



**Stream Analysis: PahamCast Ep. 01 - Isiwalat Boses at Talino mo**

**Pahamkas**

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February 10, 2024

## **I. Summary of Stream**

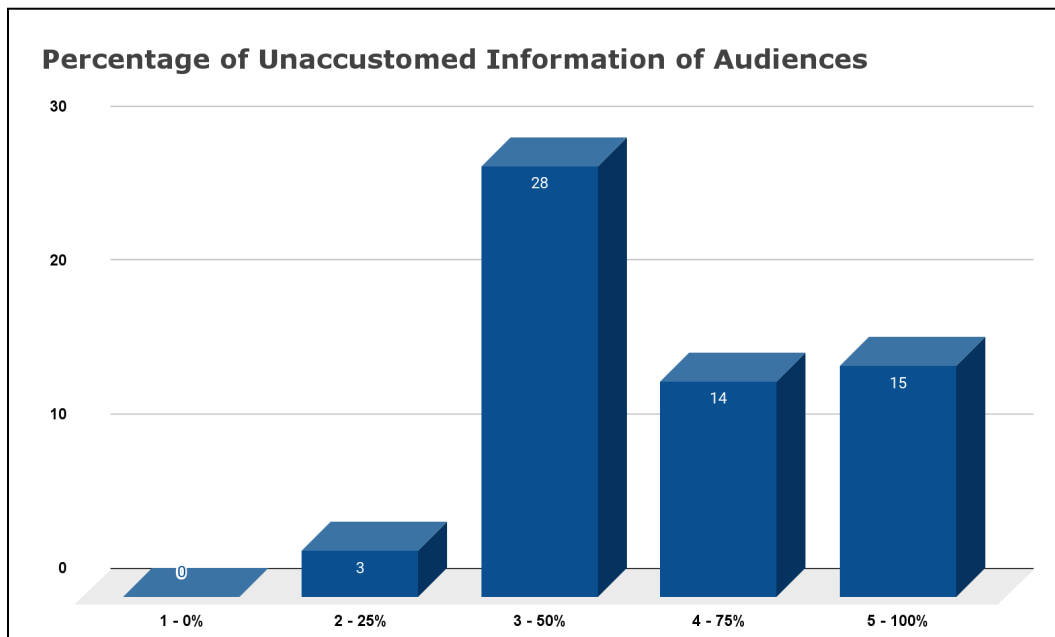
On the 6th of February at 3:00 PM, the Pahamkas Team held their first live stream on Facebook entitled “PahamCast Ep. 01 - Isiwalat Boses at Talino mo”, featuring hosts Ghiger Yoh Abril and Ataliah Ysabelle Dalere. They were joined by guest speakers Claire Catalan and Heather Nicole Roque, who shared their perceptions on the topic of “social media,” specifically focusing on Facebook utilization and its impact on students' academic performance and lifestyle. Despite encountering some technical difficulties initially, the stream proceeded smoothly as time passed. The stream has a duration of 1 hour and 37 minutes. In the end, during the raffle, seven viewers engaged by answering three questions, resulting in three winners, each awarded 100 pesos as prizes.

## **II. Strengths of Stream**

The stream was properly and thoroughly created for one’s goal: engage while learning. Although technical issues have occurred it was properly handled by the technical team as well as the hosts by proper preparation before the streaming the day before. This section will discuss all of the strengths of live streaming:

### **Familiarity of Information:**

According to the percentages given, about half of the participants thought the information was new in some way, and a sizable portion said it was altogether new to them. The fact that no one claimed to have prior knowledge indicates that most of the participants were not familiar with the material. Which significantly impacts the stream in reaching its aim, giving social media literacy.



**Figure 01.** Percentage of Unaccustomed Information of Audiences

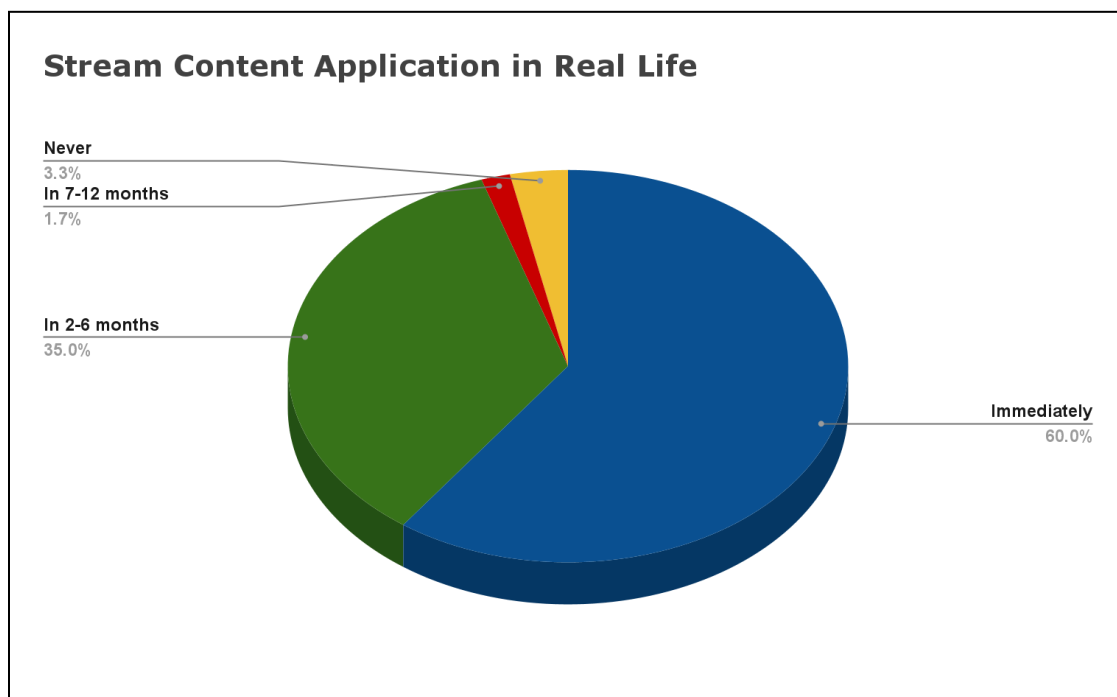
Among the 60 respondents of the Streaming Evaluation Form:

- 46.7% of respondents (28 Participants) answered “3” or 50% are unfamiliar with the information in the stream. This indicates that almost 50% of the participants admitted to not having previously been familiar with the material that was discussed. It suggests that even though some participants could have been exposed to the information or had some prior knowledge, they still thought it was somewhat fresh or unfamiliar.
- 25% of respondents (15 Participants) answered “5” or 100% unfamiliar with everything being discussed in the live stream.
- 23.3% of respondents (14 Participants) answered “4” or 75% unfamiliar with the information being presented in the live streaming.

- 5% of respondents (3 Participants) answered “2” or 25% unfamiliarity with the information being discussed in the stream.
- 0% or none of the respondents answered “1” or 0% unfamiliarity with the information. It means that none of the participants reported that they were familiar with the material that was provided beforehand.

### Usage of Information to Real Life:

According to the percentages given, most participants thought they could use the information right away, while a sizable portion noticed the material's value but said they would use it in two to six months. This implies that a significant percentage of the participants found the information to be timely and useful.



