditional media provides accurate and reliable information.	2.92	0.97	Neutral
2. Traditional media is a credible source of news and updates	2.80	1.05	Neutral
3. Traditional media is easily accessible to the general public.	2.90	1.00	Neutral
4. Traditional media is effective in disseminating information to a wide audience.	2.90	1.04	Neutral
5. Traditional media keeps up with the fast-paced nature of information dissemination.	2.88	1.13	Neutral
Overall Mean	2.88	1.04	Neutral
Overall Interpretation			

Table 10 presents the level of effectiveness of current modes of information dissemination as assessed by respondents in Lucban, Quezon, specifically focusing on traditional media (print, radio, TV). The overall mean score of 2.88, with a standard deviation of 1.04, indicates that respondents, on average, are 'Neutral' regarding the effectiveness of traditional media, falling within the scale range of 2.60-3.39. This suggests that traditional media, as currently utilized, does not produce a strongly positive or negative perception among respondents in terms of its effectiveness for information dissemination. Specifically, respondents rated the accuracy and reliability of information (mean=2.92), accessibility

(mean=2.90), and effectiveness in reaching a wide audience (mean=2.90) slightly higher, though still within the 'Neutral' range. The credibility of traditional media as a source of news and updates (mean=2.80) and its ability to keep up with the fast-paced nature of information dissemination (mean=2.88) were rated closer to the lower end of the 'Neutral' range. The standard deviation of 1.04 indicates a considerable variability in responses, suggesting diverse opinions and experiences regarding traditional media. The 'Neutral' overall assessment suggests that traditional media, in its current state, may not be perceived as a highly effective mode of information dissemination in Lucban.



Table 11. Level of Effectiveness of Current Modes of Information Dissemination as Assessed by the Respondents in Terms of Interpersonal Communication (word-of-mouth, community leaders)

Indicative Statement	Mean	SD	Remark
1. Interpersonal communication, such as word-of-mouth and information from community leaders, is an effective way to disseminate information.	2.63	0.93	Neutral
2. Community leaders play a significant role in disseminating important information to the community.	2.73	1.03	Neutral
3. Word-of-mouth communication is a reliable source of information for most people.	2.92	0.97	Neutral
4. Interpersonal communication channels are frequently used to share information within the community.	2.68	1.00	Neutral
5. People trust information received through interpersonal communication more than information from other sources.	2.74	1.11	Neutral
Overall Mean	2.74	1.01	Neutral
Overall Interpretation			

Table 11 presents the level of effectiveness of current modes of information dissemination as assessed by respondents in Lucban, Quezon, specifically focusing on interpersonal communication (word-of-mouth and information from community leaders). The overall mean score of 2.74, with a standard deviation of 1.01, indicates that respondents, on average, are 'Neutral' regarding the effectiveness of interpersonal communication, falling within the scale range of 2.60-3.39. This suggests that interpersonal communication, as currently utilized, does not elicit a strongly positive or negative perception among respondents in terms of its effectiveness for information dissemination. Specifically, respondents rated word-of-mouth communication as a reliable

source of information slightly higher (mean=2.92), though still within the 'Neutral' range. The effectiveness of interpersonal communication as a whole (mean=2.63), the role of community leaders (mean=2.73), the frequency of its use (mean=2.68), and the level of trust in information received through it (mean=2.74) were rated closer to the central point of the 'Neutral' range. The standard deviation of 1.01 indicates a considerable variability in responses, suggesting diverse opinions and experiences regarding interpersonal communication. The 'Neutral' overall assessment suggests that interpersonal communication, in its current state, may not be perceived as a highly effective mode of information dissemination in Lucban, Quezon.

