

# Maximizing the Digital Space for Research Communication

Insights from EDCOM 2



# Our agenda

## **Why communicate your research?**

Who is your research for? What is your goal? The value of communicating science and research.

## **How do we maximize the digital space?**

Leveraging platforms, telling compelling stories, using humor to our advantage, and other nifty stuff.

Who am I?



# Luigi Calingasan Conti

BA Psychology in UP Diliman  
Units in MA Media Studies



# Luigi Calingasan Conti

Startups  
Education

# The Second Congressional Commission on Education

A Philippine commission tasked to undertake a **comprehensive** national **assessment** of the country's **education sector**.



# Research communication plays a big role in my work

100+ publications

In partnership with institutions such as PIDS, De La Salle University, UPPEJA, IDInsight, and others.



Addition, Subtraction, Multiplication & Division

- 1 digit by 1 digit
- 2 digit by 1 digit
- 3 digit by 1 digit
- 2 digit by 2 digit
- 3 digit by 2 digit

multiples of 10,  
100, 1000

$$2 \times 3 = N$$

$$21 \times 7 = N$$

$$\begin{array}{r} 31 \\ \times 9 \\ \hline 279 \end{array}$$

$$\begin{array}{r} 21 \\ \times 7 \\ \hline N \end{array}$$

Why communicate your research?





# Who is your research for?



**Policymakers**



**Researchers**



**Lay people**

# What is your goal?



## **Policymakers**

To make informed decisions in government



## **Researchers**

To help us understand social behavior



## **Lay people**

To help uplift social welfare

Scientific knowledge has a  
positive social impact.

# Scientific knowledge has a positive social impact.

Access to education and scientific knowledge is associated with better health, the empowerment of citizens, and active participation in public affairs, fostering a more engaged citizenry and improving employability.

Rudolph J. L., Horibe S. (2016). What do we mean by science education for civic engagement? *Journal of Research in Science Teaching*, 53, 6805–6820.

Silk K. J., Nazione S., Neuberger L., Smith S., Atkin C. (2012). Investigating the impact of message format, involvement, scientific literacy, and education on attitude toward reducing cancer risk through regulation. *Journal of Cancer Education*, 27(1), 172–178.

Buslón, N., Gairal, R., León, S., Padrós, M., & Reale, E. (2020). The Scientific Self-Literacy of Ordinary People: Scientific Dialogic Gatherings. *Qualitative Inquiry*, 26(8-9), 977-982.

We used to think of the gap between developed and less-developed countries to be an object gap—the lack of capital. And we now realize that is one of the factors, but there's another factor that's very, very important, which is the gap in knowledge. **And closing that gap is one of the most important strategies for development.**

— Joseph Stiglitz

## Latest Publications

[View All](#)


### Financial Sustainability of Higher Education Institutions in the Philippines: Issues, Challenges, an...

Higher education institutions (HEIs) and the quality of the educational products and services they deliver play a critical role in supporting international development goals and Filipinos' national aspirations. However, achieving quality in ter...

 PIDS


### Cordillera Regional Economic Situationer (2024 2nd Quarter)


The Cordillera Quarterly Regional Economic Situationer summarizes the region's economic performance during the previous quarter and shows how well the region's economy will perform for the upcoming quarter.

 NEDA CAR

### An Impact-Based Flood Forecasting System for Citizen Empowerment

This work addresses the critical issue of flooding, a significant natural hazard, consistently ranked highest in the 2023 World Risk Index. The annual onslaught of tropical cyclones and the associated abnormal rainfall threaten lives, and destroy cro...

 SEARCHA

A man in a dark suit and glasses is speaking at a podium. He is gesturing with his hands. In the background, there is a banner with the text "Science Salon and the China Launch of" and "抗生素耐药科学沙龙暨英". Below that, the date "7 September 2015" and "2015年9月7日" is visible. The scene is dimly lit, with a warm, yellowish glow. There are framed pictures on the wall behind him. In the foreground, the backs of several audience members' heads are visible, some looking towards the speaker. One woman on the right is resting her head on her hand, appearing to be asleep or tired.

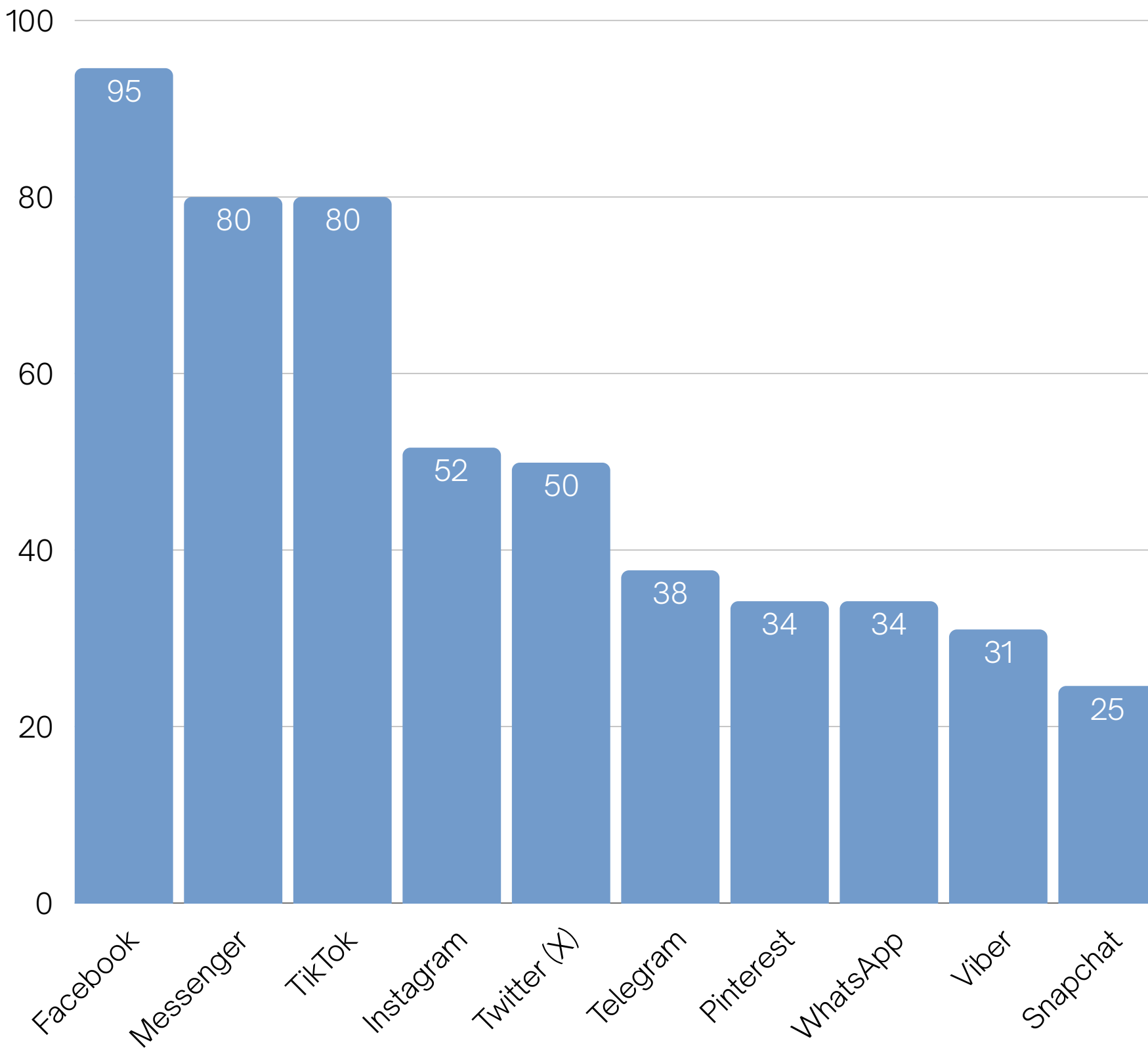
**Science isn't finished until  
it's communicated. The  
communication to wider  
audiences is part of the job  
of being a scientist, and so  
how you communicate is  
absolutely vital.**

— Sir Mark Walport  
UK Government Chief Scientific Advisor, 2013-2017

# How do we maximize the digital space?

1. Sino ang bata sa kuwentong mahilig uminom ng gata?  
a. Carlo b. Danica c. Lisa
2. Anong prutas ang nakita nila sa kanilang paglalakad?  
a. Mangga b. mansanas c. duryan
3. Sino sino ang kanilang kaklase na may dalang keyk?  
a. Riza at Rita b. Anna at Lisa c. Anna at Cristine
4. Nagpalitan ba ng pagkain ang magkakaklase? Ano ang ipinakitang magandang kaugalian nila?  
a. Oo, Mapagbigay b. Hindi, Sakim c. Oo, Mabait
5. Ano kaya ang maging wakas ng kuwento?  
a. Naging magka - away silang magkaklase.  
b. Naging matalik silang magkaibigan.  
c. lagi silang lumiliban sa klase.





Percentage of Filipino internet users aged 16 to 64 who use each platform each month (Source: GWI)

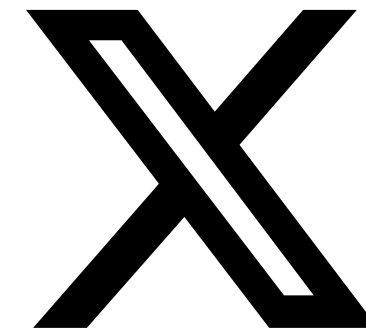
# Go where your audience/s is/are.

Social media platforms are not homogeneous: different platforms have different demographics.



**EDCOM2**

The Second Congressional  
Commission on Education



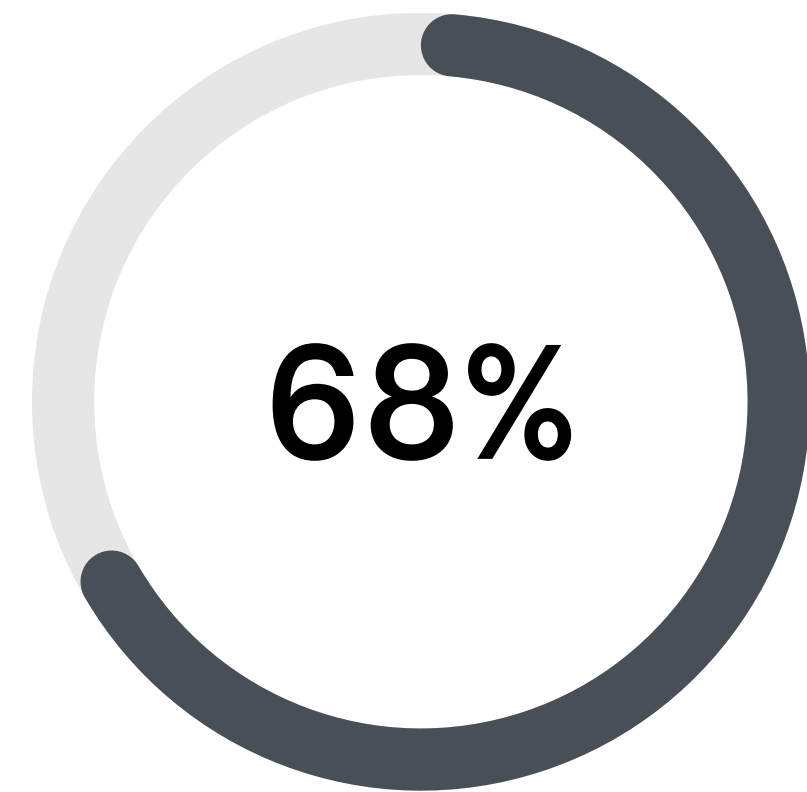
@edcom2ph

# Why TikTok?

Simple: most of our younger audience (i.e. students and teachers) are there.