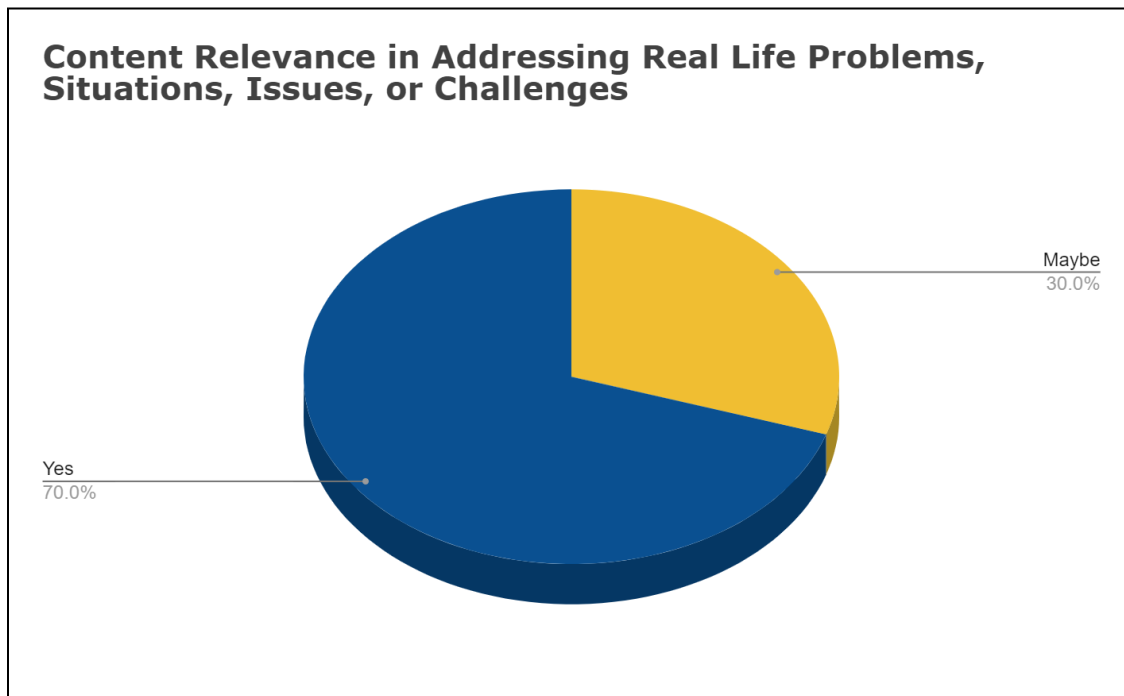
**Figure 02.** Stream Content Application in Real Life

Among the 60 respondents of the Streaming Evaluation Form:

- 60% of respondents (36 Participants) answered “immediately” as they could put the information to use right away. This suggests that a sizable majority of participants thought the information was pertinent and appropriate to their current situation. They said they were confident they could use the information immediately and that it would help them achieve their short-term objectives.
- 35% of respondents (21 Participants) answered “In 2-6 months” as they could put the information from the stream to use in the next two to six months. This implies that a considerable proportion of the respondents recognized the usefulness of the data, but believed it would be more relevant to their upcoming projects than to their current circumstances. They gave a period of two to six months as when they expected to be able to use the information in an efficient manner.
- 1.7% of respondents (1 Participant) answered “In 7-12 months” as they could utilize the data in our stream for a period of seven to twelve months. Although it might take some time for them to completely utilize it, we can assume that this information is beneficial to them.
- Just 3.3% of respondents (2 Participants) answered “Never” they would ever use this. Since they don't really have any issues with social media, we may assume that they don't require the information we provided in our stream.

**Relevance of Stream on addressing solutions, issues, or challenges in lives:**

Based on the data, most viewers believe that the relevancy of our stream is apparent in addressing Real Life Problems, while the remaining viewers are unsure if it is relevant.



**Figure 03.** Content Relevance in Addressing Real Life Problems, Situations, Issues, or Challenges

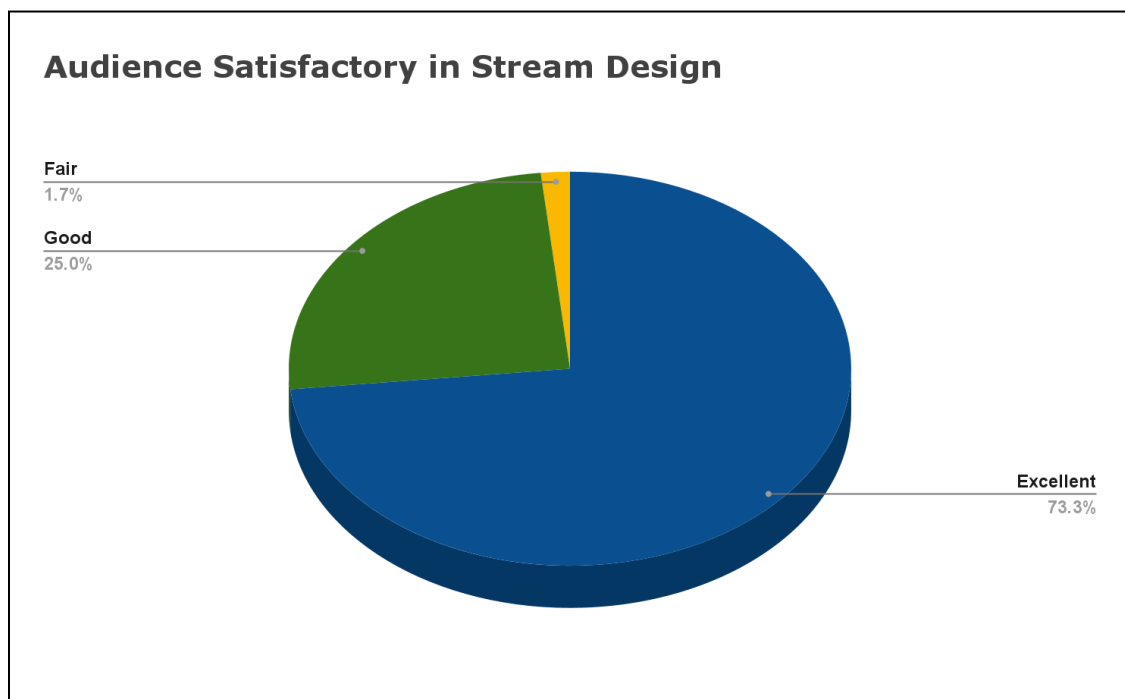
Among the 60 respondents of the Streaming Evaluation Form:

- According to 70% (42 participants), the content is relevant to solving problems or overcoming obstacles in their daily life. This implies that a significant percentage of the attendees acknowledged the usefulness of the information given. They think the material might provide answers, clarifications, or direction for dealing with particular issues or difficulties they might be having.

- 30% (18 participants) were unsure if the information was applicable to problems, difficulties, or solutions in their own life. This shows that some participants were uncertain about the information's practical usefulness, albeit in a reduced but still significant percentage. To determine whether the information is applicable to their own situation, they might need further details, background information, or particular examples.

### Design Content of Stream Ratings:

Most respondents had a favorable opinion of our content design overall, and a sizable percentage said it was great. A smaller but noteworthy group gave it an excellent rating, demonstrating their appreciation for the high caliber and practicality of the design.



**Figure 04.** Audience Satisfactory in Stream Design

Among the 60 respondents of the Streaming Evaluation Form:

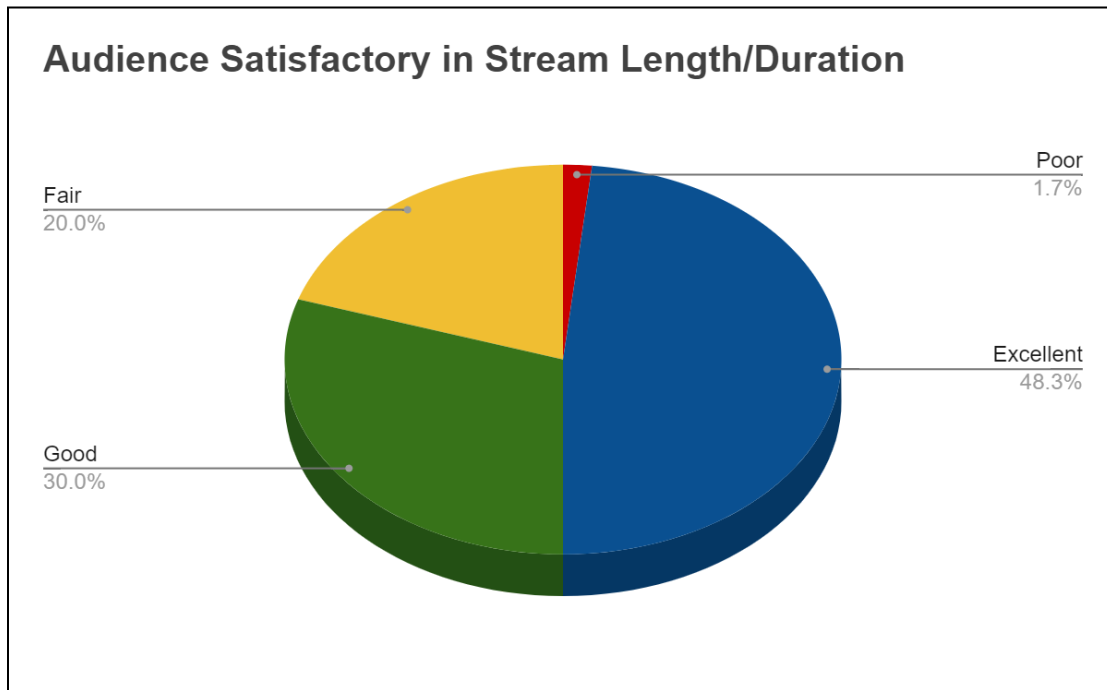
- 73.3% of the respondents (44 participants) rated the design of our content as excellent. They found the design to be highly appealing, visually pleasing, and well-executed, surpassing their expectations.
- 25% of the respondents (15 participants) rated the design of the content as good. They acknowledged the efforts put into the design and appreciated its overall quality, although their assessment may be slightly more reserved compared to those who rated it as excellent.
- On the other hand, 1.7% of the respondents (1 participant) rated our design content as fair enough. We can infer that they're not that satisfied with what we have presented or they may not be a big fan of our chosen design.
- Overall, the majority of the respondents held a positive view of the design of the organization's content, with a significant portion considering it to be excellent. A smaller but still notable group rated it as good, indicating their recognition of the design's quality and effectiveness.

