

Reactions of the Ballast Booster End-Users Toward Filipino Technology and its Implication to Education

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Abstract - The study determined the reactions of Ballast-Booster end-users towards Filipino technology and its implication to education. Specifically, it assessed the demographic profile of Ballast-Booster end-users; evaluated the reactions of ballast-booster end-users; and determined whether their reactions depend on demographic profile. For one-year period, experimental method was applied; the latter part was descriptive method. The findings: majority were of ages 25-52; male; married with children of 1-4; involved in farming; college graduate; refrained from revealing their income; had an annual income of 121,000-240,000 pesos; had extra income in farming; owned some appliances; bought one piece to test whether the product can save money and energy; majority had positive outlook on Filipino inventive products with pro-foreign inclination; cared for the effects of foreign products on national economy; and praised the government with the support program; reactions of respondents did not depend on demographic profile using chi-square test. The study left vital question unanswered. Where did the reactions of respondent

end-users really depend on? Was it innate and naturally cultural? The study implied that national consciousness should be nurtured in Filipino psyche in all levels of Philippine educational systems toward Filipino Technology i.e. the key to national economic productivity.

Keywords - ballast booster, Filipino technology

INTRODUCTION

There is no such term as Filipino Technology but German Technology, American Technology, Japan Technology, etc. However there were and are many Filipino inventors and scientists claiming to have invented something in the field of science and technology. But they are sporadic and undefined. Hence, the coined term Filipino Technology exists. And it must exist to represent the ingenuity and creativity of the Filipino minds especially in the world of technology and product competition.

World War II was already a war in terms of technology and eventually economics. The war between America and Japan was a war over technology and economics ever since. Americans had warplanes, warships, rifles, cannons and so with Japan being known for their "Tora-Tora." When Americans bombed the cities of Nagasaki and Hiroshima, Japan realized a new kind of war. After the World War II, Japan won the new battle in the arena of technology and ultimately economics. Japan today is known globally for their products in motors and cars, agricultural equipments and machineries and almost in every facet of global economics.

The range of education is wide. But its real and practical arena resides and happens ordinarily in the economic life of society. Research in education should not only be confined in the classroom nor in school. It would be significant and full of meaning whenever we deal with people in their everyday living, workshop, office, fields and homes. Then and there, we study how they would use their educational attainment and background with spontaneity. We can assess how deep really the effectiveness of schooling has crept in their

minds and veins; how education has affected their attitudes, thinking and way of life.

In the Philippine setting, there is nothing more problematic for Filipinos than their economic way of life. The representatives of then Second Plenary Council of the Philippines expressed this condition, to quote ...

“Appalling mass poverty is undoubtedly the most tragic aspect of Filipino life. It is the social problem. In part, this poverty is attributed to a sheer lack of productivity in our economy.”

Schooling and education has many things to say in the poverty of majority of Filipino people as well as the richness of the few and the overall poverty of the nation. Beneath this phenomenon, it would be great to focus our attention with the present attitude of modern Filipinos. In the present attitude of modern Filipinos, deep seated are the influences of their previous and background of education.

Today in fact there are many factors affecting the economic attitude of the present time Filipinos. The Philippine Constitution for those who are familiar basically speaks of National patrimony which promotes love for the country by giving priority for Filipinos over the foreigners and boosting the Filipino spirits for productivity. The Department of Education and Commission on Higher Education make as their mission to promote in the hearts and spirits of Filipino students the values of nationalism and patriotism.

But there are discrepancies. In the Philippine schools and its systems, proper education as to the right knowledge of developed Philippine economics is lacking and missing, so much a paper mission. In the governance of the State, the present administration as well as lots of previous administrations has no clear vision of effective and productive national economics. If it were so, national poverty could not be felt for so long a time. Majority of Philippine presidents had mistaken democracy away from patriotism and independence. Foreign investment has become the solution for the poverty of the nation. And what is prevailing in the Philippine market for so long is but the clear dominance of foreign products, foreign owned manufacturers, foreign

investors and their investments. In short the prevailing practice is pro-foreign rather than nationalist and patriotic.

The economic practice and system in the Philippine setting is depicted thus in a diagram.