# Why TikTok?

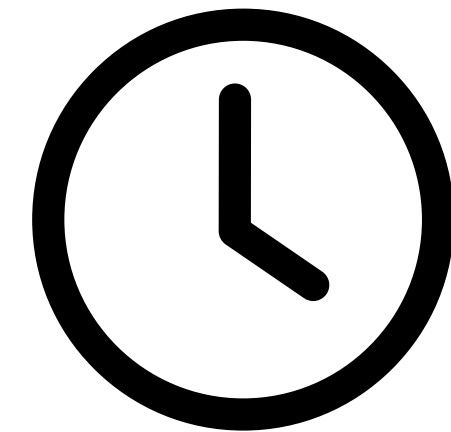
Simple: most of our younger audience (i.e. students and teachers) are there.



Filipinos aged 16-64 consider TikTok their most-used social media platform

# 3rd

most popular social media platform in the country, with 9.7% saying it's their favorite



# 40 hours 46 minutes

average time per month that active users spent on TikTok  
(Android, July 1-Sept 30, 2023)

# Digital is not necessarily social.

Don't be limited with social media. Utilize all tools at your disposal (i.e. newsletters, website platforms, blog posts, etc.)



**EDCOM 2**  
The Second Congressional  
Commission on Education

Welcome to the **Second Congressional Commission on Education's (EDCOM 2)'s newsletter** containing updates on research papers, policy recommendations, and news.

## EDCOM 2 decries college subsidy cuts on poorest



During the Senate deliberations on the 2025 budget for the State Universities and Colleges (SUCs), EDCOM 2 Co-Chairperson Senator Sherwin Gatchalian emphasized the concerning effects of the recent UniFAST Memorandum Circular 5, series of 2023, which reduced the Tertiary Education Subsidy (TES) from originally PhP 60,000 to PhP 20,000 for grantees enrolled in private higher education institutions (HEIs), and PhP 40,000 to PhP 20,000 for those enrolled in public HEIs.

[Read more](#)



# EDCOM2

The Second Congressional Commission on Education



## Gatchalian calls out DepEd over delays in Inclusive Ed implementation

NOV 4, 2024

EDCOM 2 Co-Chairperson Senator Win Gatchalian expressed frustration over the prolonged delays in implementing Republic Act No. 11650, also known as the Inclusive Education Act.

[Read More](#)



## Update, review housing policies to prevent congestion of schools

NOV 22, 2024

"Meron po kaming 2,150 learners from Grades 1-6, and only 6 classrooms". Holding back tears, Principal Liezl Raymundo, of Ciudad Nuevo Elementary School in Naic,

[Read More](#)



## EDCOM 2 decries college subsidy cuts on poorest

NOV 20, 2024

During the Senate deliberations on the 2025 budget for the State Universities and Colleges (SUCs), EDCOM 2 Co-Chairperson Senator Sherwin Gatchalian emphasized the concerning effects

[Read More](#)



## 10,018 DepEd schools without anti-bullying policy

NOV 13, 2024

10,018 public schools have no localized anti-bullying policy despite being required by Republic Act 10627, passed in 2013. This is according to Department of Education

[Read More](#)



## New TESDA course to help upskill daycare workers by 2025

NOV 13, 2024

Commissioners of the Second Congressional Commission on Education (EDCOM 2) advocated for an NC III certification program in Early Childhood Education under the 2025 TESDA

[Read More](#)



## EDCOM Commissioners push for TESDA's digital transformation

NOV 13, 2024

Commissioners of the Second Congressional Commission on Education (EDCOM 2) pushed to boost the digital capabilities of the Technical Education Skills Development Authority. During the

[Read More](#)

# More than half of PH public schools lack qualified principals

By: Kathleen de Villa - Reporter / @kdevillaINQ Philippines Daily Inquirer / 05:44 AM November 10, 2024



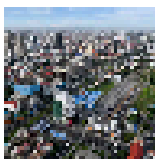


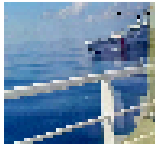
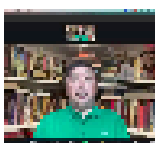

LESSON FOR THE DAY A teacher at General Roxas Elementary School in Quizon City prepares her students for the day's lessons in this photo taken in February 2024. —INQUIRER file photo/Grig C. Montagrande

MANILA, Philippines — More than 24,000 public schools across the country are operating without qualified principals due to low passing rates in the exams needed for the position and a hiring policy of the Department of Education (DepEd) that is now considered outdated.

This is one of the latest findings of the Second Congressional Commission on Education (Edcom 2) in its ongoing evaluation of the sector.




EDITORS' PICK




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-  www  
West PH Sea: PCG reports more harassment by Chinese vessels in Escoda
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Harry Roque's escape from PH possibly ushered by Pogo – Hontiveros
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Another nuisance candidate asks Supreme Court's help

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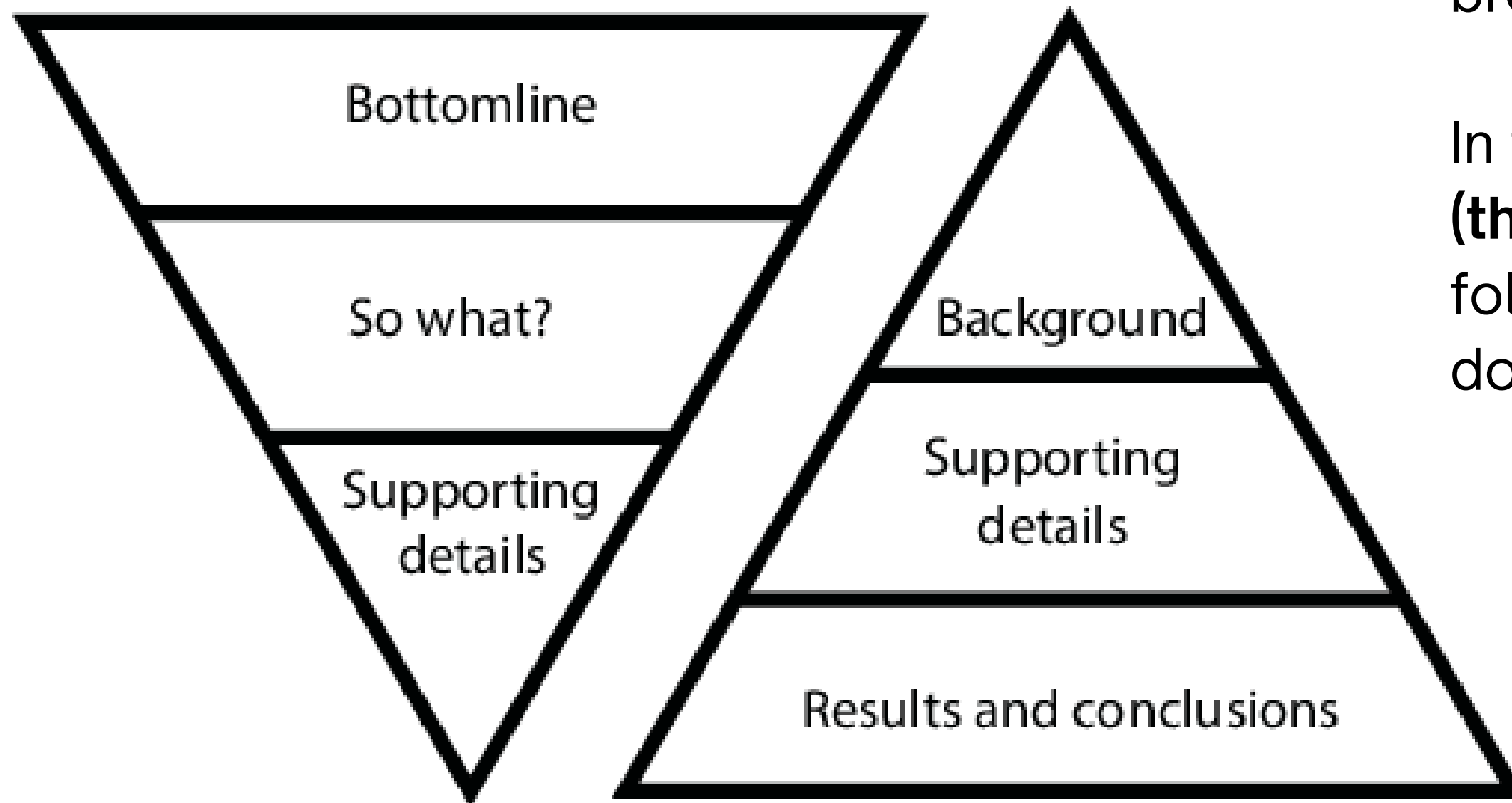
NIKE.COM    

# Think differently.

Scientific communication is fundamentally different from communication with the general public. Science communicators focus on **effective storytelling**, which often has a different flow and structure from the writing used in scientific articles.



Communication with the general public



Usual communication by scientists

Scientific communications typically start with details, then increasing in breadth towards the conclusions.

In the inverted pyramid, **conclusions (the bottomline) are presented first**, followed by further details (narrowing down of the triangle).

# Tell compelling stories.

Stories come in all shapes and sizes.

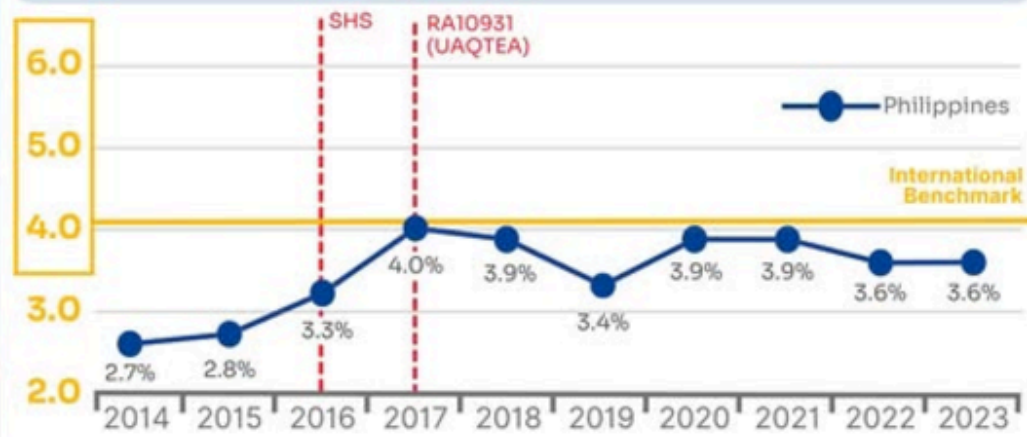
**EDCOM 2 - The Second Congressional Commission on Education**  
 Published by Luigi Calingasan Conti  
 · November 11 at 7:58 PM ·

In 2017, the Philippines reached the benchmark of allocating at least 4% of GDP to education as budgets increased with the implementation of reforms in basic and higher education, but this allocation level has not been sustained through the years.

