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INFORMATION DISSEMINATION PROCESS OF DEPARTMENT OF PUBLIC WORKS AND HIGHWAYS TARLAC DISTRICT ENGINEERING OFFICE

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Abstract: This study focused on the information dissemination process among the district offices of Department of Public Works and Highways Tarlac. The purpose of this study is to determine whether the proper procedure of information dissemination in accordance with the mandate of the Public Affairs and Information Office of the DPWH. Using a descriptive method, this study gathered data from forty participants from the district offices in Tarlac Province with the use of documentary analysis, questionnaire, and interview. The respondents in this study are the District Information Offices of each district offices as well as the employees and stakeholders. The process of information dissemination in the respective district offices were measured in terms of: 1) compliance with the guidelines of information dissemination; 2) implementation of proper procedure in information dissemination; 3) support of the management in the information dissemination process; 4) effectiveness of the information dissemination procedure. This study determined the problems encountered in the proper procedure in the information dissemination in their respective district offices. The findings presented the possible areas of improvement in the proper implementation of procedure of information dissemination process among the district offices of DPWH Tarlac Province. The top most problem encountered by the researcher is the lack of mobilization to support the proper procedure in the information dissemination. The top recommendation by the researcher to the district information offices is to increase the support from the top management in all aspects in terms of information dissemination process. It is concluded in this study that there are still loopholes in compliance and implementation of the proper procedure of information dissemination in each district. Recommendations in this study included the strict implementation of guidelines in the proper procedure of information dissemination as well as to monitor the compliance with regard to information dissemination.

I. INTRODUCTION

The spread information has been transformed by technological innovations and rapid advances. There is in need to study the different strategies of information dissemination to determine the most effective way on how to enhance the distribution of information to their respective stakeholders. It involves the process on how to promote transparency to the public through an effective and efficient way of information dissemination. Around the world, governments and public administrations create a vast large volumes of information in order to carry out their operational activities, as well as while interacting with any interested party, whether people or businesses, on the other hand. Wang, S., & Feeney, M. K. (2014). The Philippine Information Agency, sometimes known as PIA, was established in the Philippines with the Inform the Filipino population on government initiatives, projects, and

services. Public, which seeks to achieve its objectives through enhancing the quality and enabling individuals to contribute in the democratic processes of the nation. It enlightened citizens, empowering them to make informed decisions to better their quality of life and contribute to nation-building. In order to better respond to residents' needs, local governments utilize a variety of technologies needs and to boost productivity. However, the factors that influence technological adoption depending on the technology being employed, and look at the adoption of two different information and communication technologies (ICTs) come in a variety of forms, including intranets, which enhances internal organizational efficiency, and e-services, which attempt to efficiencies for the general public and government organizations.

The rapidly expanding social network is being used for information distribution among emergency managers, the platform of such occurrences raised serious worries for which an accurate forecast of information recirculation in social networks is required devising a suitable plan and measuring the social effects of the event. Nevertheless, details Complex interactive activities, as well as group dynamics, have a significant impact on diffusion. current techniques and concepts are insufficient to create a successful social network owing to open, flexible social relationships and ambiguous information, prediction results might be unpredictable processing actions. In addition, information dissemination has always been an important social function, but in today's information-centric cultures, it has become one of the most vital. There are several sorts of information that circulate in human civilizations, particularly through computer and communication networks. Recent networking developments Infrastructures and services have been partially stimulated in order to support the rising trends of increasing quantities and service needs of disseminated information, in conjunction with the diversity of information kinds, as described above. In general, based on how each piece of information is received by human users, information may be classified into three types: beneficial, malevolent, or of varying substance, and marked accordingly. Useful information consists of many diverse types of data, all of which are expected to be of some immediate or later use by the end-users (Karyotis & Khouzani, 2016).

