

# **PARTICIPATORY DESIGN AND EVALUATION OF COMMUNICATION MATERIALS ON *MUYONG* AND *TAPAK-TAPAK* SYSTEMS AS INDIGENOUS TECHNOLOGIES FOR NATURAL RESOURCE MANAGEMENT**

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## **ABSTRACT**

A participatory design and evaluation of information, education, and communication (IEC) materials on *muyong* and *tapak-tapak* systems as indigenous technologies for natural resource management was conducted among farmers, agricultural technicians, and barangay officials in Amganad and Poblacion, Banaue, Ifugao. The objectives were to determine the attractiveness, acceptability, and comprehensibility of the communication materials and to find out the effects of the participatory design process among the participants. A participatory planning and design workshop was held during which the participants developed the message and designed the communication materials of their choice which included a poster, leaflet, comic story book, and radio script. The participants were engaged in key informant interviews, focus group discussions, interactive exchange of ideas, supervised communication materials design, and validation methods during the participatory design and evaluation process. Self-administered questionnaires were used to measure comprehensibility of the materials.

The IEC materials were found to be attractive, acceptable, and comprehensible. A number of constructive comments and suggestions were elicited from the participants to make the necessary revisions to the text and illustrations in the IEC materials. While the participatory design process contributed to attractiveness, acceptability, and comprehensibility of the materials, it was found that the materials should be location or community specific. The participants found the participatory design process a highly engaging and learning activity. They felt a sense of pride in seeing their ideas transformed into communication materials. Further, a synergy among experts, semi-technical individuals, and community members could be achieved through participatory design and evaluation.

**Keywords:** Participatory design, evaluation, communication, indigenous technology, natural resource management