The benchmark laid out in the UNESCO 2030 Incheon Declaration provides countries with a reference point for setting their spending targets. Research shows increases in allocation for countries with low spending can have a big impac... [See more](#)

The Philippines has **rarely met international benchmarks** for government spending in education (4-6%), except in 2017

**Total government spending on education**



Source: UNESCO Institute for Statistics

#ItaasAngAntas #BangonEdukasyon  
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1

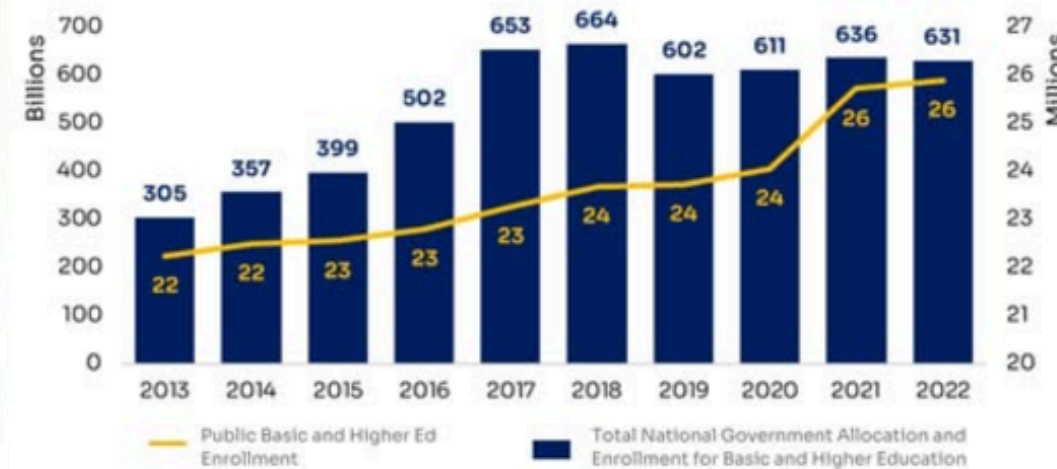
**EDCOM 2 - The Second Congressional Commission on Education**  
 Published by Luigi Calingasan Conti  
 · November 12 at 7:00 PM ·

While the combined national budget for basic and higher education has more than doubled in the past decade, public enrollment has also risen with recent reforms expanding access to kindergarten, senior high school, and higher education. 🟢👨🎓

#BangonEdukasyon #ItaasAngAntas #EDCOM2

The government has increased education spending, but **the rising number of learners has offset these gains.**

**Total National Government Allocation and Enrollment for Basic and Higher Education**



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2

**EDCOM 2 - The Second Congressional Commission on Education**  
 Published by EDCOM 2  
 · November 13 at 7:00 PM ·

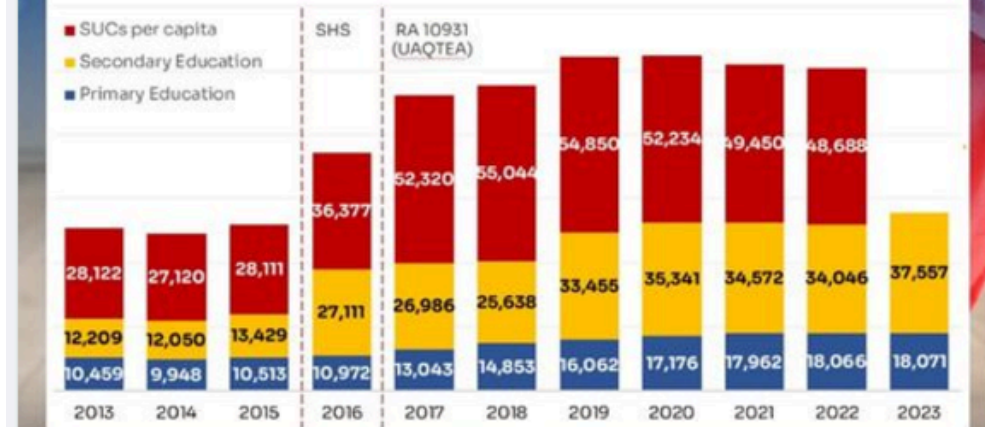
Looking solely at educational expenditure as a percentage of GDP and government budget does not fully capture the financial support provided to our learners. Although we are nearing international benchmarks for government spending on education, it is essential to consider the size of our student population. Therefore, examining per capita expenditure is critical.

Our analysis shows that per capita allocation in basic education has doubled over the past decade, primarily due to the addition of senior high school. However, learners in primary education consistently receive lower per-student funding compared to those in secondary and tertiary education. Additionally, the passage of RA 10931 (Universal Access to Quality Tertiary Education), which provides free tuition for tertiary students, has significantly increased our spending on higher education.

#BangonEdukasyon #ItaasAngAntas #EDCOM2

The government has consistently provided **less funding to primary education students** than to those in secondary and tertiary education

**National Government Budget per Student, adjusted for inflation**



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3



EDCOM 2 - The Second Congressional Commission on Education

Published by Luigi Calingasan Conti

November 14 at 7:00 PM

Total investments per student as they go through schooling from age 6 to 15 years old has been linked to improvements in learning outcomes. The positive effect on average performance appears to taper off after the USD 50,000 mark. However, the Philippines spends significantly less on per student compared to its regional counterparts and the international benchmark.

#EDCOM2 #ItaasAngAntas #BangonEdukasyon

## The Philippines falls significantly below international benchmarks on per student spending

2022 PISA Scores and Total Education Spending per Student (Ages 6-15) of Selected Countries

Country	Cumulative Spending (USD PPP)	Math	Reading	Science
Singapore	166,100	575	543	561
Malaysia	50,700	409	388	416
<b>International Benchmark / OECD Average PISA scores</b>	<b>50,000</b>	<b>487</b>	<b>489</b>	<b>489</b>
Vietnam	13,800	469	462	472
Philippines	11,000	355	347	356

Source: Data from PISA 2022 Results Factsheets and Figure 1.4.3 in the PISA 2018 database: <https://doi.org/10.1787/888934028406>

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4



EDCOM 2 - The Second Congressional Commission on Education

Published by Luigi Calingasan Conti

November 15 at 7:00 PM

Vietnam has historically scored higher than the Philippines on PISA and invests considerably more in both pre-primary and primary education. This approach highlights that simply increasing the education budget is insufficient to ensure student achievement. Success relies on the effective distribution and strategic allocation of funds across the education system.

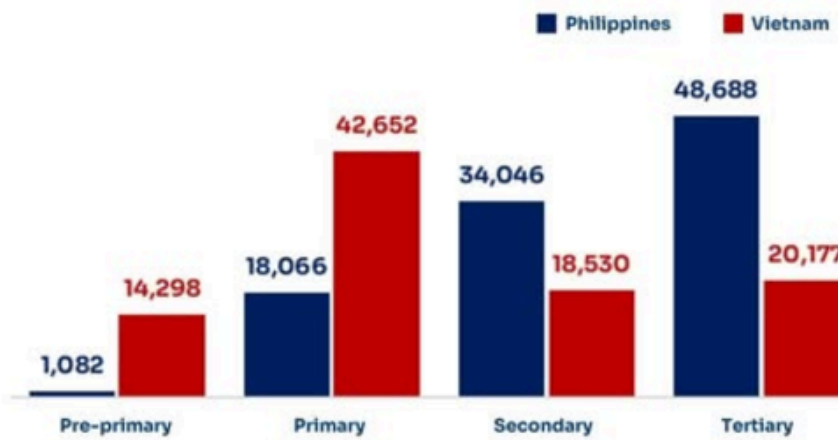
Vietnam actually allocates a smaller percentage of its GDP to education compared to the Philippines and has similar cumulative student expenditure. Yet, Vietnamese students significantly outperform their Filipino counterparts on the PISA assessment. In 2022, Vietnam spent an additional PHP 23,894 per student in primary education compared to the Philippines. Notably, Vietnam also invests considerably more in pre-primary education than the Philippines and many other countries (UNESCO, 2016).

Vietnam's approach underscores that simply increasing the education budget is not enough to ensure student achievement. Effective distribution and targeted allocation of funds across the education system are crucial for success.

#EDCOM2 #BangonEdukasyon #ItaasAngAntas

## Vietnam achieved high levels of student learning by prioritizing investment in primary education

2022 Government Expenditure per Student, in PHP



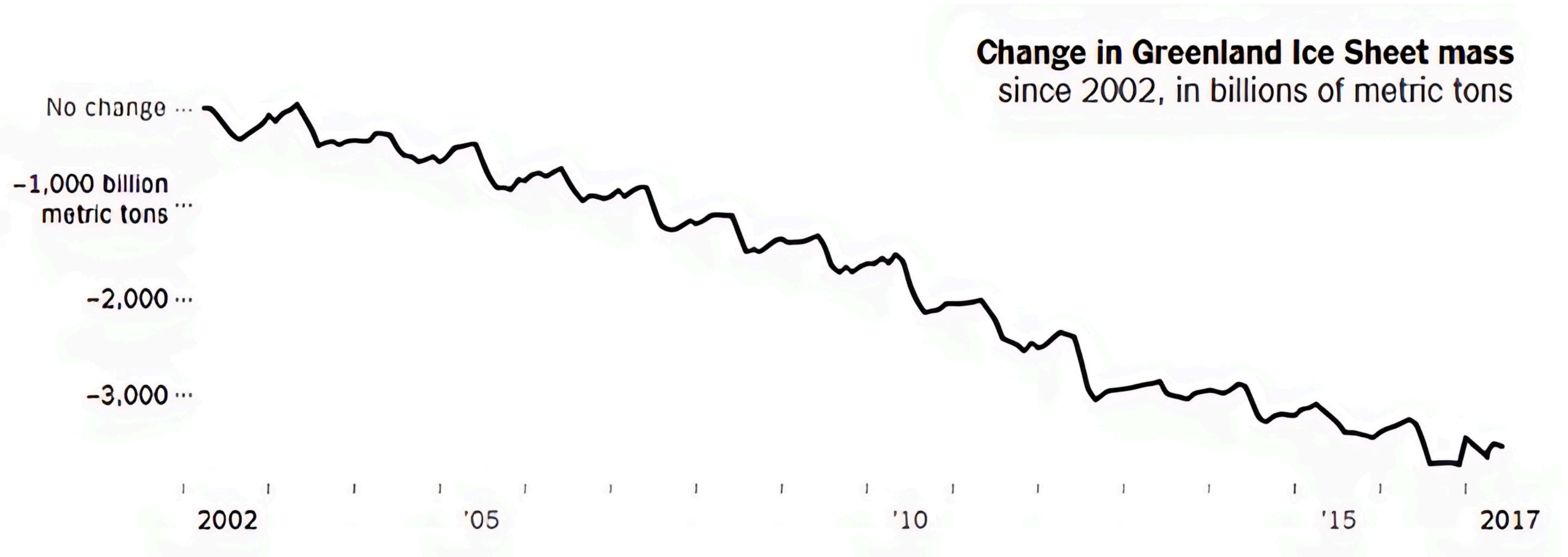
Source: UNESCO Institute of Statistics, World Bank / ILOSTAT, various agency budgets. Note: Pre-primary budget estimates for the Philippines include ECCD-related budgets from DOR, NWC, DSWD, and the ECCD Council. Does not include budget for 4Ps and LOU ECCD budgets.