Table 12. Level of Effectiveness of Current Modes of Information Dissemination as Assessed by the Respondents in Terms of Community-based initiatives (barangay assemblies, town hall meetings)

Indicative Statement	Mean	SD	Remark
1. Barangay Assemblies and Townhall meetings are effective platforms for disseminating information to the community.	2.66	0.94	Neutral
2. Information disseminated through Barangay Assemblies and Townhall meetings is accurate and reliable.	2.59	0.96	Disagree
3. I am satisfied with the frequency of Barangay Assemblies and Townhall meetings in my community.	2.70	0.87	Neutral
4. I am able to understand the information presented during Barangay Assemblies and Townhall meetings.	2.65	0.95	Neutral
5. I believe that participating in Barangay Assemblies and Townhall meetings is important for staying informed about community issues.	2.74	1.11	Neutral
Overall Mean	2.67	0.97	Neutral
Overall Interpretation			

Table 12 presents the level of effectiveness of current modes of information dissemination as assessed by respondents in Lucban, Quezon, specifically focusing on community-based initiatives, namely barangay assemblies and town hall meetings. The overall mean score of 2.67, with a standard deviation of 0.97, indicates that respondents, on average, are 'Neutral' regarding the effectiveness of these initiatives, falling within the scale range of 2.60-3.39. This suggests that barangay assemblies and town hall meetings, as currently utilized, do not produce a strongly positive or negative perception among respondents in terms of their

effectiveness for information dissemination. Specifically, respondents rated the importance of participating in these meetings for staying informed slightly higher (mean=2.74), though still within the 'Neutral' range. The effectiveness of these meetings as platforms (mean=2.66), satisfaction with their frequency (mean=2.70), and the understanding of information presented (mean=2.65) were rated closer to the central point of the 'Neutral' range. Particularly, respondents 'Disagree' with the statement that information disseminated through these meetings is accurate and reliable (mean=2.59). The standard deviation of



0.97 indicates a considerable variability in responses, suggesting diverse opinions and experiences. The 'Neutral' overall assessment, coupled with the 'Disagree' rating for accuracy and

reliability, suggests that barangay assemblies and town hall meetings, in their current state, may not be perceived as highly effective modes of information dissemination in Lucban.

Table 13. Level of Influence of Current Modes of Information to Good Governance and Citizen Engagement in Terms of Governance Initiatives

Indicative Statement	Mean	SD	Remark
Current modes of information dissemination significantly enhance citizen awareness of governance initiatives.	3.38	1.01	Neutral
Access to diverse information sources empowers citizens to actively participate in governance processes.	3.38	0.96	Neutral
Timely and accurate information dissemination fosters trust between citizens and government institutions.	3.53	0.88	Agree
Social media platforms have become effective tools for citizen engagement and mobilization on governance issues	3.49	0.88	Agree
Government agencies effectively utilize digital platforms to disseminate information and engage with citizens.	3.45	0.98	Agree
Overall Mean	3.45	0.94	Agree
Overall Interpretation			

Table 13 presents the level of influence of current modes of information dissemination on good governance and citizen engagement in Lucban, Quezon, specifically in terms of governance initiatives. The overall mean score of 3.45, with a standard deviation of 0.94, indicates that respondents, on average, 'Agree' that current modes of information dissemination positively influence good governance and citizen engagement, falling within the scale range of 3.40-4.19. This suggests a generally positive perception of the impact of information dissemination on governance initiatives within the community. Hence, respondents particularly agreed that timely and accurate information dissemination fosters trust between citizens and government institutions (mean=3.53), that social media platforms

are effective tools for citizen engagement (mean=3.49), and that government agencies effectively utilize digital platforms (mean=3.45). However, while still within the 'Neutral' range, respondents were less convinced that current modes of information dissemination significantly enhance citizen awareness of governance initiatives (mean=3.38) and that access to diverse information sources empowers citizens to actively participate in governance processes (mean=3.38). The standard deviation of 0.94 indicates a considerable variability in responses, suggesting diverse opinions and experiences. The overall 'Agree' assessment suggests that information dissemination is generally perceived as a positive influence on good governance and citizen engagement in Lucban.