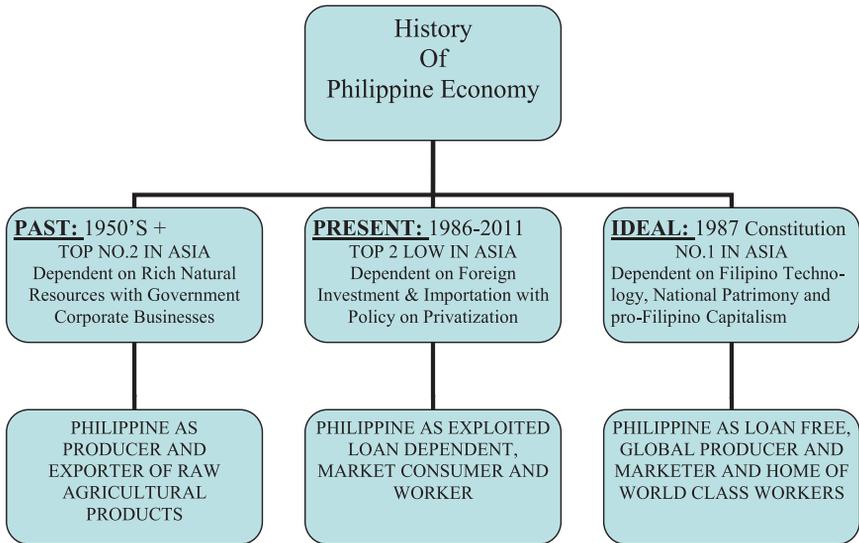


Fig. 1. A diagram on the history of Philippine economy

To exert our effort with research on companies promoting pro-foreign products like what is happening in typical and stereo-typical Economics, Marketing, or Business Management courses is so much. Now, it is time to deal with research dealing with the attitudes of Filipino end-users of a particular Filipino product. It is very exciting to know from them why of all products, they had chosen locally made one. It is very unpopular from them to choose Filipino products over imported ones. We do not know what is in their mind and where they get such an attitude, hence this study.

OBJECTIVES OF THE STUDY

This study determined the reactions of Ballast Booster end-users of Central Isabela residents towards Filipino technology and its implication to education.

MATERIALS AND METHODS

Research Design

The research method applied in this study is a novelty for the early period of the process of the study; the middle and concluding part are conventional. Since the product or specimen used for research study was not yet functional in the local market, the researcher himself actively joined in promoting the product. After more than a year of marketing and having sufficient and enough end-user respondents, the research study had resumed. There was a kind of experimentation since a year of observation with the product was needed before any research exploration took place. As defined by Chaplin (1975) "Experimental Method is the technique of discovering information by means of experimentation."

In gathering data, the researcher employed descriptive-normative survey method as the requirement of one-year of observation with the experimental object was met. According from Good and Scates (1972), this method is used for organizing, interpreting, and reporting the present status of certain events and actual systems as well as structures prevailing at the moment. It concerned itself with cross-examining the present situation necessary for closer study. It delves itself determining the conditions that prevail in group of cases and type of people chosen for study. It is also a method in getting the quantitative description of the general characteristics of the group. They claimed that this type of research is helpful in giving pertinent information to persons/researchers who are interested in finding the present trends and tendencies. Similarly, Best (1963) remarked that "descriptive research describes and interprets what is. It is concerned with conditions of relationships that exist; practices that prevail; beliefs that persist, processes that are going on; effects that are being felt and trends that are developing."

Questionnaire

The paper questionnaire was the primary instrument for gathering data. It was intended to have information about the personal profile of the end-user respondent. The check-response type was used to make it convenient in the part of the respondents with the aim of getting

their actual and practical knowledge and internal attitude. Interview was used after the questionnaire was answered during retrieval.

Exhibits and Demos

Even before the questionnaires were floated, the researcher himself experienced giving demonstrations and joining in exhibits in trade-fairs an occasion whereby people ask questions about the product and being informed about the product. For a new product to be patronized in the market a lot of explanations were needed and lots of questioning were thrown.

Locale of the Study

The venue of the research was in Central Isabela which consisted of the towns of Cauayan (now a city), Luna, Cabatuan, Reina Mercedes and Naguilian. These towns have people of different cultures and mind sets. From these various end-user respondents, it was good to get how they valued or what really was their basic attitude towards Filipino Technology and national patrimony based from their attitudes with the product, an invention of a Filipino Inventor.

Respondents of the Study

With limited consumers of Ballast Booster product, at least seventy-two persons were end-user respondents. The study made use of total enumeration as statistical basis.

Instruments Used in the Study

The questionnaire and interview techniques were used to gather the data needed.

