Articles

*Kamille Anne C. Anarna and Kabzeel Sheba G. Catapang*

Mobile Phone Appropriation Among Coffee Farmers of Amadeo, Cavite, Philippines
*Aldo Gavril T. Lim and Cleofe S. Torres*

Case Study of the Koronadal City Corn Farming and Communication System in South Cotabato, Philippines
*Ricarda B. Villar and Ma. Stella C. Tirol*

Enterprise Information System and Organizational Communication:
The Case of Shoreline Kabalikat sa Kaunlaran, Inc. (SKKI) in Cavite, Philippines
*Sherwin Joseph C. Felicidario and Cleofe S. Torres*

The DevCom Los Baños Style of Communication Materials Development

The College of Development Communication Extension Programs in Community Communication: Towards a New Domain in Development Communication

Current Literature that Support the Shift to Asiacentric and Development Communication Paradigms in Dealing with the Understanding of Animal Health Risks and Biosecurity in Southeast Asia
*Elaine DC. Llarena*
### TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Title</th>
<th>Authors/Contributors</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>Mobile Phone Appropriation Among Coffee Farmers of Amadeo, Cavite, Philippines</td>
<td>Aldo Gavril T. Lim and Cleofe S. Torres</td>
</tr>
<tr>
<td>65</td>
<td>Case Study of the Koronadal City Corn Farming and Communication System in South Cotabato, Philippines</td>
<td>Ricarda B. Villar and Ma. Stella C. Tirol</td>
</tr>
<tr>
<td>101</td>
<td>Enterprise Information System and Organizational Communication: The Case of Shoreline Kabalikat sa Kaunlaran, Inc. (SKKI) in Cavite, Philippines</td>
<td>Sherwin Joseph C. Felicidario and Cleofe S. Torres</td>
</tr>
<tr>
<td>188</td>
<td>Current Literature that Support the Shift to Asiacentric and Development Communication Paradigms in Dealing with the Understanding of Animal Health Risks and Biosecurity in Southeast Asia</td>
<td>Elaine DC. Llarena</td>
</tr>
</tbody>
</table>
FOREWORD

Approaches and strategies are the cornerstones of development communication projects. Anarna and Catapang’s article proposes a model of Overseas Filipino Workers’ (OFWs) risk-taking intention that could be used as a basis for crafting communication interventions for OFWs. Villar and Tirol’s article demonstrates how communication strategies can be derived from a comprehensive and detailed analysis of Koronadal City corn farmers’ communication system.

This issue also delves into the use of information and communication technologies (ICTs) in development organizations. Lim and Torres’s article looks into coffee farmers’ appropriation of mobile phones while Felicidario and Torres’ article analyzes the impacts of an enterprise information system on a non-government organization’s work processes.

In this issue of PJDC, good practices in the various extension programs and projects of the College of Development Communication (CDC) are featured. Torres et al.’s article discusses CDC’s extension programs and projects through the years from the lens of community communication. Francisco et al.’s article puts forward some essentials of the DevCom Los Baños Style of communication materials development based on CDC’s experiences in its major extension projects, whose major component is materials development and production.

Finally, Llarena’s article argues for the use of Asiacentric communication and development communication paradigms when communicating animal health risks and biosecurity.

The range of articles in this issue reflects PJDC’s commitment in promoting research that enriches the practical and theoretical aspects of development communication.

Ma. Theresa H. Velasco
Chair, PJDC Editorial Board

A PREDICTIVE MODEL OF OFW RISK-TAKING INTENTION: A PROPOSED GUIDE FOR COMMUNICATION CAMPAIGNS

Kamille Anne C. Anarna and Kabzeel Sheba G. Catapang

ABSTRACT

Theories and models are important in crafting effective communication campaigns, hence the proposed theory-based model in this paper could help in the design of effective communication interventions for Overseas Filipino Workers (OFWs) who may tend to take risks owing to their exposure to negative conditions abroad. On the basis of existing theories and literature review, the proposed model shows the factors that can predict the risk-taking intention of OFWs, as well as other factors that may affect the prediction.

Self-administered survey was conducted for empirical validation of the concepts. Controlling for the effect of social desirability bias, this study found that knowledge of OFWs’ benefit-oriented attitude, risk-oriented attitude, and strain may be used to predict their intention to take risks. These predictors, together with empirically tested moderator variables and theory-driven external variables, constitute the proposed predictive model of OFW risk-taking intention. The model, which may be used as a general guide, is intended for further testing through formative research if to be used for planning communication campaigns focused on a specific risk for OFWs.

Keywords: predictive model, communication campaigns, overseas Filipino workers, risk-taking intention, moderators, social desirability bias