Moreover, information and communication technologies, such as websites and email, have emerged as popular tools for the dissemination of evidence to health professionals. The objective of this systematic review was to identify research on health professionals' perceived usability and practice behavior change of information and communication technologies for the dissemination of clinical practice guidelines (De Angelis & Brosseau, 2016). On the other hand, social media and conventional media are two types of information media. Because of the high effect and coverage ratio made possible by advances in information technology, social media, including brief messages, microblogs, and news portals, are becoming increasingly popular and, as a result, vital means of information distribution. For example, because more data is available than in conventional media, they can improve decision-making. However, some traditional media, including cell phones, television, and oral communication, also play important roles in information dissemination (Zhang, Huang, Su, Zhao & Zhang, 2013). Technological progress has significantly transformed the way in which information is stored and transmitted. The relationship between good governance and national development has attracted keen global attention. The emergence of information as a vital factor of production in the knowledge economy has added a new dimension to it (Oye, 2019).

Therefore, distribution involves an interactive process of sharing knowledge with the intended audiences so that it can be applied to bring about change. The difficulty lies in making desired information items more easily accessible to individuals who are their target audience. This means ensuring physical availability of the product to as large a proportion of the target audience as possible and making the product comprehensible to those who receive it (Ordonez & Serrat, 2017). Tools for disseminating information are essential for success in a quick-paced firm trying to outpace the competitors. Thriving organizations need effective information dissemination strategies to boost morale, productivity and the company's bottom line (Dowd, 2021). Information is meaningless if it is not disseminated whether in business, school, government, or research, they play an important role in society. Information, as a basic necessity in the learning and information centre, can support the institution best when closely integrated into the academic process (Cabonero, Domincel, Bannog, Dacanay & Camonayan, 2019). Accessibility to technology of the respondents, dissemination of information to respondents through the web, level of public web applicability of the respondents, and level of assessment on incident report in the community of the respondents are the factors affecting the involvement of the respondents in the different services of local government officials which lead as a basis for creating the e-participation website for local government unit (Balahadia, Molino, Bawica, Juanatas, Balmeo & Ballera, 2017).

The researcher intends to assess the information dissemination strategies of the DPWH Tarlac 1st and 2nd District Engineering Office. With the current situation in the province, a study on the information dissemination strategies should be done and it may analyze the awareness of the stakeholders and compliance of the information officers in the district offices. Furthermore, the researcher also acted as the Assistant District Public Affairs Officer in relation to dissemination of information for public consumption at DPWH Tarlac 1st District Engineering Office. Given the researchers role as District Public Affairs Officer, her insights and involvement in the proposed study can contribute valuable perspectives and recommendations for enhancing the effectiveness and inclusivity of the information dissemination process done by DPWH Tarlac District Engineering Offices.

STATEMENT OF THE OBJECTIVES

This study aims to evaluate the information dissemination process in the DPWH Tarlac 1st and 2nd District Engineering Office.

Specifically, this study sought to answer the following objectives:

1. To determine how the information dissemination process in the DPWH Tarlac 1st and 2nd District Engineering Office be described and assess in terms of:
 - 1.1 Compliance of the guidelines of information dissemination
 - 1.2 Implementation of information dissemination process
 - 1.3 Evaluate the support of the management.
 - 1.4 Effectiveness of information dissemination process
2. To determine the issues and concerns in the information dissemination process of the DPWH Tarlac 1st and 2nd District Engineering Office
3. To address the issues and concerns to further enhance the information dissemination process in the DPWH Tarlac 1st and 2nd District Engineering Office
4. To determine the implications of the study to Public Administration

SCOPE AND DELIMITATION

The scope of this research study focused on gathering ideas and experiences from District Information Officers and Staffs as well as the stakeholders of DPWH Tarlac District Engineering Offices. The study aimed to explore the challenges, impacts, and perspectives of the information staff and stakeholders in relation to the mandated information dissemination process. The research conducted within the geographical area of Tarlac Province specifically targeting the stakeholders of DPWH Tarlac District Engineering Offices. The study should not cover the stakeholders of other government agency who does not benefit from Department of Public Works and Highways.

The research primarily employed a quantitative-methods, specifically through interview with the participants. The interview guide covered the topics related to personal experiences, challenges faced, initiatives and programs, access to service, external support, and the role of local government.