#### **Length/Duration of Stream Ratings:**

Regarding theory stream's duration, most respondents had a favorable opinion of it overall, and a sizable percentage thought it was great. A smaller but significant minority gave it a favorable rating, indicating that they were happy with the runtime.



Some respondents, meanwhile, thought it was fair, indicating that there might be space for improvement or personal preferences with regard to the stream's duration.



**Figure 05.** Audience Satisfactory in Stream Length/Duration

Among the 60 respondents of the Streaming Evaluation Form:

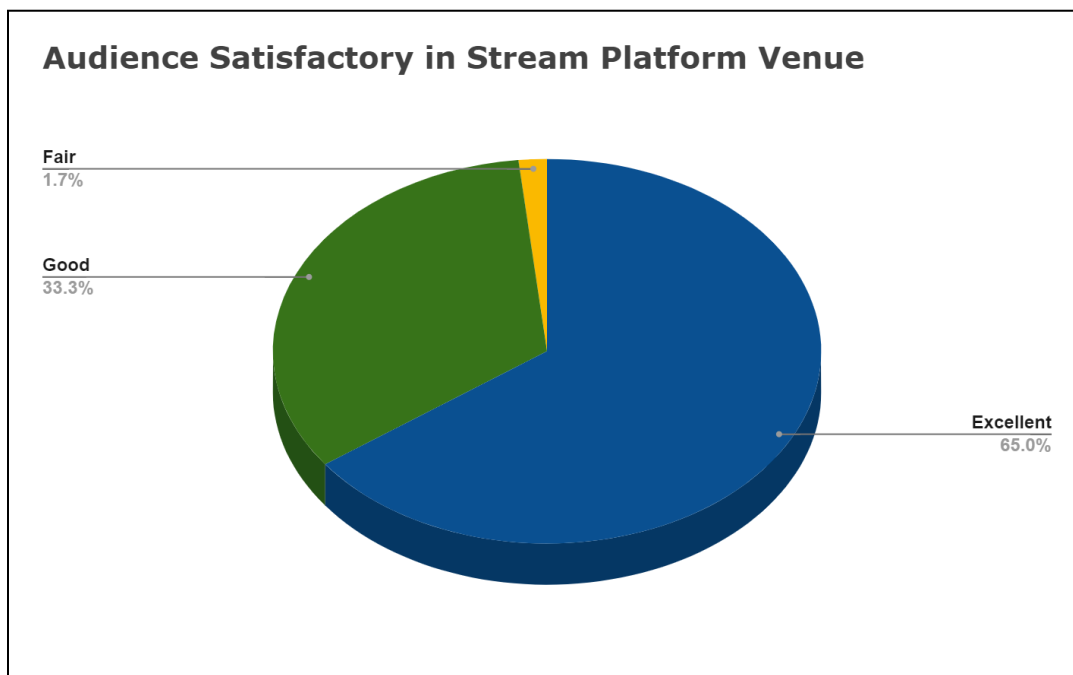
- 48.3% (29 participants) thought our stream time length was an excellent amount of time. They felt that the length was perfectly balanced, providing just the right quantity of information without seeming excessively long or brief. They valued the stream's timing and equilibrium.
- The length of the stream was deemed good by 30% (18 responders). Though their evaluation may be a little more circumspect than that of those who gave it a great

rating, they agreed that the runtime was suitable and permitted the delivery of the required content.

- The duration of the stream was considered fair by 20% (12 respondents). They said that in order to better suit their tastes or expectations, the duration may have been enhanced or changed.
- 1.7% (1 respondents) thought our duration was insufficient. This can be deduced from the fact that we started too slowly, took up too much of their time, or they think an hour is excessive.

#### **Platform Venue of Stream Ratings:**

The platform venue of our stream was seen well by most respondents overall, with a sizable percentage thinking it was outstanding. A smaller but significant minority gave it an excellent rating, demonstrating their contentment with the platform. This implies that most respondents found the platform to be helpful in facilitating their streaming experience.



**Figure 06.** Audience Satisfactory in Stream Platform Venue

Among the 60 respondents of the Streaming Evaluation Form:

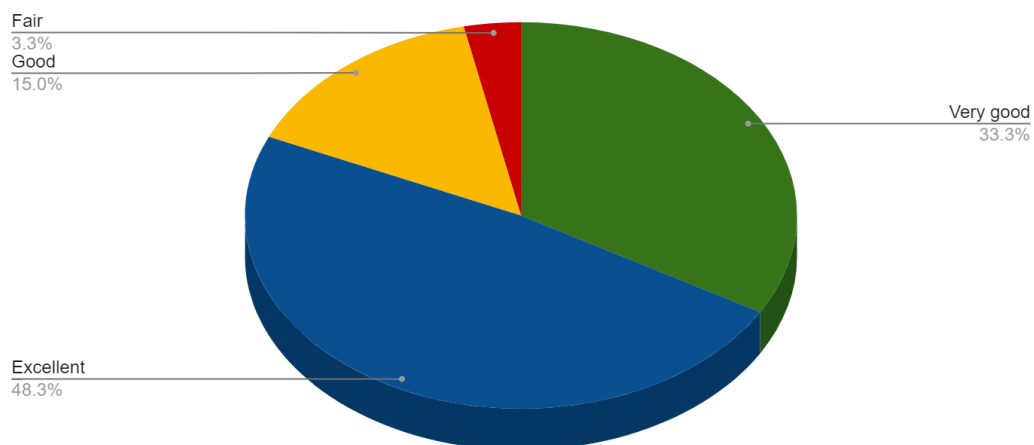
- The platform venue of our stream was deemed excellent by 65% (39 respondents). They discovered that the platform was very efficient, easy to use, and appropriate for streaming. The platform's capabilities, usefulness, and general performance left them impressed.
- However, 33.3% (20 participants) thought the platform venue was good. While they admitted that the platform fulfilled their fundamental needs and offered an acceptable streaming experience, their evaluation may be a little more circumspect than that of those who gave it an excellent rating.

- Our platform venue received a fair rating of 1.7% (1 respondent). This suggests that they either took some time to discover our stream or that we might not have satisfied all of their fundamental needs.

### Accuracy of Streaming Outline:

Our accuracy was viewed favorably by most respondents overall, with a sizable percentage finding it to be very good. A smaller but significant group gave it a very good rating, expressing their pleasure with the information's accuracy. Furthermore, a lower proportion of respondents gave it an excellent rating, indicating that while the organization's accuracy was generally regarded favorably, there was still opportunity for improvement.

### Accuracy of Live Stream Outline



**Figure 07.** Accuracy of Live Stream Outline

Among the 60 respondents of the Streaming Evaluation Form:

- 48.3% (29 respondents) said our accuracy was outstanding. They discovered that the material was extremely accurate, dependable, and trustworthy. They were pleased by the organization's meticulousness and attention to detail.
- Regarding accuracy, 32.3% (20 respondents) said we performed a very good job. They praised the general degree of precision and the measures taken to assure the authenticity of the material, however their evaluation may have been a little more circumspect than that of those who gave it an exceptional rating.
- 15% (9 participants) thought our accuracy was good. They acknowledged that the organization made a good faith effort to uphold accuracy, despite any small misgivings or recommendations for improvement.
- Just 2.3% (2 participants) evaluated our accuracy as adequate. It may be said that while we didn't provide them with all the information they needed, we did provide some that they could understand.