Table 14. Level of Influence of Current Modes of Information to Good Governance and Citizen Engagement in Terms of Attendance in public meetings

Indicative Statement	Mean	SD	Remark
Current modes of information dissemination have significantly increased public awareness of government activities.	3.40	1.04	Agree
Citizens are more likely to attend public meetings due to the availability of information through various online platforms.	3.39	1.00	Neutral
The quality of public discourse and decision-making has improved as a result of increased access to information.	3.43	0.92	Agree
Misinformation and disinformation disseminated through online platforms have negatively impacted public trust in government institutions.	3.49	0.93	Agree
Government agencies have effectively utilized digital platforms to engage citizens and solicit feedback on public policies.	3.34	0.99	Neutral
Overall Mean	3.41	0.98	Agree
Overall Interpretation			

Table 14 presents the level of influence of current modes of information dissemination on good governance and citizen engagement in Lucban, Quezon, specifically in terms of attendance in public meetings. The overall mean score of 3.41, with a standard deviation of 0.98, indicates that respondents, on

average, 'Agree' that current modes of information dissemination positively influence good governance and citizen engagement in relation to public meeting attendance, falling within the scale range of 3.40-4.19. This suggests a generally positive perception of the impact of information dissemination on public meeting



attendance within the community. Furthermore, respondents agreed that misinformation and disinformation disseminated through online platforms have negatively impacted public trust in government institutions (mean=3.49), that the quality of public discourse and decision-making has improved as a result of increased access to information (mean=3.43), and that current modes of information dissemination have significantly increased public awareness of government activities (mean=3.40). However, while still within the 'Neutral' range, respondents were less convinced that citizens are more likely to attend public meetings due to the availability of information through various online platforms (mean=3.39) and

that government agencies have effectively utilized digital platforms to engage citizens and solicit feedback on public policies (mean=3.34).

The standard deviation of 0.98 indicates a considerable variability in responses, suggesting diverse opinions and experiences. The overall 'Agree' assessment suggests that information dissemination is generally perceived as a positive influence on good governance and citizen engagement in Lucban. However, the 'Neutral' ratings for specific aspects highlight areas for potential improvement.

Table 15. Level of Influence of Current Modes of Information to Good Governance and Citizen Engagement in Terms of Participation in Decision-Making Processes

Indicative Statement	Mean	SD	Remark
1. Current modes of information dissemination have significantly increased citizen participation in the decision-making process.	3.35	1.05	Neutral
2. Access to timely and accurate information through various channels empowers citizens to actively engage in governance.	3.38	0.98	Neutral
3. Social media platforms have become effective tools for mobilizing citizens and influencing public policy decisions.	3.53	0.92	Agree
4. Government transparency and accountability have improved due to increased public scrutiny facilitated by information dissemination.	3.54	0.84	Agree
5. Citizens feel more informed and confident in their ability to participate in the decision-making process as a result of accessible information.	3.46	0.97	Agree
Overall Mean	3.45	0.95	Agree
Overall Interpretation			

Table 15 presents the level of influence of current modes of information dissemination on good governance and citizen engagement in Lucban, Quezon, specifically in terms of participation in decision-making processes. The overall mean score of 3.45, with a standard deviation of 0.95, indicates that respondents, on average, 'Agree' that current modes of information dissemination positively influence good governance and citizen engagement in relation to participation in decision-making processes, falling within the scale range of 3.40-4.19. This suggests a generally positive perception of the impact of information dissemination on citizen participation in decision-making within the community.

Particularly, respondents agreed that government transparency and accountability have improved due to increased public scrutiny facilitated by information dissemination (mean=3.54), that social media platforms have become effective tools for

mobilizing citizens and influencing public policy decisions (mean=3.53), and that citizens feel more informed and confident in their ability to participate in the decision-making process as a result of accessible information (mean=3.46). However, while still within the 'Neutral' range, respondents were less convinced that current modes of information dissemination have significantly increased citizen participation in the decision-making process (mean=3.35) and that access to timely and accurate information through various channels empowers citizens to actively engage in governance (mean=3.38).

The standard deviation of 0.95 indicates a considerable variability in responses, suggesting diverse opinions and experiences. The overall 'Agree' assessment suggests that information dissemination is generally perceived as a positive influence on good governance and citizen engagement in Lucban, Quezon.