The researcher first asked permission from the authorities concerned before floating questionnaires. After permission was granted, he distributed questionnaires to the respondents. Distribution of questionnaires was done only after a year of observation with the product. Upon retrieval, interview took place. Information about the

marketed product and its impact on them was discussed. The gathered data and subsequent responses from the respondents will be tallied, tabulated and analyzed to answer the specific questions of the study.

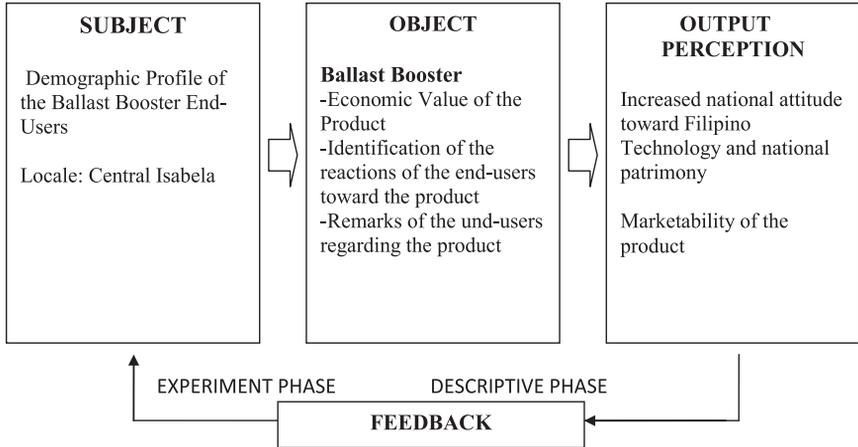


Fig. 2. Conceptual Framework

Statistical Treatment of Data

In the analysis of the data gathered, the researcher made use of the following statistical tools: Frequency and Percentage Distribution and Analysis; Ranking (Ranking proceeded from the most to the least when three or more brackets or ranges were there. Plurality was acknowledged to represent majority especially when there were more end-user respondents abstained from answering the given questions. However, there were trends of similarity; these were taken as signs to represent the majority; and Chi-square was applied in testing the hypothesis

RESULTS AND DISCUSSION

1. Demographic Profile of the Respondents

As to the demographic profile of the end-user respondents, majority were: of ages from 25 to 52; male; married with children of 1

to 4; involved in farming; college graduate; refraining from revealing their income; having an annual income of 121,000 to 240,000 pesos; having an extra income out of farming activities; owned appliances like Cable T.V., stereo/radio/ karaoke, refrigerator and electric fan; buying only one piece; and wanting to test the product whether they can save money and energy.

Table 1. Frequency and percentage distribution of the reactions of respondents according to 3 Variables/Issues

A. Knowledge and awareness of the existence of the product	Yes	%	No	%
1. Know the product purchased is a Filipino invention.	70	97	2	3
2. See the products in hardware or electrical supply.	20	28	52	72
3. Aware something about Filipino inventions.	60	78	11	22
4. Believe to such thing as "Filipino Technology".	64	88	8	12
5. Care if the product bought is made in the Philippines or not.	63	87	9	13
6. Convince local product is not classy and lesser in quality vs. imported.	30	42	42	58
7. Accept if product is local, it is lesser in quality and durability	30	42	42	58
8. If the product is imported, it is original.	30	46	42	58
9. Importing technology from abroad like Japan, USA and Europe is good.	33	46	38	53
10. Become classy when one buys imported goods.	52	72	20	28
11. Know the inventor of Fluorescent light is a Filipino, Agapito Flores.	58	80	14	20
12. Trust in Filipino (inventor).	72	100	0	0
13. Mind to know the inventor of the product and its origin.	63	87	9	13
14. Care to know the Capitalist who backed up the production.	63	87	9	13

Continuation of Table 1

15. Conscious to differ between Filipino and Chinese as product distributor.	57	79	15	21
16. Trust if a product is made and produced by Filipinos.	68	94	4	6
17. Acknowledge the new product is better of service than the old one.	65	90	7	10
18. Understand new technology is costly but durable and saver.	50	69	12	31
19. Learn a new product has advantage and solution left undone by old.	68	94	4	6
20. Aware of the warranty and guarantee trademark of the product.	70	97	2	3
21. Read the warranty and guaranteed life span of the product is long.	54	75	18	25
22. Care for the accessibility of outlet even if the product is disposable.	30	42	42	58
B. Economic Global Issues	Yes	%	No	%
1. Care if product has patent, national or international	58	80	13	18
2. Understand issues on APEC and its effect on Philippine economy.	58	80	14	20
C. Government Economic Program and Support for Filipino Technology	Yes	%	No	%
1. Acknowledge the value of Government support to Filipino inventors.	67	93	5	7
2. Realize the government support to the production of national products.	53	74	19	26
3. Aware of the Phil. Govt. priority on pro-foreign investment/industry.	58	81	14	19
4. Thank the government for putting up Duty-free Philippines.	65	90	7	10
5. Remember mention of Filipino inventors in Science classes in school.	50	69	20	28
6. Reminisce schools to teach something on National/Filipino Technology.	59	82	12	17