#ItaasAngAntas #BangonEdukasyon

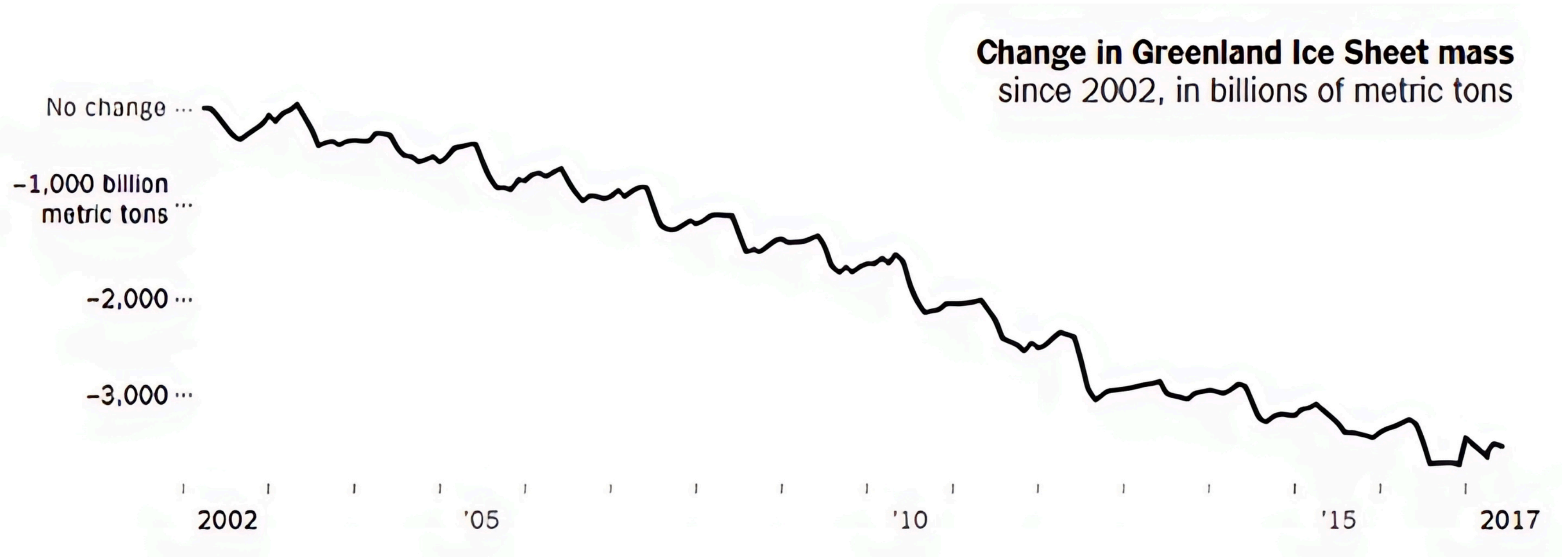
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5



1. Break down the graph in a step-by-step description.
2. Try to anticipate what the audience might be wondering: should I focus on those “ripples” I see in the plot; is the downward trend the point of the graph; and is the steepness of the plot important?



## Quick exercise

1. Write a short, descriptive **title** for the graph.
2. Illustrate the **axes** individually, and describe their units and trend. (Taking time to do this allows us to take in the graph, in parts.)
3. Describe the **shape**, focusing on the part(s) that communicate the story.

“Here is a graph of the loss of mass of the Greenland ice sheet over time.” (title)

“Along the x-axis is time in years shown from 2002 to 2017. The y-axis has a negative scale in billions of metric tons of ice. These numbers are negative because they start from 0 (in 2002) and decrease with time.” (axes description)

“The Greenland ice sheet has been losing mass between 2002 and 2017. There are ripples in the plot, reflecting the seasonal loss of ice in summer and gain in winter, but those aren’t our focus. What’s important here? Note, the ice sheet decreases slowly at first (2002 – 2005), but there is more mass loss (we’d say ‘the rate of mass loss increases’) from about 2005 – 2012. It appears to be a little less steep between 2012-2017 – so maybe this process is slowing down – but we’d need more data to be certain.”

# World Population Growth

billions

10

8

6

4

2

0

Developing regions

Industrialized regions

1750

1800

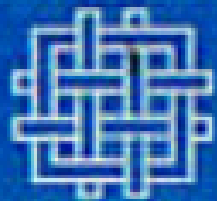
1850

1900

1950

2000

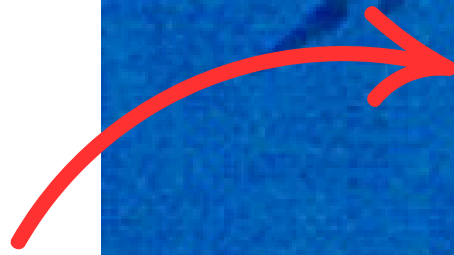
2050



World  
Resources  
Institute

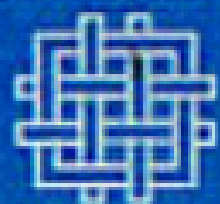
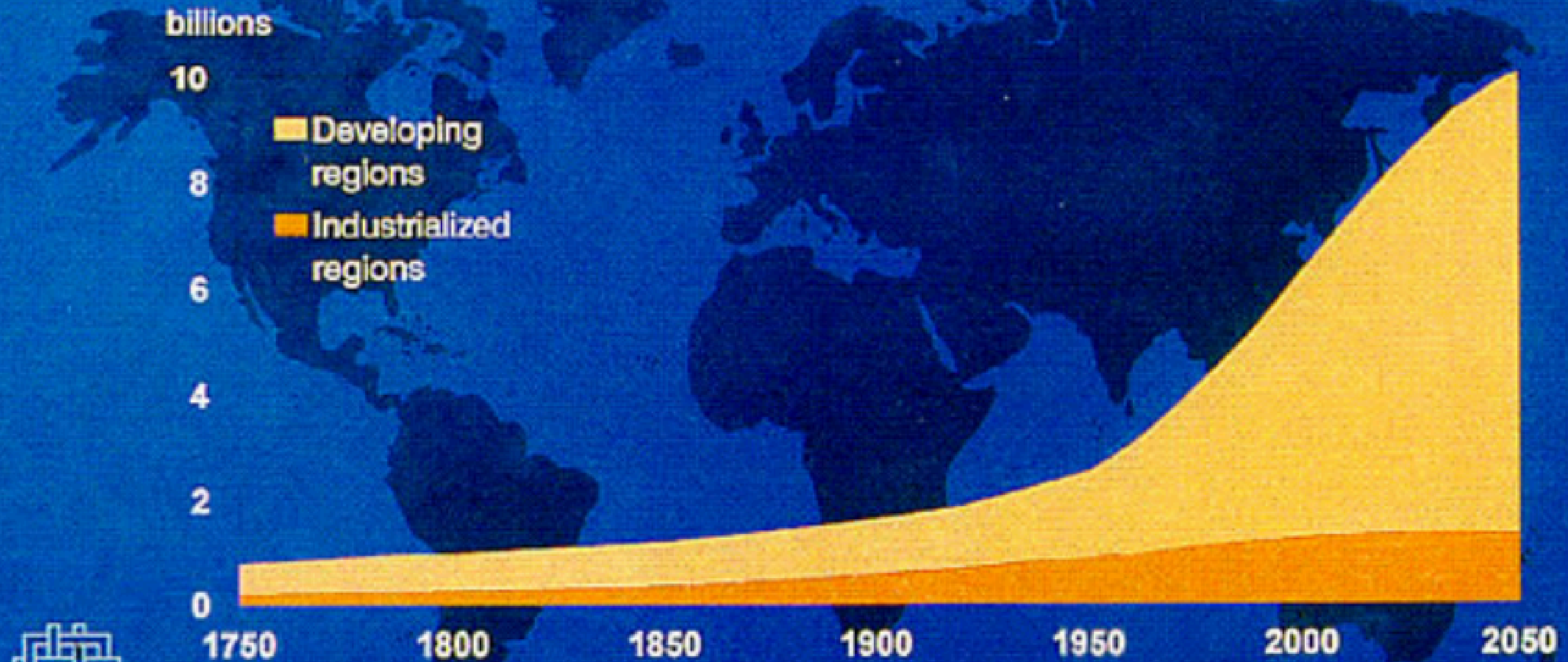
Sources: United Nations Population Division and Population Reference Bureau, 1993.

What is  
this axis?