Table 16. Level of Influence of Current Modes of Information to Good Governance and Citizen Engagement in Terms of Volunteerism in community projects

Indicative Statement	Mean	SD	Remark
Information disseminated through various channels has significantly increased awareness of community volunteer opportunities	3.12	1.07	Neutral
Access to timely and accurate information about volunteer projects has motivated individuals to participate.	3.22	1.05	Neutral
Effective communication strategies have facilitated collaboration between volunteers, organizations, and government agencies.	3.27	0.97	Neutral
Social media platforms have empowered citizens to actively engage in discussions and decision-making processes related to community projects.	3.43	0.98	Agree
The use of technology in information dissemination has improved the efficiency and impact of volunteer efforts.	3.40	0.96	Agree
Overall Mean	3.29	1.01	Neutral
Overall Interpretation			

Table 16 presents the level of influence of current modes of information dissemination on good governance and citizen engagement in Lucban, Quezon, specifically in terms of volunteerism in community projects. The overall mean score of 3.29, with a standard deviation of 1.01, indicates that respondents, on average, are 'Neutral' regarding the influence of information dissemination on volunteerism, falling within the scale range of 2.60-3.39. This suggests that the current modes of information dissemination do not elicit a strongly positive or negative perception among respondents in terms of their effectiveness in promoting volunteerism in community projects.

While the overall assessment is 'Neutral', respondents 'Agree' that social media platforms have empowered citizens to actively engage in discussions and decision-making related to community projects (mean=3.43) and that the use of technology in information dissemination has improved the efficiency and

impact of volunteer efforts (mean=3.40). However, respondents are 'Neutral' regarding whether information disseminated through various channels has significantly increased awareness of volunteer opportunities (mean=3.12), whether access to timely and accurate information has motivated individuals to participate (mean=3.22), and whether effective communication strategies have facilitated collaboration between volunteers, organizations, and government agencies (mean=3.27).

The standard deviation of 1.01 indicates a considerable variability in responses, suggesting diverse opinions and experiences. The 'Neutral' overall assessment suggests that while technology and social media are perceived to have a positive impact, the overall effectiveness of information dissemination in promoting volunteerism in Lucban is not strongly perceived.

Table 17. Significant Relationship between the Demographic Profile of the Respondents and their Level of Awareness Regarding Information Dissemination

Profile	Information Dissemination Awareness	
	Knowledge of Governance Processes	Effectiveness of LGU
Age	r = -0.033ns Very Weak p = 0.532	r = -0.065ns Very Weak p = 0.223
Gender	r = 0.157** Very Weak p = 0.003	r = 0.011ns Very Weak p = 0.834
Civil Status	r = -0.040ns Very Weak p = 0.450	r = 0.007ns Very Weak p = 0.892
Educational Attainment	r = 0.064ns Very Weak p = 0.229	r = -0.006ns Very Weak p = 0.917

Legend: **highly significant ns not significant
 Correlation ValueRelationship
 ±1 Perfect
 ±0.80 - ±0.99 Very Strong



±0.60 - ±0.79	Strong
±0.40 - ±0.59	Moderate
±0.20 - ±0.39	Weak
±0.01 - ±0.19	Very Weak
0.0	No Relationship

Table 17 presents the significant relationships between the demographic profile of respondents in Lucban, Quezon, and their level of awareness regarding information dissemination, specifically focusing on their knowledge of governance processes and their perception of the effectiveness of the Local Government Unit (LGU). The analysis reveals that gender is the only demographic factor exhibiting a statistically significant relationship with awareness of information dissemination as it relates to knowledge of governance processes ($r = 0.157, p = 0.003$). This indicates a very weak positive correlation, suggesting that gender may have a minor influence on respondents' understanding of information dissemination within governance processes. However, it is important to note that while statistically significant, the correlation is very weak and explains only a small portion of the variance.