### **III. Areas of Opportunities of Stream**

To start, 43 of the respondents stated that they didn't believe our stream could be improved and that it was already good. This indicates that we have successfully surpassed their expectations and provided them with a satisfactory experience, as it indicates that these individuals are content with the current state and content of our stream.

However, it's imperative to address the concerns raised by the responders who are still here. Three respondents in particular mentioned the audio issues they heard during the broadcast. They suggested utilizing a microphone to ensure that the background music isn't too loud and that the audience can clearly hear the voices. Based on these suggestions, the primary objective for the upcoming stream should be to enhance the audio balance and quality.

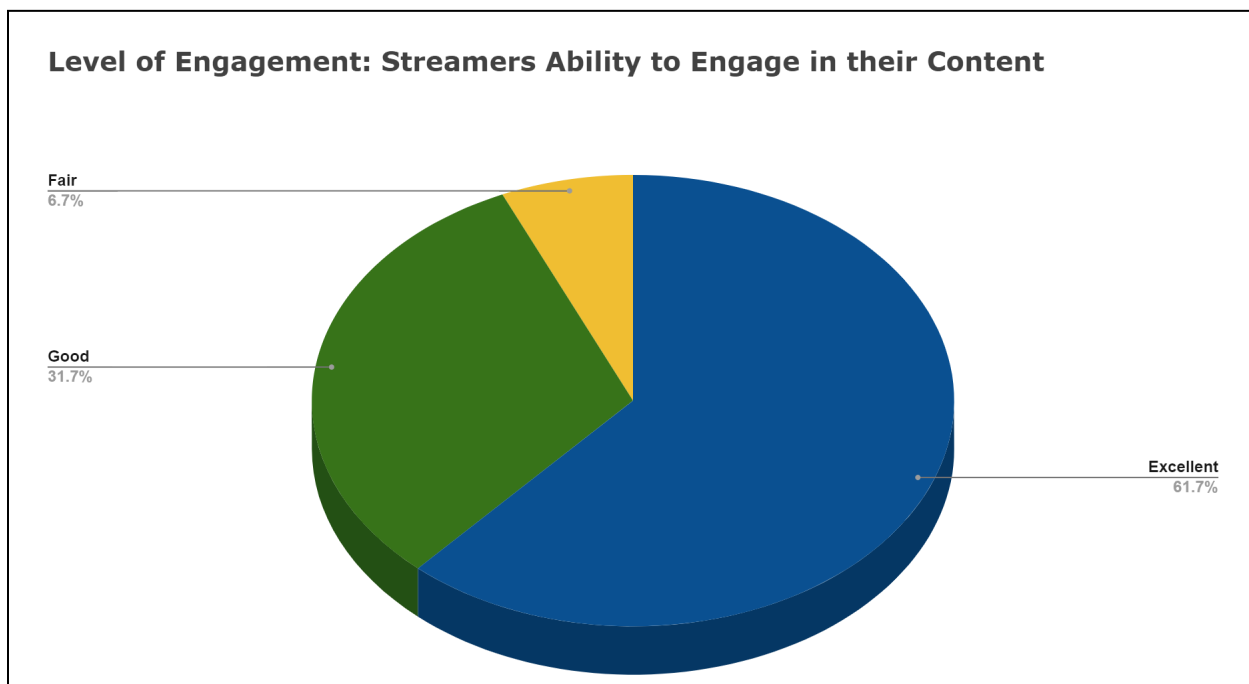
In addition, three respondents mentioned lagging, implying that there was instability in our connection during the streaming session. This feedback suggests that we should either increase our internet connection or optimize our streams in order to improve the stability of our streaming arrangement.

One respondent stated that they wanted to see the other members' perspectives because there are five group members in total, but only two of them are identified as hosts. This feedback suggests that we consider offering the chance to stream the next time around to make sure the opinions of the other group members are fairly represented during the show.

Furthermore, some attendees provided diverse suggestions for improvement. Among these were the requests for more games, better backdrop graphics, wider camera angles for greater vistas, an all-around better presentation, and a shorter stream duration. These suggestions suggest expanding the selection of games, improving the appearance, optimizing the camera setup, and improving our performance.

#### IV. Analysis of the Engagement of Our Viewers

Most respondents have a favorable opinion of our capacity to engage them in the content overall, and a sizable percentage think it is great. A smaller but significant portion felt the engagement was excellent, while a smaller portion expressed a more critical or neutral viewpoint, thinking it was simply fair.



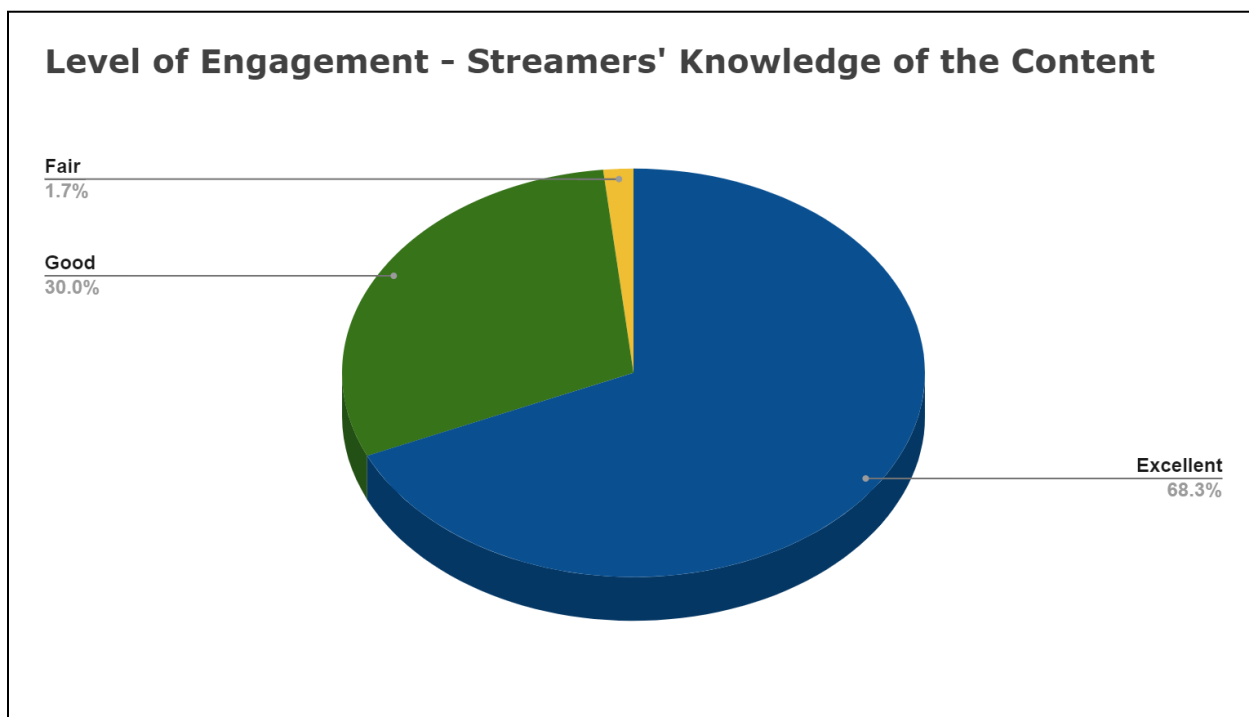
**Figure 08.** Level of Engagement - Streamers' Ability to Engage in their Content

Among the 60 respondents of the Streaming Evaluation Form:

- 61.7% (37 participants) said that we did a great job of involving them in the material. They thought it was quite captivating and compelling and were very delighted with the degree of engagement.
- 32.7% (19 participants) said that they did an excellent job of drawing them into the topic. Although they accept the attempts to involve them, their evaluation is a little more circumspect than that of those who thought it was outstanding.
- 6.7% (4 participants) said they could only fairly engage with the content provided by the organization or persons. It's possible that they thought there was room for improvement or that the degree of participation fell short of their expectations.

Our expertise in the subject is generally seen favorably by the majority of respondents, many of whom think it is exceptional. A smaller but no less significant group feels that the shown knowledge is sufficient. This will support the level of engagement in Figure 08 in which enables us to engage a majority of “excellence” in the stream.





