

Poz and Play: Exploring the Effectiveness of the Online Teleserye 'Mga Batang Poz' in Influencing the Reproductive Health Practices of Filipino Teenagers

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Abstract : The study explores the potential of teleseryes in improving the reproductive health practices of its Filipino teenage viewers. This includes the identification of the elements of teleseryes and the conditions that make it suitable for teleseryes to influence the practices of its viewers, as well as the assessment of how the Sabido methodology was applied in other countries to see if it can be applied in the Philippine context. It discusses the historical context of teleseryes in the Philippines, which are now in the online digital media platform. The study recognizes the role of the social cognitive theory and dramatic theory in a viewer's acquisition of better reproductive health practices and evaluates if these theories can be applied in the Philippine context. Using the quasi-experimental approach, the study aims to determine if there is a causal relationship between how the online teleserye "Mga Batang Poz" is perceived by the Filipino teenage audience through its characters and storylines and the development of the audience's knowledge, perceptions, and behaviors surrounding HIV/AIDS. The study looked into the components of the teleserye that made it relatable to the Filipino youth, as well as factors that should be taken into consideration to significantly influence the reproductive health practices of the Filipino youth.

Keywords : entertainment-education, HIV, quasi-experimental, Sabido methodology, teleserye

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