The study acknowledged the limitations of small sample size and its focus on specific geographical location, which may not fully represent the diversity of experiences and perspectives of all District Public Affairs and Information Employees and the stakeholders. The findings of this research may not be cognizable to all District Public Affairs and Information Office of other DPWH District Engineering Offices.

Confidentiality was ensured, and participants' identities remained anonymous throughout the research process. The data collected were used solely for academic purposes and handled with strict confidentiality.

Recommendations and insights generated from this research study aimed to contribute to the development of policies, programs, and initiatives that may be possibly can address the specific needs and concerns of District Public Affairs and Information Unit particularly in DPWH Tarlac District Engineering Offices. The scope of this study encompassed the fiscal year 2022-2023.

THEORETICAL FRAMEWORK

The review of related literature gave insights, concepts and facts that were helpful in guiding the researcher in conducting the study. The findings, conclusions and recommendations of the studies presented provided valuable knowledge, views and ideas in the conceptualization of the study.

This study is focused on the evaluation of the information dissemination process of DPWH Tarlac 1st and 2nd District Engineering Offices. Through interview and survey, the researchers were able to analyze the information dissemination process in terms of political, social, and economic aspect. The researchers may also determine the problems encountered by District Information Offices and the possible measures to enhance information dissemination process. Implications of this study to Public Administration were also drawn.

II. RESEARCH METHODOLOGY

RESEARCH DESIGN

In this study, the researcher used the quantitative descriptive analysis research method in assessing the information dissemination process of the district information officer of DPWH Tarlac 1st District Engineering Office and 2nd District Engineering Office in terms of compliance with the guidelines as well as the implementation and support of the top management to ensure the effectiveness of information dissemination process of DPWH in Tarlac Province. Moreover, this study should determine the weaknesses and the problems encountered by the respective district information offices in the performance of their mandates. Lastly, this study aims to come up with plan of action that can be proposed to address these problems and concerns by the District Information Offices and the implications of the study to public administration was drawn.

LOCALE OF THE STUDY

This study was conducted within the DPWH District Engineering Offices in the province of Tarlac. The DPWH Tarlac 1st District Engineering Office consist of the municipality of San Manuel, Moncada, Paniqui, Gerona, Anao, Pura, Ramos, San Clemente, Camiling, Sta. Ignacia, San Jose and the City of Tarlac. The DPWH Tarlac 2nd District Engineering office includes the municipalities of Capas, Bamban, Concepcion and La Paz.

The researcher collected the data from the District Information Offices and from their stakeholders and employees who are working in different offices of the DPWH District Engineering Offices in Tarlac Province. As mentioned, the researchers may use a survey questionnaire and interviews for the respondents.

RESEARCH INSTRUMENT

Simple Random Sampling is the simple sampling practice where the choose cluster of subjects (a sample) for the study from larger group (a population). Each respondent is chosen randomly and each member of the population has an equivalent chance of being involved in the sample. Every possible sample of a given size has the same chance of selection. A simple random sampling would be the names of 60 District Information Office Employees per DPWH District Engineering Office in the province of Tarlac and 60 stakeholders and employees per DPWH District Engineering Office in the province of Tarlac.

DATA GATHERING PROCEDURE

There are three methods that were used in the study; the questionnaire, interview and documentary analysis, that was utilized to facilitate data required for the assessment of the information dissemination process in the DPWH Tarlac 1st and 2nd District Engineering Offices.

Questionnaires was used to capture data to evaluate and examine the information dissemination process. In gathering information, questionnaire include possible questions to answer the problems about the information dissemination process.

Interview was used to collect data which involves the researcher and other individuals that are exchanging information through a series of questions and responses. The researcher used online interviews where the data collected when the interviewer communicates with the respondent on the telephone in accordance with the set questionnaire. Usually, uniform questionnaires with closed-ended questions are optional for this kind of questioning.