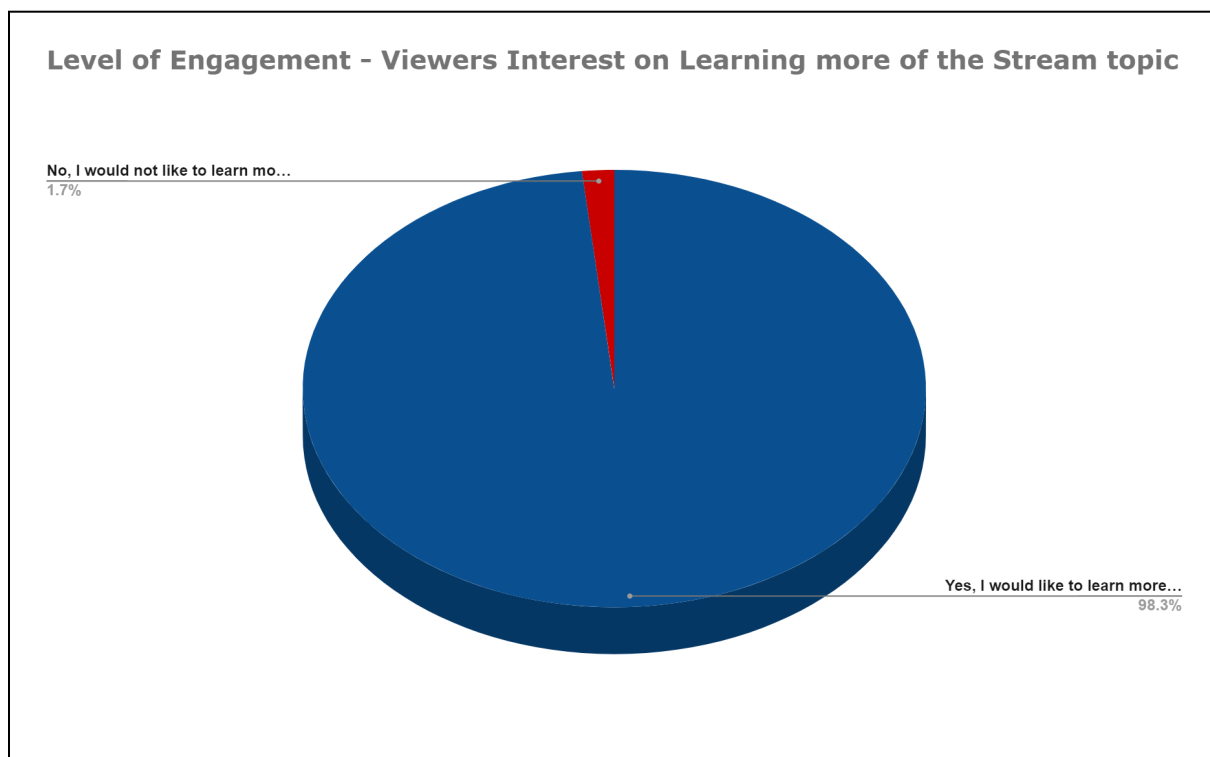
**Figure 09.** Level of Engagement - Streamers' Knowledge of the Content

Among the 60 respondents of the Streaming Evaluation Form:

- According to 68.3% (41 respondents), said that the group is very knowledgeable about the subject. They consider the displayed degree of skill to be above and beyond their expectations.
- 30% (18 respondents) said our knowledge was good enough. They may be a little more circumspect in their assessment than those who thought it was exceptional, even though they acknowledge the ability and expertise displayed.
- However, 1.7% (1 participant) acknowledged that we provided the data in our stream with a reasonable level of expertise. We can assume that either we didn't provide them with much information, or we just reiterated what they already knew.

### **The interest of Audience on learning more of the streaming topic:**

Based on the data, Majority of the viewers are interested in gaining more information and knowledge about our topic.



**Figure 10.** Level of Engagement - Viewers Interest on Learning more of the Stream topic.

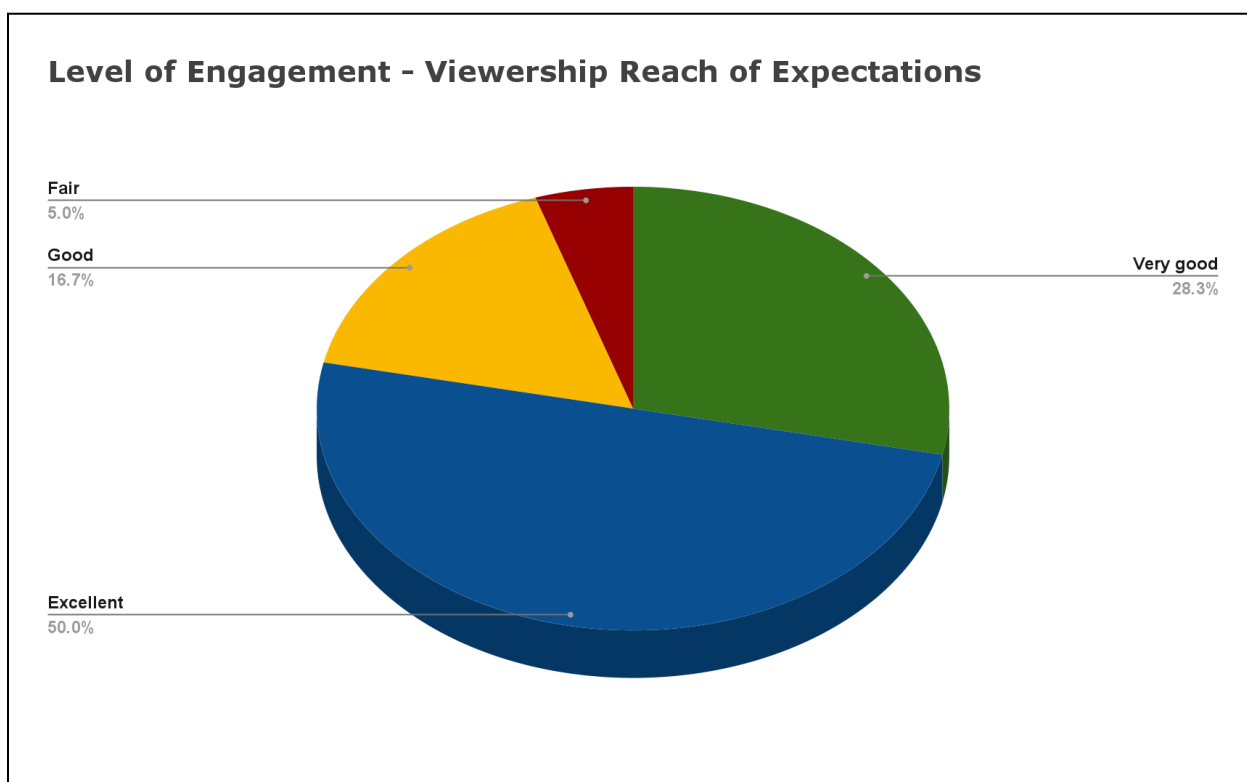
Among the 60 respondents of the Streaming Evaluation Form:

- 98.3% (59 participants) said they would like to know more about the subject. This resounding majority indicates that participants' interest and curiosity were great. It displays their want to learn more and comprehend the topic at hand on a deeper level.

- 1.6% (1 participant) said they don't want to learn more about this subject. This can be inferred that they already know everything about this matter and have a complete understanding on what they must do or they clearly have no issues with social media.

### **Streaming Session Reach of Expectations:**

The performance of our group was seen favorably by the majority of respondents, who rated it as good in 50% of cases. A significant number of respondents gave it a very good rating, suggesting that they were happy with the organization's performance. Furthermore, 17.9% of respondents gave it a good rating, indicating a generally favorable assessment of the organization's performance, despite a few possible areas for improvement.



**Figure 11.** Level of Engagement - Viewership Reach of Expectations.

Among the 60 respondents of the Streaming Evaluation Form:

- When comparing our performance to their expectations, 50% (30 respondents) thought it was good. They were quite pleased and thought the organization went above and beyond what they had anticipated in terms of a number of areas, including design, correctness, substance, involvement, knowledge, and other pertinent elements. The organization's performance was regarded as exceptional and beyond their expectations.
- According to 28.3% (17 respondents), we performed extremely well in comparison to what they had anticipated. They were pleasantly delighted and thought the group did a really good job. They may have been a little more

circumspect in their evaluation than those who gave it an exceptional rating, but they were nonetheless highly positive about the organization's performance.