# World Population Growth

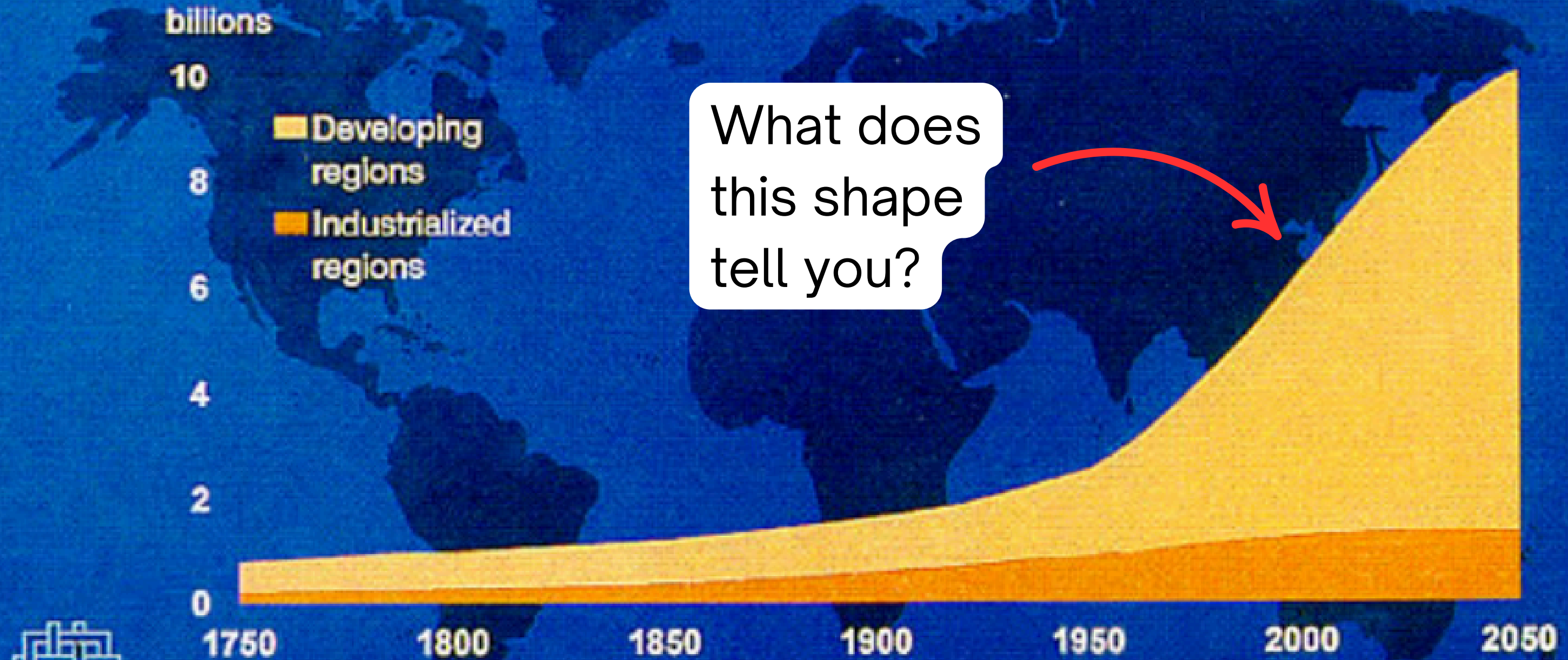


World  
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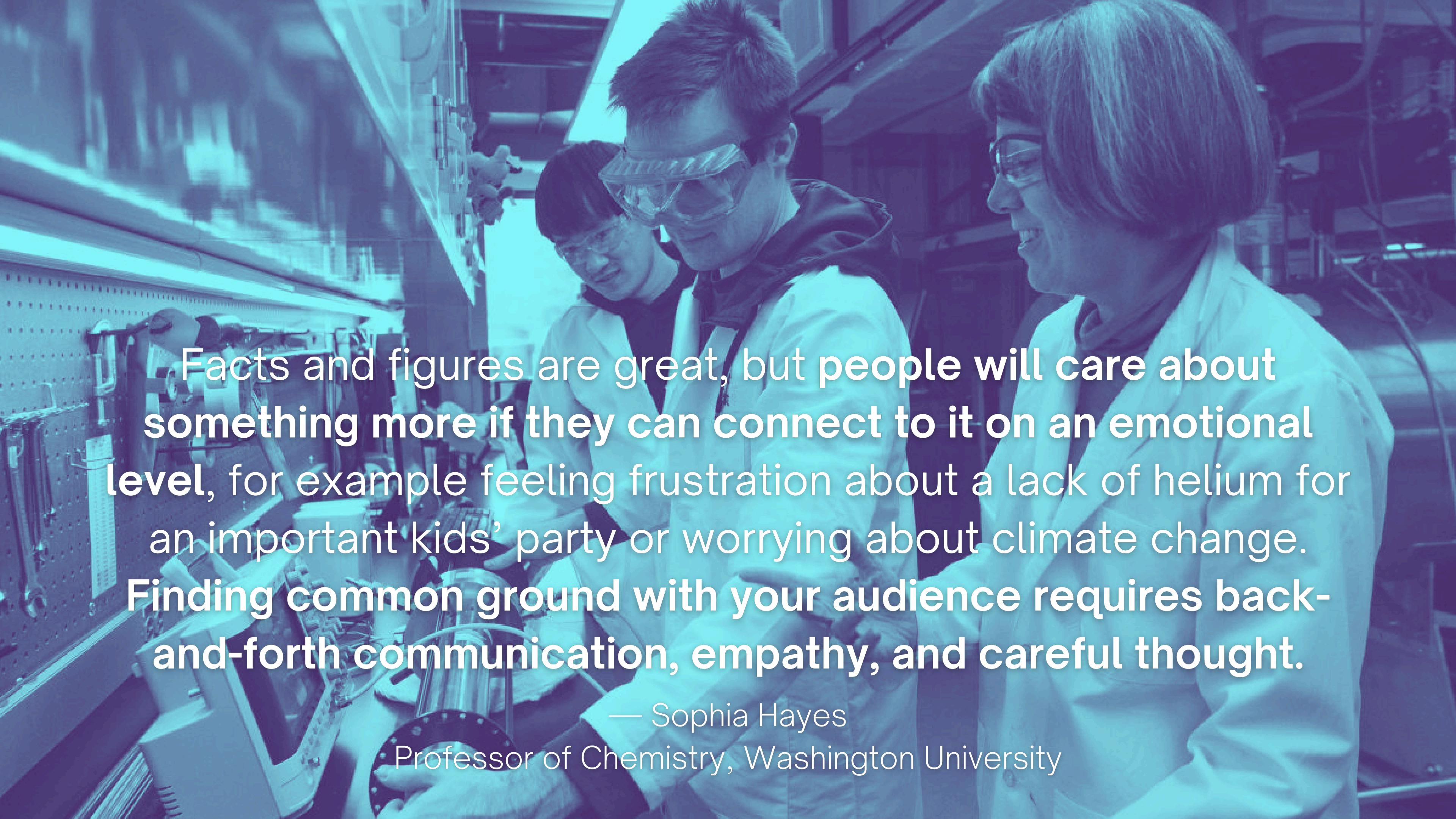
What is  
this axis?

United Nations Population Division and Population Reference Bureau, 1993.

# World Population Growth



What does this shape tell you?



Facts and figures are great, but **people will care about something more if they can connect to it on an emotional level**, for example feeling frustration about a lack of helium for an important kids' party or worrying about climate change. **Finding common ground with your audience requires back-and-forth communication, empathy, and careful thought.**

— Sophia Hayes

Professor of Chemistry, Washington University

# Empathize.

Know what your audience needs to hear.



### EDCOM 2 - The Second Congressional Commission on Education

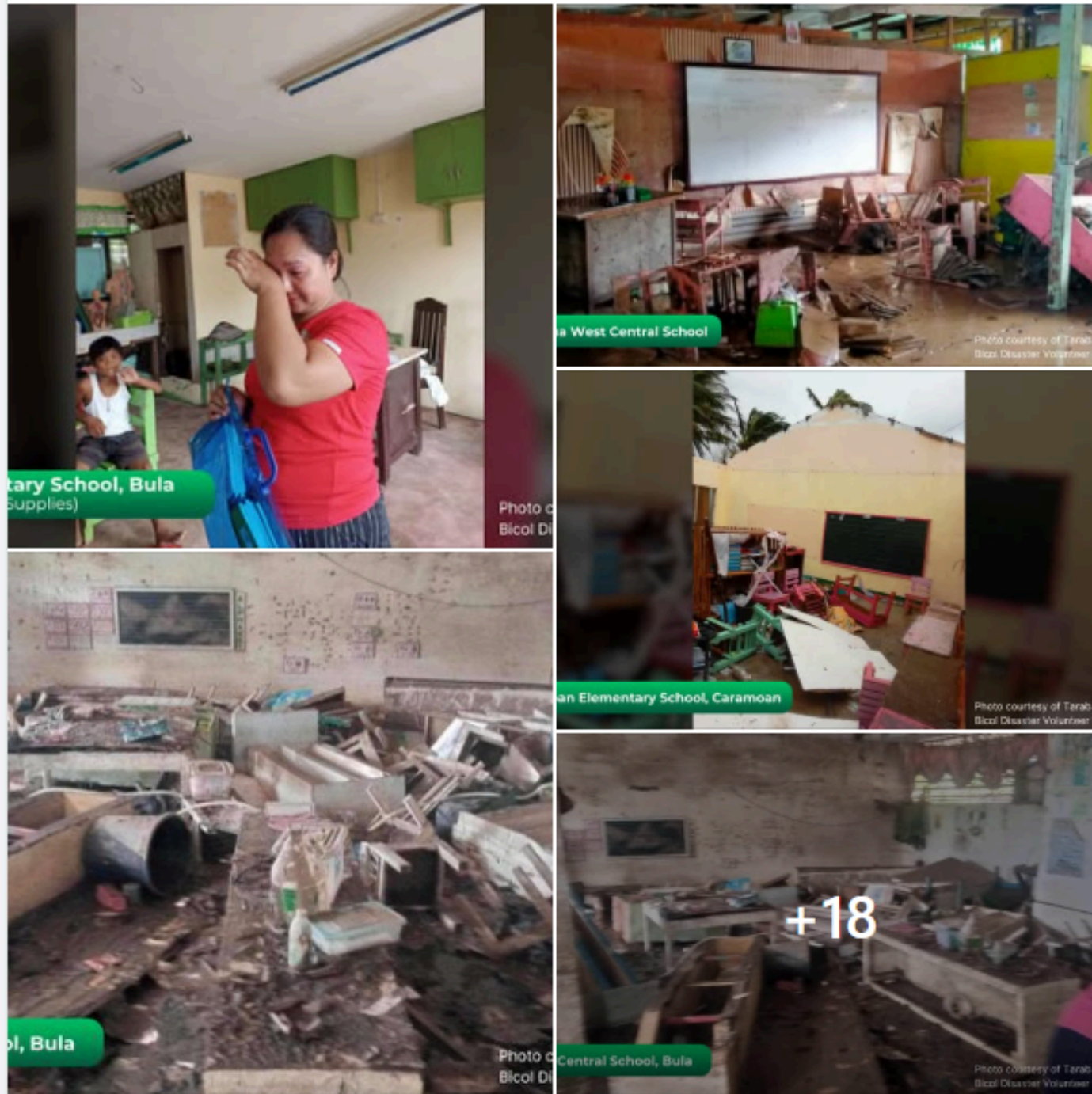
Published by EDCOM 2

November 28 at 6:04 PM

Sirang mga upuan, makeshift classrooms, nabaha na mga paaralan. 🙄 Kitang kita sa mga litratong ito kung paano naapektuhan ng kalamidad, natural hazards, at disasters ang ating public schools. 🌍🔥👎

📍: Tarabangan - Bicol Disaster Volunteer Network

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### EDCOM 2 - The Second Congressional Commission on Education

Published by Luigi Calingasan Conti

November 28 at 4:32 PM

#HAPPENINGNOW: Sa pamumuno ni Co-Chair Rep. Roman Romulo, nakikipagpulong ang Komisyon sa ilang kinatawan ng DepEd Philippines, DOST Philippines, at iba pang government agencies tungkol sa disaster risk reduction and mitigation sa ating mga public schools. 🌍🔥💧👎

#BangonEdukasyon #ItaasAngAntas #EDCOM2





## EDCOM 2 - The Second Congressional Commission on Education

Published by Luigi Calingasan Conti

November 23 at 8:00 AM

**NEW PUBLICATION ALERT!** Are K to 12 students in the Philippines overworked by design? Researchers Dabbay and Largoza find that Filipino students spend more time in class compared to recommended international benchmarks, as well as to their ASEAN counterparts!

