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The effect of perceptual and situational factors and communicative action on the environmental engagement of the residents of Cabuyao City, Laguna on the water pollution in Cabuyao River

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The study aimed to determine the effect of perceptual and situational factors, as well as communicative action, on the environmental engagement of the residents of Cabuyao City, Laguna on the water pollution in Cabuyao River. The conceptual framework used in this study was a combination of Kim and Grunig's Situational Theory of Problem Solving (STOPS) and the conceptual model of environmental engagement of Jiang, et. al. A one-shot survey was done among 300 residents from five different barangays located along Cabuyao River. Spearman's correlation was used to determine the relationship among the resident's perceptual/situational factors and their communicative action, and if communicative action positively affects their environmental engagement or not. Moreover, to determine the effect of each perceptual factor on situational motivation, communicative action, and environmental engagement, ordered logistic regression was employed. On the other hand, Pearson's Chi-Square test was used to determine if the resident's socio-demographic characteristics are associated on how they engage in environmental activities in Cabuyao City, Laguna. The resident's ability to recognize water pollution as a problem and their capability to recognize the obstacles limiting their actions positively affects their motivation to know more about water pollution. Their previous subjective experiences related to pollution affects how the residents acquire, select and transmit information on water pollution. Also, the more often the residents acquire, select and transmit environmental information, the more likely they are to observe, interact, intervene, learn, and join environmental initiatives. On the other hand, female residents tend to engage more on pro-environmental activities compared to males.