- 16.7% (10 participants) thought we performed better than they had anticipated. They were pleased with the organization's performance, which met their initial expectations. Their evaluation might point to a few small areas that needed work, but overall, they thought the company was performing well.
- In contrast to their expectations, 5% (3 participants) thought our performance was fair. It's possible that our vocal volume or any other technical issue made our performance seem inadequate to them.

## **V. Analysis of the Viewership of Stream**

The streamers leverage Facebook's application to harness its features and accessibility for our target audience. Utilizing built-in analytic insights, we track viewership metrics of the stream. With a reach of 404 and 262 interactions, the Live Streaming has garnered significant engagement, particularly noteworthy considering the streamers' relative lack of experience.

Category	Data Analytics (As of February 13, 2024)
Reach	404
Interactions	262

**Table 01.** Overview of Pahamkas’ Live Stream Viewership.

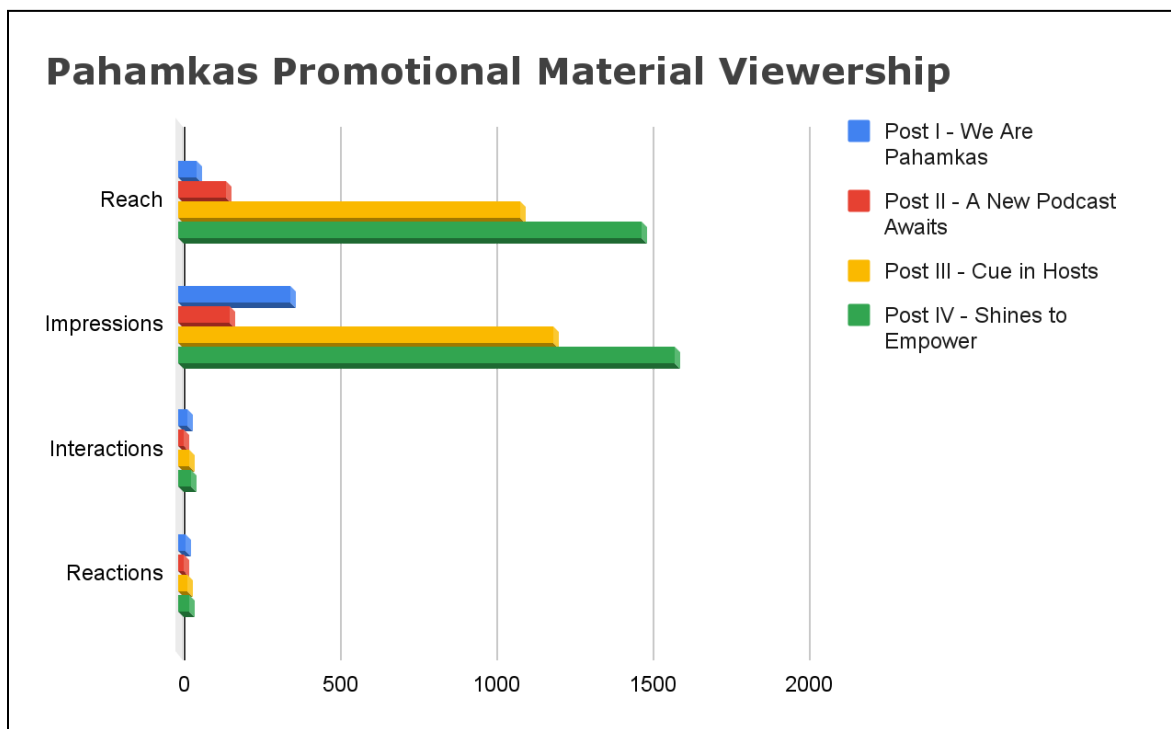
The data analytics for the specified category reveals the following engagement metrics: 57 reactions, 188 comments, 16 shares, and 1 save. These metrics indicate a high level of interaction and interest from the audience, particularly in terms of commenting, suggesting active participation and discussion surrounding the content within this category. However, the relatively low number of shares and saves implies that while the content is sparking discussion, it may not be resonating strongly enough to prompt extensive sharing or saving for later reference.

Category	Data Analytics (As of February 13, 2024)
Reactions	57
Comments	188
Shares	16
Saves	1

**Table 02.** Pahamkas Live Stream Interactions.

The surge in viewership can be attributed to our promotional materials shared on our Facebook Page. There's a clear trend of increasing reach, transitioning from 57 (Post I) to 150 (Post II), then notably spiking to 1093 (Post III) and 1480 (Post IV). Similarly, impressions follow a similar pattern, rising from 359 (Post I) to 165 (Post II), then

sharply climbing to 1197 (Post III) and 1588 (Post IV). However, the trend for interactions shows some fluctuations, with 26 (Post I) decreasing to 14 (Post II), then increasing to 35 (Post III) before slightly rising to 38 (Post IV). Likewise, reactions exhibit a similar pattern, starting at 21 (Post I), dipping to 14 (Post II), rising to 31 (Post III), and finally reaching 32 (Post IV).



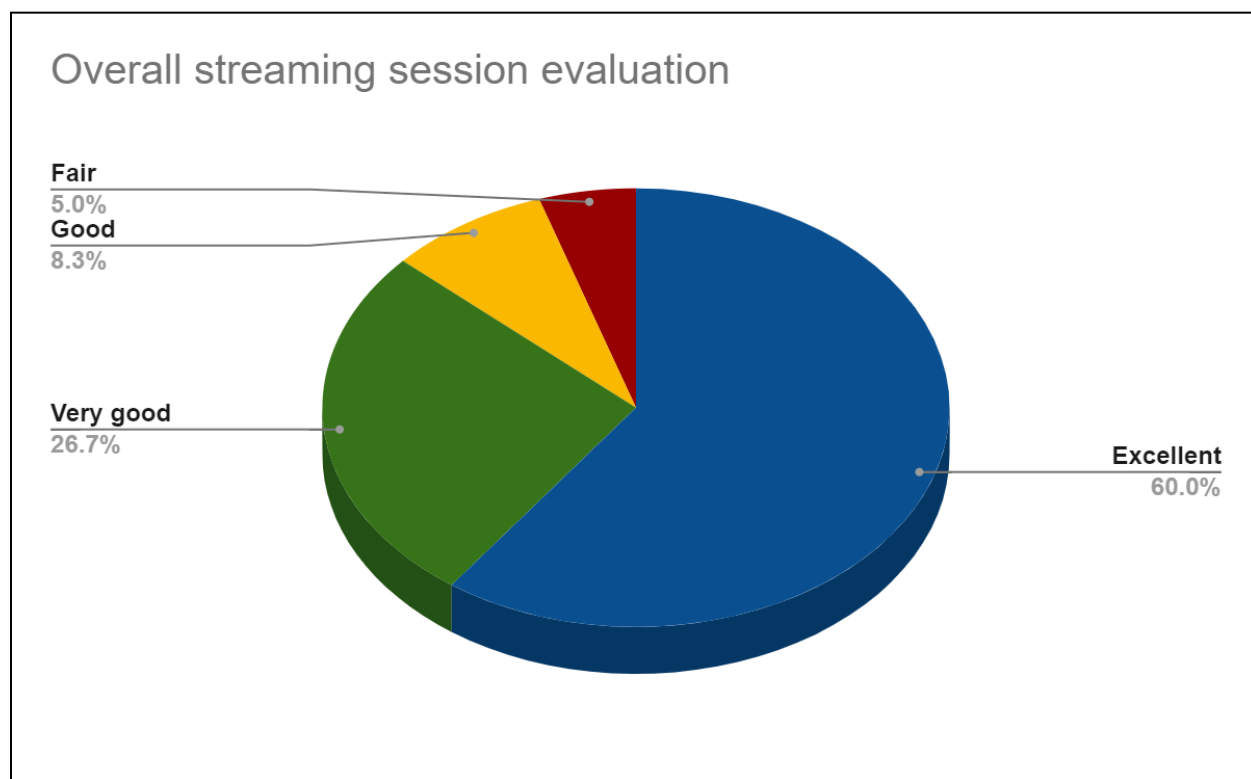
**Figure 12.** Pahamkas Promotional Material Viewership.