As to knowledge and awareness of the existence of the Filipino product, majority or more than 50% of the respondents had a positive outlook with pro-foreign inclination as regards quality, durability, originality and classiness and accessibility i.e. 44%; as to knowledge of

economic global issues; majority or 58% cared for the effects on national economy; and as to government economic program and support for Filipino technology, majority or 55% praised the government with pro-foreign inclination to the establishment however of Duty-Free Philippines i.e. 65%.

3. Chi-Square Results on the reactions of the end-users of Ballast Booster according to three categories

Table 2. Chi-Square Analysis between the Respondent's Reaction and the Different Variables

Variables (Demographic Profile)	Chi-Square Value (with and without continuity correction factor)		Degree of Freedom	Tabular Value	Decision	Interpretation
1. Age						
A. Existence of Filipino Technology	0.000		2	5.59	Accept Ho	Reaction does not depend on age
B. Global issues	0.292					
C. Government support for Filipino Technology	0.338					
2. Sex						
A. Existence of Filipino Technology	0.058	0.002	1	3.84	Accept Ho	Reaction does not depend on sex
B. Global issues	0.021	0.213				
C. Government support for Filipino Technology	0.005	0.065				
3. Occupation						
A. Existence of Filipino Technology	2.630		3	7.82	Accept Ho	Reaction does not depend on occupation
B. Global issues	2.933					
C. Government support for Filipino Technology	0.772					

Continuation of Table 2

4. Civil Status						
A. Existence of Filipino Technology	0.047	0.025	1	3.84	Accept Ho	Reaction does not depend on civil status
B. Global issues	0.006	0.101				
C. Government support for Filipino Technology	0.149	0.001				
5. Number of Children						
A. Existence of Filipino Technology	0.052	0.374	1	3.84	Accept Ho	Reaction does not depend on number of children
B. Global issues	0.375	1.056				
C. Government support for Filipino Technology	0.375	1.056				
6. Educational Attainment						
A. Existence of Filipino Technology	0.001	0.080	1	3.84	Accept Ho	Reaction does not depend on educational attainment
B. Global issues	0.313	0.081				
C. Government support for Filipino Technology	0.035	0.288				
7. Income						
A. Existence of Filipino Technology	0.013	0.117	1	3.84	Accept Ho	Reaction does not depend on income
B. Global issues	0.008	0.248				
C. Government support for Filipino Technology	0.008	0.248				

Continuation of Table 2

8. Number of product's bought						
A. Existence of Filipino Technology	0.027	0.398	1	3.84	Accept Ho	Reaction does not depend on the no. of products' bought
B. Global issues	0.005	0.297				
C. Government support for Filipino Technology	0.050	0.084				
9. Purpose						
A. Existence of Filipino Technology	0.169	0.001	1	3.84	Accept Ho	Reaction does not depend on the purpose for buying
B. Global issues	0.072	0.510				
C. Government support for Filipino Technology	0.005	0.065				

As to the reactions of the Respondents regarding the existence of Filipino technology, economic global issues, and government economic program and support towards Filipino Technology when grouped according to demographic profile such as age, sex, civil status, occupation, number of children, educational attainment, income, quantity of product bought, and purpose in buying the product; using the chi-square test, the result was: the chi-square value of all the data of different variables were very much lower than the tabular value; hence, the respondents' reactions did not depend on demographic profile.

CONCLUSIONS

The following are the conclusions:

The personal variables have no bearing on the perceptions of the respondents on Filipino technology. The study therefore left a vital question unanswered i.e. where did the reactions of respondent end-users really depend on? Were those reactions innate and naturally cultural? This study therefore implied that a national consciousness

should be conceived, implanted and nurtured in Filipino psyche in all levels of the Philippine educational systems toward Filipino Technology which is the key toward national economic productivity.

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