While all other demographic variables, including age, civil status, and educational attainment, showed no statistically significant relationship ($p > 0.05$) with either knowledge of governance processes or perceived effectiveness of the LGU in terms of information dissemination. The correlation coefficients (r) for these variables were also very weak, indicating minimal to no linear association. These findings suggest that, with the exception of gender's very weak influence on knowledge of governance processes, demographic factors do not significantly impact respondents' awareness of information dissemination in Lucban.

Table 18. Significant Relationship between the Current Modes of Information Dissemination on Good Governance and Citizen Engagement

Modes of Information Dissemination	Good Governance and Citizen Engagement			
	Governance Initiative	Attendance in Public Meetings	Participation in decision Making	Volunteerism in community Projects
Digital Media	$r = 0.063_{ns}$ Very Weak $p = 0.231$	$r = -0.003_{ns}$ Very Weak $p = 0.948$	$r = -0.024_{ns}$ Very Weak $p = 0.657$	$r = 0.016_{ns}$ Very Weak $p = 0.769$
LED Wall	$r = -0.033_{ns}$ Very Weak $p = 0.538$	$r = 0.084_{ns}$ Very Weak $p = 0.113$	$R = 0.105^*$ Very Weak $p = 0.047$	$r = -0.055_{ns}$ Very Weak $p = 0.303$
Traditional Media	$r = -0.032_{ns}$ Very Weak $p = 0.551$	$r = 0.116^*$ Very Weak $p = 0.028$	$r = 0.169^{**}$ Very Weak $p = 0.001$	$r = 0.007_{ns}$ Very Weak $p = 0.900$
Interpersonal Communication	$r = 0.113^*$ Very Weak $p = 0.032$	$r = -0.099_{ns}$ Very Weak $p = 0.060$	$r = 0.098_{ns}$ Very Weak $p = 0.065$	$r = 0.001_{ns}$ Very Weak $p = 0.986$
Community-Based Initiatives	$r = -0.083_{ns}$ Very Weak $p = 0.117$	$r = -0.011_{ns}$ Very Weak $p = 0.839$	$r = -0.079_{ns}$ Very Weak $p = 0.135$	$r = -0.048_{ns}$ Very Weak $p = 0.363$

Legend: **highly significant ns not significant

Correlation Value Relationship

±1	Perfect
±0.80 - ±0.99	Very Strong
±0.60 - ±0.79	Strong
±0.40 - ±0.59	Moderate
±0.20 - ±0.39	Weak
±0.01 - ±0.19	Very Weak
0.0	No Relationship

Table 18 reveals a largely very weak correlation between the current modes of information dissemination and good governance and citizen engagement in Lucban, Quezon. While traditional

media and interpersonal communication showed some statistically significant, albeit very weak, correlations with specific aspects of engagement (public participation in decision-



making and governance initiative attendance, respectively), the overall trend indicates that no single mode of information dissemination strongly drives participation in governance initiatives, public decision-making, or volunteerism within the community. This suggests that the current approaches may not be

effectively leveraging these channels to foster active citizen involvement, highlighting a need for a reevaluation of dissemination strategies to strengthen the link between information access and civic engagement in Lucban.

Table 19. Thematic Analysis of Interview Data

Theme	Sub-Themes	Supporting Quotes/Examples	Interpretation/Significance
Effectiveness & Accessibility of Current Information Dissemination Methods	Mixed Views on Effectiveness	- "May ilang pamamaraan na ginagamit ang Lokal na Pamahalaan ng Lucban upang makapaghatid ng impormasyon." (Some methods are used) - "The current methods used by LGU to disseminate public information are often effective but may somehow lack accessibility for some demographics..."	There's recognition that methods exist and have some success, but there are concerns about reaching all segments of the population effectively.
	Emphasis on social media & Technology	- "texting, group chats, Facebook page posts at pati na rin ang LED wall..." - "We disseminated timely, relevant and accurate information to the public by using our medium such as social media and the use of LED Wall..." - "teaching people who are not familiar using social media..."	Social media and digital platforms are seen as key tools, but digital literacy is a potential barrier.
	Traditional Methods Still Relevant	- "bandilyo" (announcements)	Traditional methods are still being used, suggesting they may still have a place in reaching certain demographics or in reinforcing messages.
Citizen Empowerment Through Information	Need for Improvement & Expansion	- "requiring improvement in outreach and communication strategies" - "really need to improve in utilizing different current information dissemination modes"	There's a consensus that while current methods have value, there's room for improvement and a need to explore other avenues.
	Information Leads to Participation	- "Yes, I feel that the information I receive from the government empowers me to participate." - "Yes, the clearer, transparent and open information empowers people to participate in the governance of our town."	Participants believe that access to clear and accurate information directly encourages and enables them to engage in local governance.