Overall, in its initial stages as a startup Facebook page, Pahamkas has achieved remarkable engagement and reach of 2656, 1000 content interactions, and a lifetime of 167 followers in just a short time. Pahamkas has effectively garnered attention for its

content, particularly its podcast introducing social media literacy. This significant reach among diverse audiences has laid a solid foundation for the successful live-streaming debut of "PahamCast Ep. 01 - Isiwalat Boses at Talino Mo."

### Overall streaming session evaluation:

The majority of respondents had a very positive overall impression of the streaming session, with 60% rating it to be outstanding. A significant number of respondents gave it a very good rating accumulating 26.7%, suggesting that they were happy with the session. Furthermore, 8.3% of participants gave it an excellent rating, indicating a generally favorable opinion of the session, despite some possible areas for improvement or personalization to preferences.





**Figure 13.** Pahamkas Overall Stream Evaluation.

Among the 60 respondents of the Streaming Evaluation Form:

- The majority of respondents—60% (36 respondents)—thought the entire streaming session was great. They thought the session was excellent, captivating, educational, and masterfully done, and they were really impressed. They were pleasantly surprised by the entire event, which exceeded their expectations.
- 26.7% (16 respondents) assessed the entire streaming session as excellent. They thought the session was very enjoyable and fulfilling. They may have been a little more circumspect in their evaluation than those who gave it an excellent rating, but they were nonetheless favorable about the session and understood its worth.
- 8.3% (5 respondents) said they had an excellent overall streaming experience. They said the streaming went well and fulfilled their expectations. Their evaluation can point to a few small areas for development or personal preferences, but overall, they felt the session went well.
- Our entire session was rated as fair by 5% (3 respondents). This indicates that we fairly satisfied some of their requirements.

## **Appendix**

### **Appendix I. List of Table and Figures**

**Figure 01.** Percentage of Unaccustomed Information of Audiences

**Figure 02.** Stream Content Application in Real Life

**Figure 03.** Content Relevance in Addressing Real Life Problems, Situations, Issues, or Challenges

**Figure 04.** Audience Satisfactory in Stream Design

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**Figure 11.** Level of Engagement - Viewership Reach of Expectations

**Figure 12.** Pahamkas Promotional Material Viewership

**Figure 13.** Pahamkas Overall Stream Evaluation

**Table 01.** Overview of Pahamkas' Live Stream Viewership

**Table 02.** Pahamkas Live Stream Interactions

### **Appendix II. Evaluation Form**

Good day!

We are **PAHAMKAS** from Group No. 1 of B09-PASSION-10-1. Here to invite you to answer our **EVALUATION SURVEY**. The purpose of this evaluation survey is for us to identify the **OVERALL SATISFACTION ON OUR FIRST STREAM**.

**Stream Link:** <https://fb.watch/q3coyPDWRU/>

Answering this form will only consume 5 to 7 minutes of your time. Note that we will collect some of your personal data/background information. The team is committed to comply with Philippine Data Privacy Act of 2012 (RA 10173) in handling your data with confidentiality and anonymity. We will ensure the confidentiality of the information.

Age:

- ☐ Below 10
- ☐ 11 - 17
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 and above

Relationship to the Streamer:

- ☐ Classmates
- ☐ Friend
- ☐ Parent/Guardian
- ☐ Brother/Sister
- ☐ Teacher/Adviser
- ☐ Relative
- ☐ Close Group
- ☐ Followers/Fans
- ☐ Social Media Community

## I. Streaming Evaluation

Please provide a valid evaluation to the streaming content.

What percentage of the information was new to you? (Linear Scale 1-5)

☐ 1 (%0) ☐ 2 ☐ 3 ☐ 4 ☐ 5 (%100)

I can use this streaming information:

- ☐ Immediately
- ☐ In 2-6 months
- ☐ In 7-12 months
- ☐ Never

Would you like to learn more about this streaming topic?

- ☐ Yes, I would like to learn more about Pahamkas streaming topic.
- ☐ No, I would not like to learn more about Pahamkas streaming topic.

Do you find this streaming content relevant to address solutions, issues or challenges in our lives.

- ☐ Yes
- ☐ No
- ☐ Maybe

Please rate the streamers' knowledge about the topic:

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

Please rate the streamers ability to engage you in their content.

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

Please rate the design content of our stream:

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

Please rate the time length/duration of our stream:

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

Please rate the platform venue of our stream:

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

How accurate was the streaming session outline?

- ☐ Excellent
- ☐ Very Good

☐ Good

☐ Fair

☐ Poor

How did the streaming session compare to your expectations?

☐ Excellent

☐ Very Good

☐ Good

☐ Fair

☐ Poor

Overall streaming session evaluation:

☐ Excellent

☐ Very Good

☐ Good

☐ Fair

☐ Poor

How likely are you to recommend this streaming session to a friends,classmates, family or relatives? (Linear Scale 1-10)

☐ 1 (Not Recommended)
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5
 ☐ 6
 ☐ 7
 ☐ 8
 ☐ 9
 ☐ 10 (Recommended)

Suggestion: Things to improve in our stream. (Atleast 1 sentence.)

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### **Appendix III. Permission Letter**

To Whom It May Concern,

Good day, Sir and Ma'am!

We hope that this letter finds you well. We are Group No. 1 (Pahamkas) of B09-PASSION-10-1. Our team is hereby requesting your consent to let us take part in promoting our promotional materials for our live streaming through our Facebook Page, and emails to students of APEC Schools - Ortigas Extension, as well as people outside this institution. Additionally, we seek approval to further enhance our promotional efforts by placing our printed posters in the bulletins of each grade level.

Our stream or content will be a podcast revolving around the topic: Facebook Utilization during the Pandemic and Its Impact on the Academics of Junior High School. The podcast will be called "PahamCast Ep. 01 - Isiwalat ang Boses at Talino mo" which is dedicated to assisting learners in gaining a comprehensive understanding of how social media, especially Facebook, can affect their lifestyle and educational standing. Additionally, it will feature guests from APEC Schools - Ortigas Extension:

- Heather Nicole Roque - 10th Grade Student, Managing Editor of Amplify
- Claire Catalan - Previous 10th Grade Student and SC Secretary of APEC Ortigas Extension.

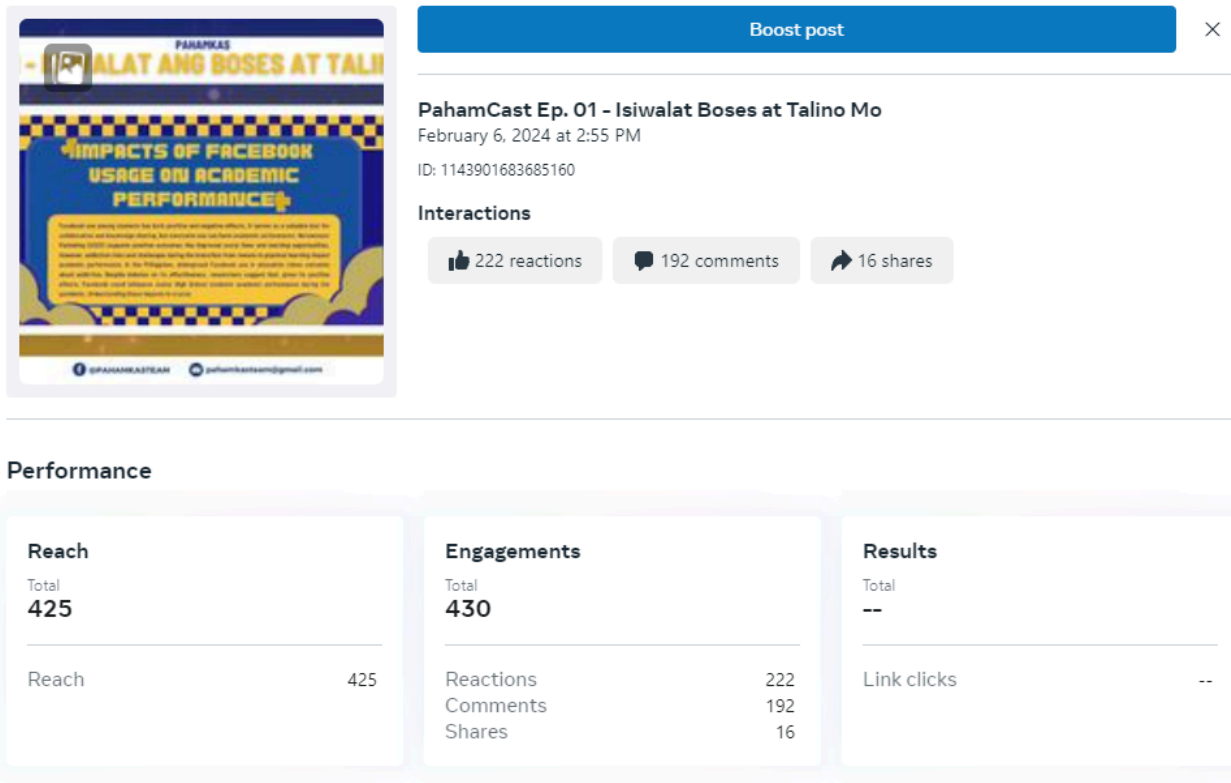
The stream will go live on February 6, 2024, from 3:00 PM to 4:00 PM (PST).