Download and read at [www.edcom2.gov.ph/publications](http://www.edcom2.gov.ph/publications)

#BangonEdukasyon #ItaasAngAntas

This study was conduc... See more






Priority Area #7  
Curriculum and Instruction

## Are K to 12 Students in the Philippines Overworked — by Design?

RESEARCH PAPER SERIES NO. 006

Researchers: Maria Fe Carmen L. Dabbay and Gerardo L. Largoza, PhD.

[f](#) [t](#) [i](#) [v](#) [e](#) @edcom2ph [www.edcom2.gov.ph](http://www.edcom2.gov.ph) #ItaasAngAntas #BangonEdukasyon

### Filipino students are overworked "by design".

Simply by following DepEd's prescribed minimum hours for instruction, they already spend more time in class compared to recommended international benchmarks, as well as their ASEAN counterparts. The excess workload is intensified by the lack of clear standards for time spent on homework.

**SELECTED FINDINGS**

- 1** By design, Grades 1 to 12 students spend longer instructional time per week than the recommended duration and compared to Vietnamese students.
- 4** Total academic learning time for the same sample of SHS students amounted to **55 hours per week attending classes in school and working on academic tasks at home.**
- 2** Using PISA (2018) data, JHS students in the Philippines spend **longer actual instructional time** than students in Vietnam, Malaysia, Thailand, and Indonesia, with an excess of 4.17 to 12.8 hours per week of instructional time.
- 5** By design, SHS students spend more learning time than freshmen undergraduate students.
- 3** A sample of SHS students in the Philippines report spending approximately **22 hours per week working on after-school requirements at home.**

[DOWNLOAD THE RESEARCH PUBLICATION HERE](http://www.edcom2.gov.ph/publications)




**POLICY RECOMMENDATIONS**

- 1** Support ongoing reforms to the basic education curriculum via MATATAG by explicitly adopting evidence-based limits to aggregate weekly instructional time.
- 4** DepEd should support larger-scale data collection and studies on actual instructional and homework time.
- 2** Messaging and directives from the Department of Education ought to emphasize **efficient use of instructional time**, rather than unwittingly encouraging schools to exceed standards for classroom time.
- Despite the tendency to plead Philippine conditions as a special case, international benchmarking of **instructional and assessment practices** must be intensified.
- 3** Final guidelines to the MATATAG curriculum should **include explicit time allotment for assessments** (written works, performance tasks, quarterly assessments), which are not clearly defined in DO No. 8, s. 2015.

[DOWNLOAD THE RESEARCH PUBLICATION HERE](http://www.edcom2.gov.ph/publications)

**Are K to 12 Students in the Philippines Overworked — by Design?**

RESEARCH PAPER SERIES NO. 006

[https://edcom2.gov.ph/publications](http://www.edcom2.gov.ph/publications)

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EDCOM 2 - The Second Congressional Commission on Education

Published by Luigi Calingasan Conti

November 24 at 7:00 AM

Kumpara sa ating ASEAN neighbors, ang mga estudyante sa 'Pinas ay mas madaming instructional time per week - mahigit 5 hours per week ng Math, Language, at Science! Download and read at [www.edcom2.gov.ph/publications](http://www.edcom2.gov.ph/publications)

This study was conducted through the #EDCOM2 - De La Salle University Research Fellowship

#B... See more



EDCOM2  
The Second Congressional Commission on Education



### Filipino students in the lower secondary level spend more instructional time per week compared to their counterparts in other ASEAN countries: Indonesia, Thailand, Malaysia, and Vietnam.

Vietnamese students who spend the shortest actual weekly instructional time in school performed best in PISA (2018), while Filipino students who spend the longest actual weekly instructional time in school performed worst among their regional peers.

#### ACTUAL WEEKLY INSTRUCTIONAL TIME FOR COMMON SUBJECTS

	Math	Language	Science
Indonesia	3hr 34min	3hr 45min	3hr 19min
Thailand	3hr 31min	3hr 7min	3hr 15min
Malaysia	3hr 27min	3hr 48min	3hr 36min
Vietnam	3hr 35min	3hr 50min	5hr 1min
Philippines	5hr 21min	5hr 14min	5hr 22min

Source: PISA (2018)



Download the research publication here:

<https://edcom2.gov.ph/publications>

#ItaasAngAntas #BangonEdukasyon

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EDCOM 2 - The Second Congressional Commission on Education

Published by Luigi Calingasan Conti

November 24 at 7:30 PM

Ito ay isa sa mga quotes mula sa parent ng isang Grade 1 student - sa pinakabagong study ng mga research fellows ng De La Salle University, in support of #EDCOM2.

Kung nais mo pang malaman kung paano "overworked by design" ang ating K to 12 students, pumunta lamang sa [www.edcom2.gov.ph/publications](http://www.edcom2.gov.ph/publications) at i-download ang study!

#BangonEdukasyon #ItaasAngAntas



EDCOM2  
The Second Congressional Commission on Education



My son is in Grade 1, five years old, seven hours in school the whole day, exclusive of travel time. Eleven subjects in school, with lengthy notes to copy per subject daily, 25 notebooks, nine books.

### Imagine, (my son) carries three bags daily.

- Parent, shared in an online forum; quoted in "Are K to 12 Students in the Philippines Overworked - by Design?"




Download the research publication here:

<https://edcom2.gov.ph/publications>

#ItaasAngAntas #BangonEdukasyon

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A woman with curly hair is speaking at a podium with a microphone. The background is a purple-tinted image of a lecture hall with a whiteboard. The text is overlaid on the image in white.

I often see communicators making the quite arrogant assumption that an audience wants to hear about, or even cares about, their message...I also see scientific messages framed in ways that are inaccessible to some audiences, **either because they are presented at technical levels, or because they don't frame the issue at hand in a way that is relevant to the lives of the intended audience**

— Jeanne Garbarino  
Director of Science Outreach, Rockefeller University

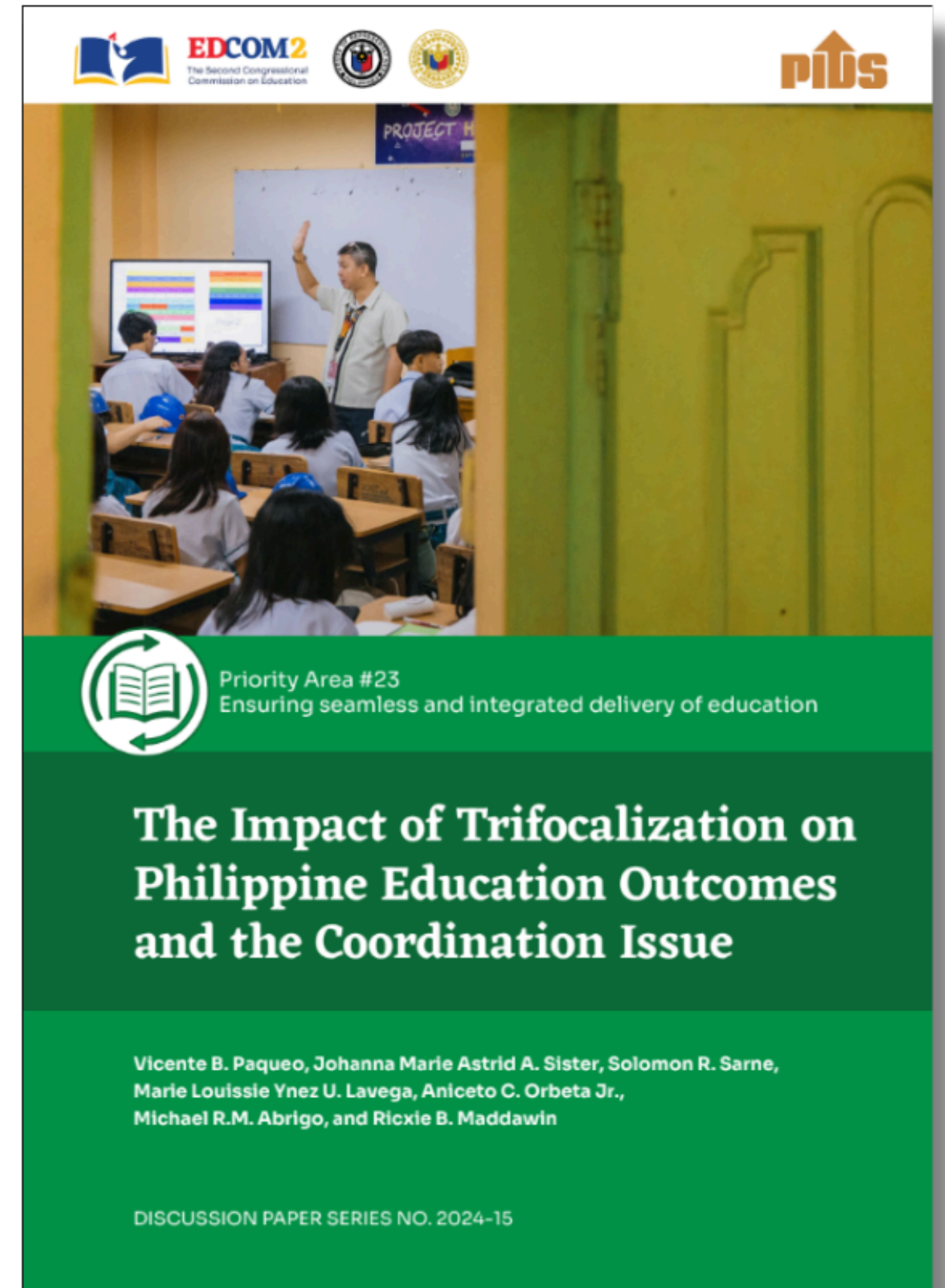


Speak with your audience.

**Bakit hindi nag-uusap ang DepEd, CHED, at TESDA sa isa't isa tungkol sa mga systemic problems ng education?**



Speak the language.





EDCOM 2 - The Second Congressional Commission on Education

Published by Luigi Calingasan Conti

October 18

Sa Board Resolution 2024-13, in-update ng [Philippine Statistics Authority](#) ang definition ng literacy sa FLEMMS. Ito na ang definition na gamit sa kasalukuyang ginagawang FLEMMS 2024!

#BangonEdukasyon #ItaasAngAntas #EDCOM2



### How is "literacy" defined in FLEMMS?

PSA Board Resolution 2024-13 - "Approving and Adopting the New Operational Definition of Basic and Functional Literacy in the Philippines"

COMPETENCY	ILLITERATE	LOW LITERATE	BASIC LITERATE	FUNCTIONAL LITERATE
Can read		✓	✓	✓
Can write		✓	✓	✓
Can compute			✓	✓
Can comprehend				✓

In an August 2024 Board Resolution, the Philippine Statistics Authority in collaboration with DepEd agreed to **update the definition of "literacy"** in FLEMMS 2024. **This is the first time this has been done since 1989.**

#ItaasAngAntas #BangonEdukasyon

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# Speak the language.



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Huwag makunteto sa "can read" and "can write" lang...



PSA Board Resolution 2024-13 - "Approving and Adopting the New Operational Definition of Basic and Functional Literacy in the Philippines"

COMPETENCY	ILLITERATE	LOW LITERATE	BASIC LITERATE	FUNCTIONAL LITERATE
Can read		✓	✓	✓
Can write		✓	✓	✓
Can compute			✓	✓
Can comprehend				✓

In an August 2024 Board Resolution, the Philippine Statistics Authority in

Speak **with** your audience.