Strategies for Improved Citizen Engagement	Transparency & Openness Matter	- "Oo, sapagkat ang impormasyong nababasa ay nagpapahayag ng malinaw at makatotohanan sa bawat mamamayan." - "the clearer, transparent and open information empowers people..." - "Mas higit na mabisang pakikipag-ugnayan ang personal na pakikisalamuha sa mga taumbayan..." - "Better and have credible information means better dialogue and engagement with public that could eventually lead for a better participation"	Transparency and openness are crucial elements for building trust and fostering participation. Personal interaction and dialogue are seen as vital for building trust and fostering a sense of community involvement.
	Personal Interaction & Dialogue		
	Education & Digital Literacy	- "teaching people who are not familiar using social media with limitations."	Addressing digital literacy is seen as a way to broaden participation and ensure that information reaches a wider audience.
Importance of Regular & Consistent Communication	Timely, Relevant, & Accessible Information	- "Improved information dissemination can lead to better citizen engagement by making information more accessible, clear and timely..."	The quality and delivery of information are emphasized as key factors in driving engagement.
	Building Trust & Confidence	- "well informed citizen, build trust and confidence to the current administration in all aspect of local governance"	Effective information dissemination can strengthen the relationship between citizens and the government.
	Frequency Matters	- "Ang pagiging madalas o mas madaming beses na pagkakataong makilahok sa mga usapin o pamamahayag ang mas mainam na pamamaraan..." - "Di sapat ang minsanang pagsasagawa nito para sa mas malinaw na pagkakaunawa..."	Regular and frequent communication is seen as essential for maintaining open dialogue and ensuring ongoing engagement. Consistent communication helps ensure that information is understood and that citizens are well-informed.
	Clarity & understanding		

Table 19 presents a thematic analysis of qualitative data gathered through interviews conducted in Lucban, Quezon. The interviews focused on understanding perceptions regarding the local government's public information dissemination methods and their impact on citizen engagement. Representing responses to three key questions:

Q1: Evaluation of the current methods used by the local government to disseminate public information (effectiveness, accessibility, clarity).

Q2: Perceived empowerment to participate in local governance

based on received information.

Q3: Suggestions on how improved information dissemination could lead to better citizen engagement.

Through a systematic process of coding and analyzing the textual responses, the researcher has derived key themes that emerge across the respondent groups. This thematic analysis aims to provide insights into the strengths and weaknesses of the current communication strategies, the perceived impact on citizen participation, and recommendations for improvement. By



organizing the data in this structured table format, we can easily compare and contrast the perspectives of different stakeholders, facilitating a comprehensive understanding of the issues at hand. This analysis will further explore the recurring patterns and themes that emerge from the data, providing valuable insights for the local government of Lucban to enhance its public information dissemination efforts and foster greater citizen engagement.