Documentary Analysis was used by the researcher wherein it is a research instrument that is form of quantitative research in which documents are taken by the researcher to give significance to an assessment topic and a systematic procedure for reviewing or evaluating documents.

Data Analysis

The collected data was organized in tabular forms and it may be tallied to have a better presentation and understanding. The following statistical techniques should be applied in the acquisition of data.

Frequency. This was used to describe the information dissemination process in the 1st and 2nd District Engineering Offices of DPWH in Tarlac Province. This could be also used in getting the percentages of the problems encountered in the assessment of the information dissemination process.

Percentage. It is the ratio of numbers given as a percentage of 100. This formula was used to present, compute, and tabulate the obtained data (Collins English Dictionary, 2010).

$$P = f \div N \times 100$$

Where:

P = percentage

F = number of frequencies

N = total number of respondents

Ranking. It was used to define how an entry related to the entire group.

It was referred to the order based on some statistical features with the numerical position of an item in a sample set organized in order to determine qualified position.

Likert Scale. A psychometric response scale that is primarily used in a statement or series of accounts for questionnaires to determine the expectations or degree of consensus of participants. Likert scale are a one-dimensional (only measure a single trait) non comparative scaling technique. Respondents are asked to use an ordinal scale to show their degree of agreement with a given argument. The questionnaire was graded using a five-point Likert scale (McLeod, 2008).

III. RESULT AND DISCUSSION

3.1 Overall Assessment of the Information Dissemination Process of DPWH Tarlac 1st and 2nd District Engineering Office

Statements	Grand Mean	Adjectival Rating
Compliance with the Guidelines of Information Dissemination	4.37	Agree
Implementation of Information Dissemination Process	4.09	Agree
Effectiveness of Information Dissemination Process	3.97	Agree
Support from top management in the Information Dissemination Process	3.69	Agree
Overall Grand Mean	4.03	Agree

With an overall grand mean of 4.03 and an adjectival rating of Agree, respondents acknowledged the overall performance of the District Public Affairs and Information Unit of DPWH Tarlac District Engineering Offices in terms of information dissemination process. The basis of the respondents in answering the questions involving information dissemination process is their respective experiences in dealing with the respective agencies. Henceforth, respondents also used their perceptions as well as their knowledge about the agency in fulfilling the aforementioned questions given by the researcher.

Meanwhile, the total grand mean 4.37 and with an adjectival rating of Agree states that the Implementing Rules and guidelines of Department of Public Works and Highways mainly of the Public Affairs and Information

Office supports the role of District Public Affairs and Information Officers and Staff. The aforementioned guidelines fortify the involvement of the agency's information officers and staffs in promoting transparency through an operative and well-organized way of information dissemination.

Moreover, the total grand mean 4.09 and adjectival rating of Agree on the implementation of information dissemination process of District Information Offices of DPWH Tarlac. Respondents asserted that the District Information Offices follows the directive of the agency in terms of the guidelines in the application of information dissemination process.

Furthermore, the total grand mean 3.97 and adjectival rating of Agree on the effectiveness of information dissemination process of District Information Offices of DPWH Tarlac. Respondents avowed that the District Information Offices, in the information dissemination process, is effective in dealing with their work in relation with the involvement of the stakeholders of such agency.

Lastly, with a total grand mean of 3.69 and an adjectival rating of agree on the support from top management in the information dissemination process of DPWH Tarlac 1st and 2nd District Engineering Office. The respondents claimed that top management of the district offices plays a pivotal role in the information dissemination process done by the District Public Affairs and Information Unit of DPWH Tarlac District Engineering Offices

3.2 Issues and Concerns

Table 3.2 Issues and Concerns Involving Information Dissemination

Statements	<i>f</i>	R
Lack of service vehicle for District Public Affairs and Information Unit	56	1
Absence of support and assistance from top management for District Public Affairs and Information Unit	45	2
Insufficient budget allocation for District Public Affairs and Information Unit	36	3
Non- active participation of the stakeholders of District offices	29	4
Delayed releasing of information gathered by the District Public Affairs and Information Office	18	5
Non- participation of the District Public Affairs and Information Unit in the information dissemination process	7	6
Non -implementation of policies regarding information dissemination	2	7