Not just *to*.

Digital technologies have  
drastically changed science  
communication.

# Digital technologies have drastically changed science communication.

The public no longer merely consume science-related information but participate and generate their own content.

Scientists are no longer dependent on journalists as gatekeepers to spreading relevant information.

Taddicken, M. and Krämer, N. (2021). Public online engagement with science information: on the road to a theoretical framework and a future research agenda JCOM 20(03), A05.



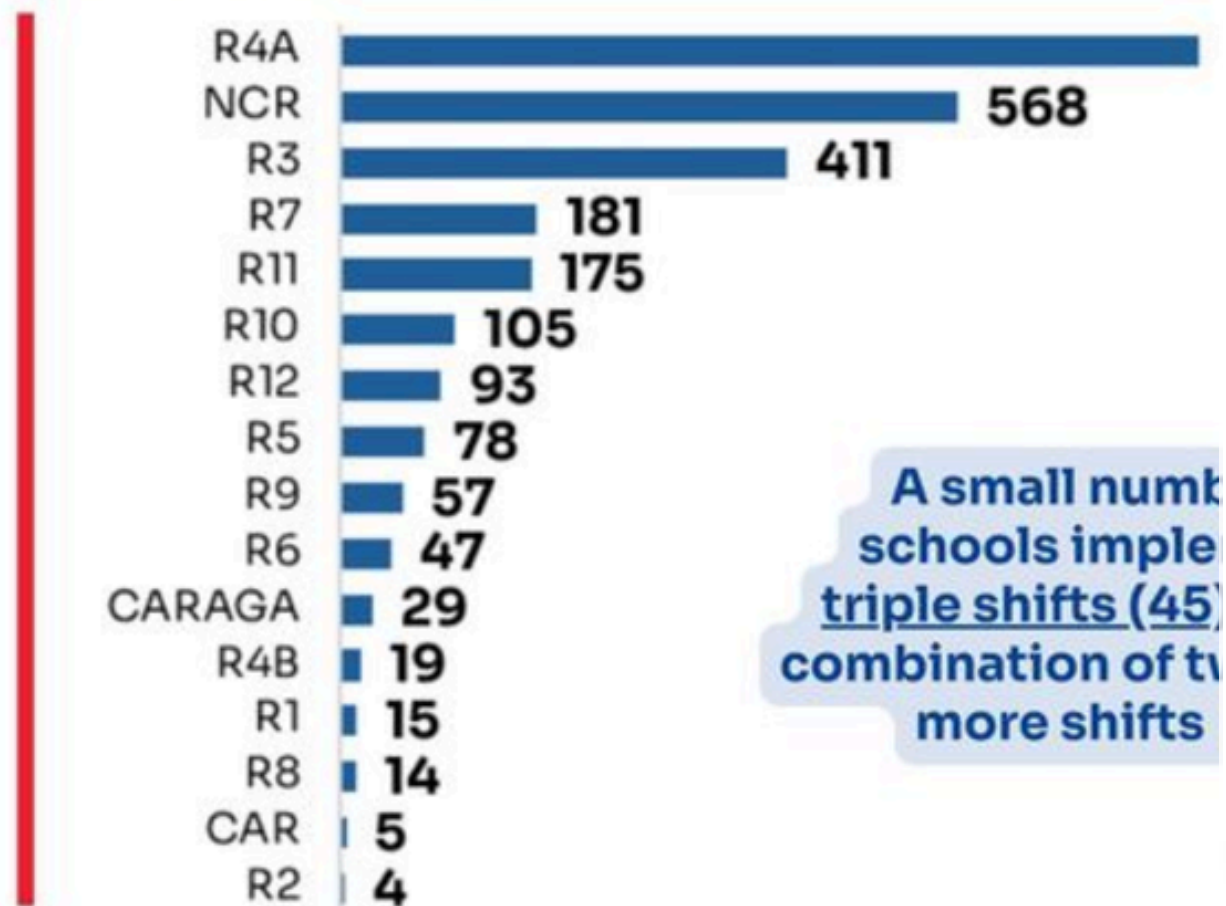


Sa ilang rehiyon sa bansa, sobrang daming mag-aaral kaya hindi na sila magkasya sa isang classroom. Ang solusyon? Double shifts - kung saan dalawang batch ng mag-aaral ang pumapasok sa isang araw: isa sa umaga, at isa naman sa tanghali. Tingin mo, ideal ba ang sitwasyon na 'to? 😊 Maganda ba 'tong solusyon sa classroom congestion?

#BangonEdukasyon #ItaasAngAntas #EDCOM2

## Number of schools in the country implementing double shifts

2,591 (5.4%) of public schools have double shifts, with high prevalence in Region 4A, NCR, and Region 3.



100 classrooms are lacking in Misamis Oriental General Comprehensive High School..located in the heart of the city but both LGU seems to have no plans for the school due to problems in jurisdiction so the learners suffer.

6w Like Reply Hide

I teach in a school that implements double shifts. It's not ideal. Our students do not have breaks. It's straight teaching for six hours.

6w Like Reply Hide

Build schools, Hire more, Pay high Salary

6w Like Reply Hide

Reduce class size maximum of 25-30 for each section. Follow and impose vertical alignment of supervisors and specialists.

6w Like Reply Hide Edited



Most relevant is selected, so some comments may have been filtered out.



EDCOM 2 - The Second Congressional Commission on Education

Published by Luigi Calingasan Conti

October 14

Kailangan nating magkaroon ng maayos na strategy para ma-develop ang best and brightest sa bansa. Nakita ng #EDCOM2 na 1% lang ang nasusuportahan sa mga programa ng DepEd Philippines at DOST Philippines.

Read more: <https://edcom2.gov.ph/edcom-2-govt-programs-support-only.../>

#BangonEdukasyon #ItaasAngAntas

I think we really need to think through a **national strategy for developing the best and the brightest.** Even if we need to just add one percent, or point-five percent per year, I think we need to act. It's high **time for us to begin that discussion**

**DR. KAROL MARK YEE**

EXECUTIVE DIRECTOR, EDCOM 2

ROUNDTABLE DISCUSSION ON SUPPORTING OUR BEST LEARNERS, OCTOBER 11, 2024

#ItaasAngAntas #BangonEdukasyon

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Most relevant

To effectively address the struggles of our education system, we must first tackle societal problems and educate parents about proper parenting. The challenges faced by our education system are merely symptoms of deeper issues embedded within society.

7w Like Reply Hide

All of the things that I see here are just proposals. What about specific and doable action plans.

7w Like Reply Hide

I guess we also need to study Singapore's system of education. From there, we can gain insights and possibilities. Yung hindi puro idealism. ❤️

7w Like Reply Hide

Provide the teachers with lesson plans and Powerpoints.. and other supplemental activities and tests...yan sana trabahuhin nung mga nasa taas...nauubos na oras ng mga teachers paggawa Ng mga yan..konti na lang natitirang time to teach...

isama pa..congested competencies in senior high school...

Alisin Yung spiral system Ng science and math sa JHS..kawawa mga bata..walang mastery...limot na lahat Ng lesson pagdating sa SHS pa lang..

Tama po si ma'am Doreen wag tayong puro idealism..action ang kailangan..

7w Like Reply Hide

Most relevant is selected, so some comments may have been filtered out.



EDCOM 2 - The Second Congressional Commission on Education

Published by Luigi Calingasan Conti

November 4

Ano ba dapat ang gawin ng teacher education institutions para maihanda ang mga aspiring teachers para sa propesyon ng pagtuturo?

Ano sa tingin mo? Makilahok sa survey ng [Teacher Education Council](https://tinyurl.com/TECurriculumReview) - pumunta lang sa <https://tinyurl.com/TECurriculumReview>

#BangonEdukasyon #ItaasAngAntas #EDCOM2

Paano dapat  
naihahanda ang  
mga **aspiring  
teachers** habang  
sila ay nasa  
kolehiyo pa  
lamang?



Ipaalam ang opinyon mo tungkol sa teacher education curriculum sa **Teacher Education Council!**

<https://tinyurl.com/TECurriculumReview>

#ItaasAngAntas #BangonEdukasyon

[f](https://www.facebook.com/edcom2ph) [@edcom2ph](https://www.instagram.com/edcom2ph) [t](https://www.tiktok.com/@edcom2ph) [y](https://www.youtube.com/edcom2ph) [www.edcom2.gov.ph](https://www.edcom2.gov.ph)



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Government organization

Learn more

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Published by Luigi Calingasan Conti  
November 22 at 7:00 PM  
From litro to mismo real quick!  
Read more <https://edcom2.gov.ph/edcom-2-decries-college-subsidy.../>  
#BangonEdukasyon #ItaasAngAntas #EDCOM2

## TERTIARY EDUCATION SUBSIDY

Expectation

P60K

TES SUBSIDY FOR PRIVATE SCHOOL ENROLLEES BEFORE CMC 5, 2023



P40K

TES SUBSIDY FOR PUBLIC SCHOOL ENROLLEES BEFORE CMC 5, 2023



Reality



P20K

NEW TES SUBSIDY AFTER C.M.C. 5, 2023



EDCOM 2 - The Second Congressional Commission on Education  
Published by Luigi Calingasan Conti  
November 16 at 10:00 AM  
1997 → 2024 = 27 years in effect na ang school staffing standards for principals and school heads..  
Read more sa <https://edcom2.gov.ph/address-24480-schools-without.../>  
#BangonEdukasyon #ItaasAngAntas #EDCOM2

WAITING FOR THE UPDATE OF THE 1997 SCHOOL STAFFING STANDARDS



27 YEARS LATER...

Don't be afraid to poke fun at your findings.

You'd be surprised at how humor goes a long way in social media.



EDCOM 2 - The Second Congressional Commission on Education

Published by Luigi Calingasan Conti

October 18

Sa true lang tayo - lalo na sa definition ng basic at functional literacy!