This thematic analysis of interviews reveals key insights into the local government's information dissemination efforts and their impact on citizen engagement. A central theme is the mixed effectiveness and accessibility of current methods, with respondents acknowledging the use of diverse channels like social media and LED walls but highlighting concerns about reaching all demographics, especially those lacking digital literacy. While digital platforms are valued, the continued relevance of traditional methods like "bandilyo" suggests a need for a multi-faceted approach. Significantly, there's a strong belief that information leads to citizen empowerment, with clear, transparent, and accurate information seen as vital for participation. Furthermore, strategies for improved citizen engagement emphasize the importance of personal interaction and dialogue, alongside addressing digital literacy and ensuring timely, relevant, and accessible information. Building trust and confidence through effective communication is also seen as essential. Finally, the importance of regular and consistent communication is highlighted, with frequency and clarity being key factors in ensuring understanding and ongoing engagement. Overall, the analysis suggests that while the local government is making efforts, there's a need for a more inclusive, multi-pronged approach that leverages both digital and traditional methods, prioritizes clear and accessible information, and fosters dialogue to enhance citizen participation.

CONCLUSIONS AND RECOMMENDATIONS

In view of the summary of findings, the researcher therefore concluded the following:

The diverse demographic profile, encompassing age, gender, civil status, location, and education, indicates a broad range of information needs and preferences. Respondents demonstrated a generally high level of awareness regarding information dissemination in relation to governance processes, suggesting that demographic factors may not significantly hinder overall awareness. While, statistical analysis revealed a very weak positive correlation between gender and knowledge of governance processes, indicating a minimal influence of demographic factors on awareness. Most other demographic factors did not show significant relationships with the assessed variables, supporting the hypothesis of no significant relationship between demographic profile and awareness.

Therefore, the hypothesis is not rejected. The findings indicate that while demographic factors provide context, they do not strongly foresee the level of awareness regarding information dissemination. The statistical analysis revealed minimal influence of demographic factors on awareness, supporting the hypothesis of no significant relationship.

Moreover, digital media, particularly social media, emerged as the most effective mode of information dissemination, indicating a strong influence on perceived effectiveness. Traditional media, interpersonal communication, community-based initiatives, and the LED wall were perceived as neutral or less effective, suggesting a limited influence on governance and engagement. Respondents generally perceived information dissemination as having a positive influence on good governance and citizen engagement, though concerns remain about actual increases in participation. Statistical analysis showed very weak positive correlations between traditional media and attendance in public meetings, interpersonal communication and governance initiatives, and the LED wall and participation in decision-making. The generally weak correlations between dissemination modes and influence variables support the hypothesis of no significant relationship, though digital media's effectiveness suggests a potential for stronger influence if optimized. The perceived neutral influence of information dissemination on volunteerism further supports the lack of strong relationships between dissemination modes and citizen engagement outcomes. Thus, while information dissemination is perceived positively, the current modes do not consistently demonstrate a significant influence on good governance and citizen engagement.

Therefore, the hypothesis is not rejected. The generally weak correlations between dissemination modes and influence variables support the hypothesis of no significant relationship. While digital media's effectiveness suggests a potential for stronger influence if optimized, the current modes do not consistently demonstrate a significant influence on good governance and citizen engagement.

Following recommendations are made based on the findings and conclusion:

The Municipality of Lucban, Quezon is strongly recommended to establish and formalize a dedicated Municipal Public Information Office (MPIO). This MPIO shall be staffed with trained personnel, including a designated Public Information Officer with demonstrated experience in strategic communication, media relations, and digital content management.

The Municipality of Lucban should develop and launch "Lucban Connect," a centralized, official online platform designed to enhance public information access and streamline municipal services. Furthermore, establish a dedicated website is user-friendly, visually appealing, and optimized for mobile accessibility across all devices and maintain a consistent and up-to-date repository of official municipal news, announcements, and public advisories. The municipality should foster citizen participation and volunteerism that requires the creation of online platforms for feedback, regular volunteer recruitment drives, and programs that recognize and reward community involvement. Like to create a Program called "Lucban Bayanihan Brigade" Volunteer Recruitment and Recognition Program, which to organize regular volunteer recruitment drives, targeting specific age groups and interests. Implement a system for recognizing and



rewarding volunteers, such as certificates of appreciation, public acknowledgments, and community events. Future researchers should conduct qualitative studies to explore the underlying

factors that limit citizen participation and volunteerism; and investigate the effectiveness of specific communication strategies in reaching different demographic groups.

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