It shows in the table that mobilization of District Public Affairs and Information Unit got the highest frequency 56 that ranks 1. Respondents claimed that there is lack of service vehicles for Information Staff. Without service vehicles, it would be impossible for the information staffs to document all the programs and projects of their respective districts to promote transparency among them and their stakeholders. Then followed by the Absence of support and assistance from top management for District Public Affairs and Information Unit got a frequency of 45 ranks number 2. There is insufficient support from top management for the District Public Affairs and Information Unit of their respective District Offices. These concerns reveal that the top management does not provide ample support for the Information Offices in promoting proper procedure in the information dissemination.

Third in the rank is the statement that there is insufficient budget allocation for District Public Affairs and Information Unit got a frequency of 36 wherein there was no ample budget to cascade and provide the stakeholders the correct information that they ought to have. Then followed by the non-active participation of the stakeholders in the district offices got a frequency of 29 that ranks number 4. Stakeholders' participation with the District's Information Dissemination Process is a part of every agency's development in terms of information cascading process.

Then the fifth in the rank is the delayed release of information gathered by the district public affairs and information unit got a frequency of 18. Another concern of the respondents is the timeliness of the release of the information that was gathered by the information staff for the consumption of the stakeholders of the respective district offices. Then followed by the non-active participation of District Public Affairs and Information Unit in the information dissemination process got a frequency of 7 ranks number 6. Participation of the information staff also affects the information dissemination process if the district offices. Lastly, the non- implementation of policies regarding information dissemination process got a frequency of 2 ranks number 7.

3.3 Intervention Measures

Table 3.3 Intervention Measures

Statements	<i>f</i>	R
Increase support from top management for information dissemination	63	1
Provide sufficient budget allocation for District Public Affairs and Information Unit	56	2
Further improve the process of gathering and dissemination of information	21	3
Coordination with the Regional and Central Office regarding the proper guidelines of Information Dissemination Process	11	4
Coordination with all implementing office regarding the guidelines of information dissemination process	11	4
Information Dissemination Process should be strictly in accordance with the Implementing Guidelines	6	6

It shows in the table that increase support from top management for information dissemination got the highest frequency of 63 that ranks 1. Respondents claimed that the support from top management for the District Public Affairs and Information Unit is needed to further enhance the process of information dissemination. It is essential for the top management to support their respective information unit because the latter is the one in charge of providing credible information to the public.

Then followed by provide sufficient budget allocation for District Public Affairs and Information Unit with a frequency of 56 and ranks 2. It can be gleaned that Information Unit of each district offices need sufficient budget to gather information regarding the programs and projects of the said agency to provide the public with reliable information that they deserve. Such budget allocation for information unit shall be used for gathering, preparing and cascading the information for public consumption. Then the third in the rank with a frequency of 21, stated that further improve the process of gathering and dissemination of information. Respondents thinks that the information unit shall always be develop since there is always an innovation and demand from the public with regards to the information that they need. Information Unit shall always base their process on the demand of their respective stakeholder.

It is then followed by coordination with the implementing office within the district level as well as with the Regional and Central office regarding the proper guidelines of information dissemination process with a frequency of 11 and rank 4. Respondents also claimed that coordination by the Information Unit with other section within the district office as well as the Regional Public Affairs and Information Office and stakeholders Relation Services at the Central office of DPWH. Information Officers cannot work alone without coordination with other section within the district due to the fact that supporting document or information may be provided by them such as information or data about the infrastructure projects by the district office. Moreover, upon gathering credible data in the district level, it is necessary for the district public affairs information unit to coordinate with Regional Public Affairs and Information Office as well as the stakeholder's relation services at the Central Office for proper documentation of all the communications being cascaded in the district level. Regional and Central Offices shall also have a record of the information being dissemination in the district level. Lastly, with a frequency of 6 and rank 6 state that information dissemination process should be strictly in accordance with the implementing guidelines.

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