#BangonEdukasyon #ItaasAngAntas #EDCOM2

FUNCTIONAL LITERACY RATE SA PREVIOUS DEFINITION NITO SA FLEMMS\*

91.6%



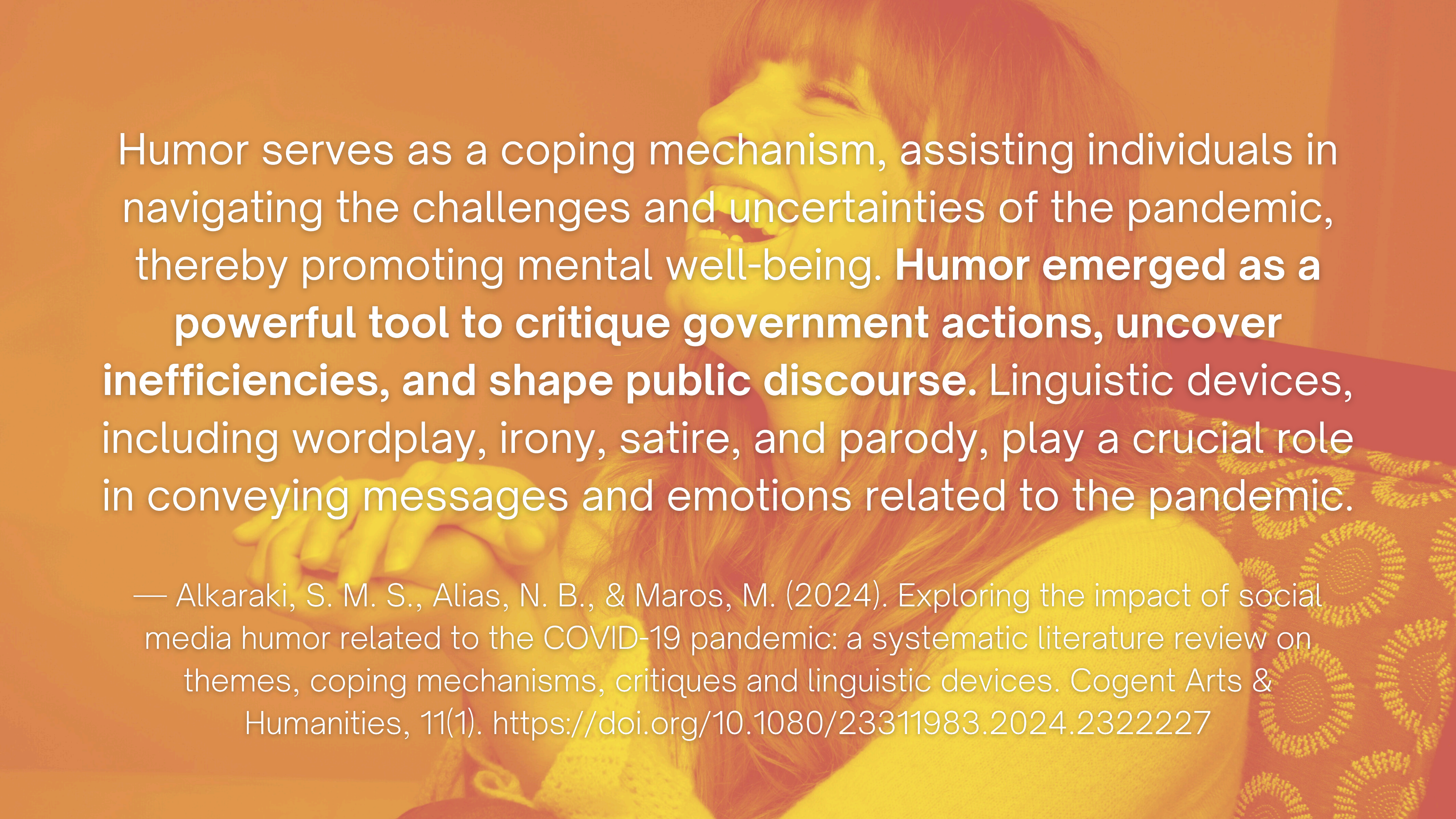
FUNCTIONAL LITERACY RATE SA BAGONG DEFINITION\*\*

77.7%



\*Based on 2019 data of the Functional Literacy and Mass Media Survey; for 10-64 years old; using data with automatic assignment  
\*\*PSA Board Resolution No. 13, s. 2024 - Approving and Adopting the New Operational Definition of Basic and Functional Literacy in the Philippines





Humor serves as a coping mechanism, assisting individuals in navigating the challenges and uncertainties of the pandemic, thereby promoting mental well-being. **Humor emerged as a powerful tool to critique government actions, uncover inefficiencies, and shape public discourse.** Linguistic devices, including wordplay, irony, satire, and parody, play a crucial role in conveying messages and emotions related to the pandemic.

— Alkaraki, S. M. S., Alias, N. B., & Maros, M. (2024). Exploring the impact of social media humor related to the COVID-19 pandemic: a systematic literature review on themes, coping mechanisms, critiques and linguistic devices. *Cogent Arts & Humanities*, 11(1). <https://doi.org/10.1080/23311983.2024.2322227>

# Learn.

Leverage digital platforms' capacity to measure data, then analyze.

Views ⓘ

5.6M ↑ 21.3%

Reach ⓘ

2.5M ↑ 16.6%

3-second views ⓘ

517.8K ↓ 24.1%

1-minute views ⓘ

27.6K ↓ 44.9%

Watch time ⓘ

141d 1h

600K

400K

200K

0

Nov 6

Nov 11

Nov 16

Nov 21

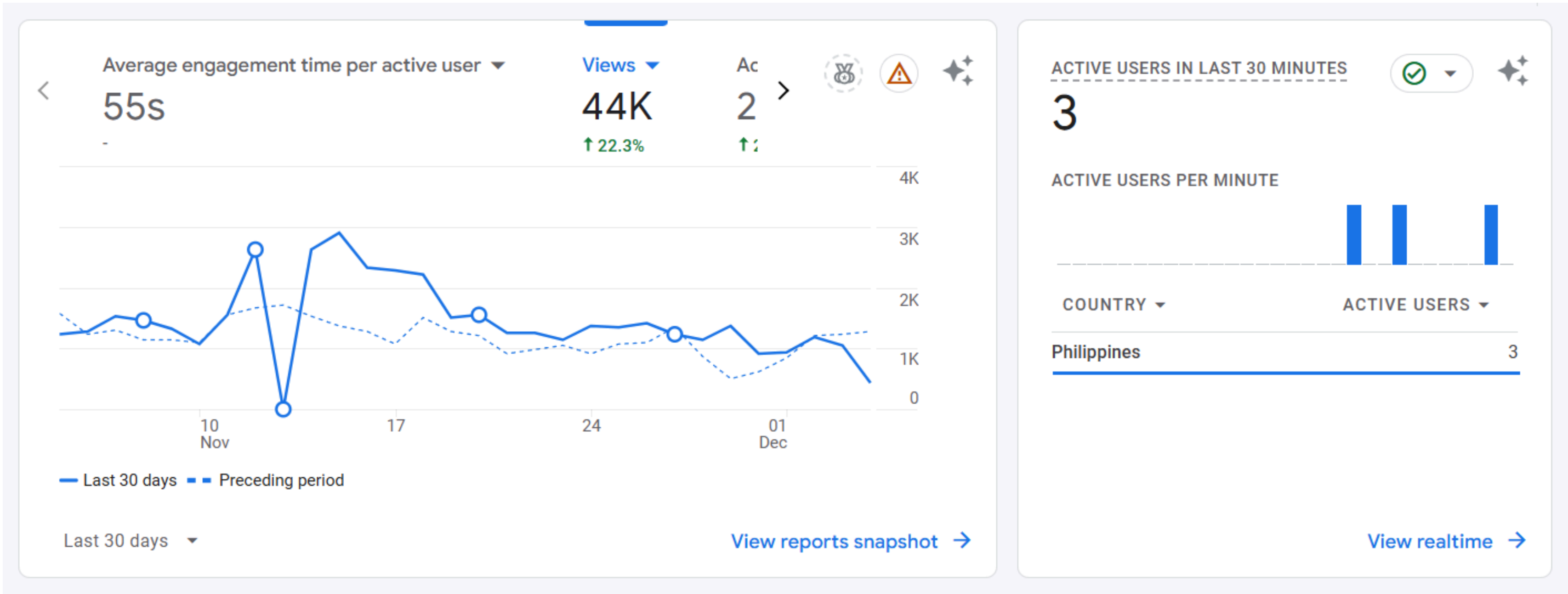
Nov 26

Views

↑↓ Impressions ⓘ ↑↓	Reach ⓘ ↑↓	Reactions/Likes, comm... ⓘ ↑↓
629 Impressions	596 Reach	31 Reactions/Likes, comm...
98 Impressions	--	0 Reactions/Likes, comm...
864 Impressions	849 Reach	8 Reactions/Likes, comm...
1.1K Impressions	1.1K Reach	13 Reactions/Likes, comm...
318 Impressions	316 Reach	0 Reactions/Likes, comm...
2.8K Impressions	2.8K Reach	38 Reactions/Likes, comm...







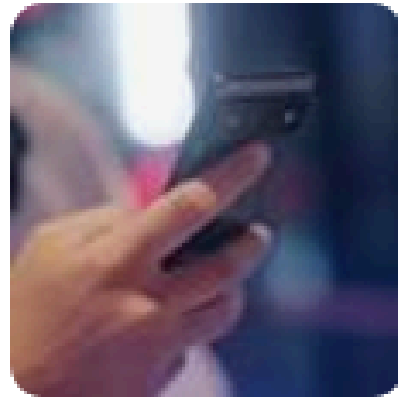
# Be open to new opportunities.

The internet is constantly evolving.

## Top stories

**M** Marketing Tech News 

Why Bluesky stands out and what you need to know



2 hours ago

**V-A** Voice of America 

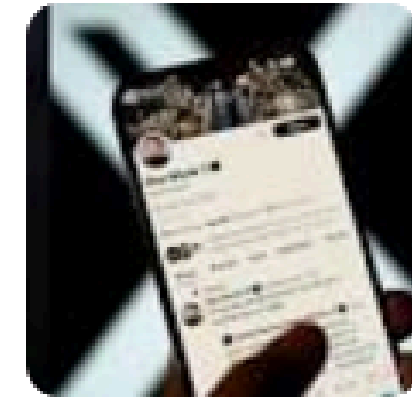
Many former X users migrate to Bluesky social media platform



7 hours ago

**CBS** CBS News 

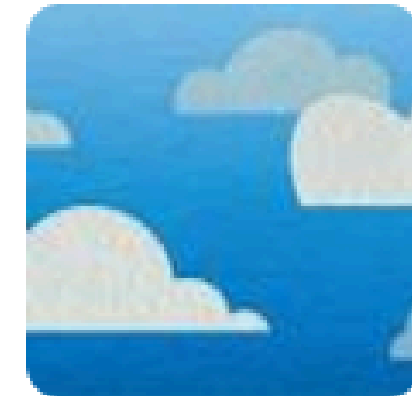
Bluesky says users weary of X's "partisan microphone" are using its service. Here's wh...



2 days ago

**TC** TechCrunch 

What is Bluesky? Everything to know about the X competitor.



1 day ago

More news 

# Our agenda

## **Why communicate your research?**

Who is your research for? What is your goal? The value of communicating science and research.

## **How do we maximize the digital space?**

Leveraging platforms, telling compelling stories, using humor to our advantage, and other nifty stuff.

# How do we maximize the digital space?

## **Go where your audience/s is/are.**

Take advantage of everything in your digital toolkit.

## **Tell compelling stories.**

Stories come in all shapes and sizes. Empathize.

## **Think differently.**

Communicating with the general public is different than with your colleague.

## **Empathize.**

Know what your audience needs to hear.

## **Speak with your audience.**

Not just *to*. The digital world is a two-way stream.

## **Learn.**

Leverage digital tools' capacity to measure, then analyze.



Thank you.

[communications@edcom2.gov.ph](mailto:communications@edcom2.gov.ph)  
[luigi.conti@outlook.com](mailto:luigi.conti@outlook.com)