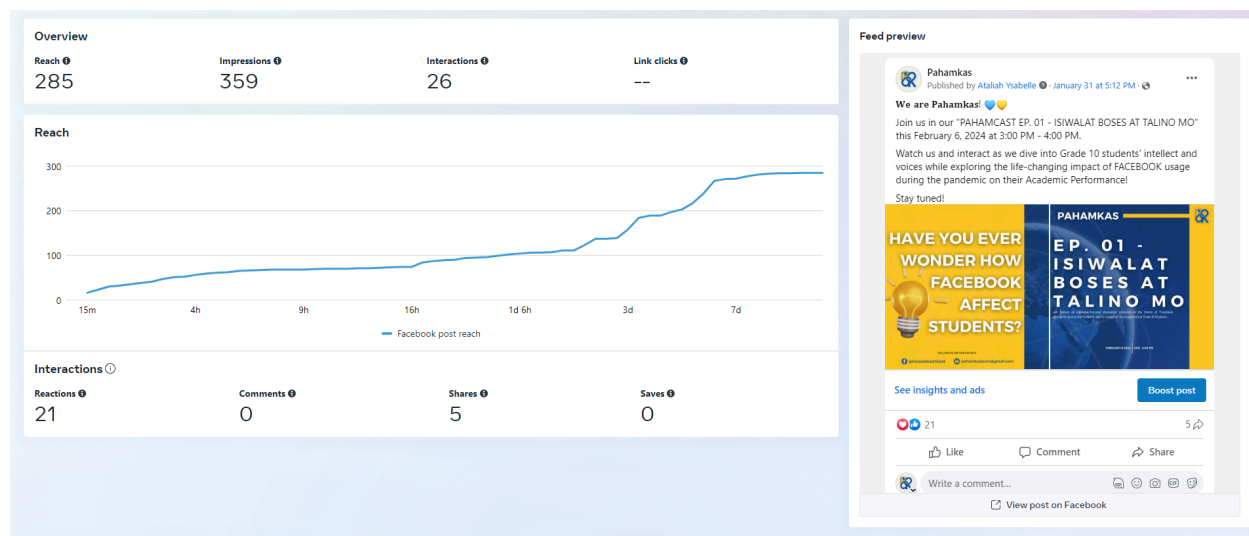
We are requesting your permission to gain more views for our stream to help us with our Performance-Based Assessment (PBA) in LifeLabs. You can find our promotional materials in this folder: EP. 01 - Promotional Materials.

We look forward to and hope for your kind approval. Thank you!

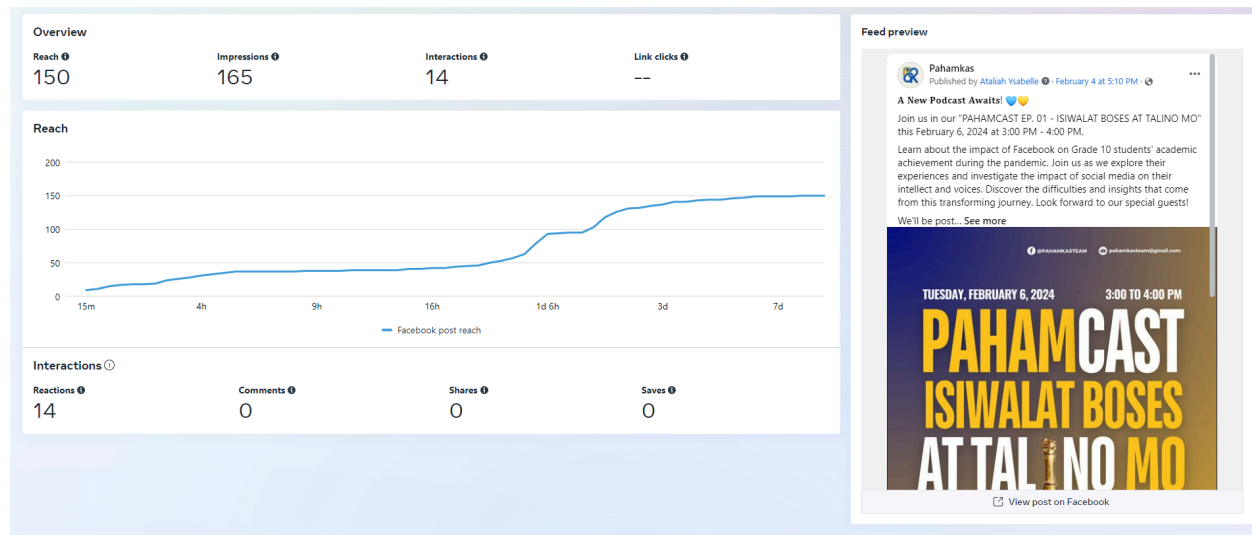
## Appendix IV. Pahamkas Live Stream



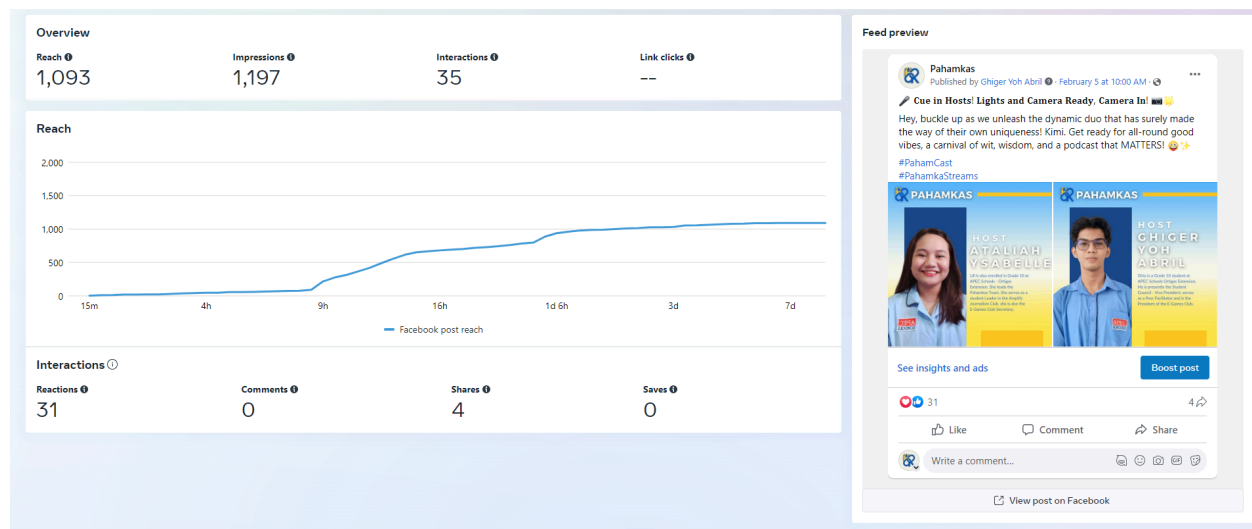
## Appendix. V. Pahamkas - Post I. We are Pahamkas



## Appendix. VI. Pahamkas - Post I. A New Podcast Awaits



## Appendix VII. Pahamkas - Post III. Cue in Hosts



## Appendix VIII. Pahamkas - Post IV, Shines to Empower

