

影響伊富高木雕師的資訊使用來源的要素

イフガオの木彫師の情報利用元に影響を与える要因
Factors Influencing the Use of Information Sources by the Woodcarvers in Ifugao

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Woodcarving has become a home industry in Ifugao. For many years now, wood carving has been an important source of livelihood for the local folks, not to mention its impact on the tourism industry in the developing province of Ifugao. This is premised on the view that tourism has the potential to become an economic engine for wealth creation, employment generation and poverty reduction, that is, with strong support from the government.

Apparently, wood carving has transformed from traditional pastime and culture into economic prospect. Through the years, this sort of craftsmanship has evolved to take commercial dimension; thus, now a potential source of self-employment.

On top of the economic benefit it offers, wood carving has high standing in Ifugao culture and tourism. Like the renowned Ifugao Rice Terraces which was carved through the ingenuity of the indigenous peoples of Ifugao some 2000 years ago, wood carving is also a chronicle of the Ifugaos' practice of indigenous technologies. It is enveloped in the unique Ifugao tradition especially the most widely recognized distinctive Ifugao wood crafts which are used during rituals. Ernest Okrah stated that, "woodcarving represents the permanence and continuity of the nation."

木雕是伊富高當地生計和觀光重要的產業，近年來，從文化、傳統娛樂轉向經濟的來源。與梯田一樣，木雕展現出伊富高獨特的傳統文化特色。



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Information and Communication

In an enterprise, the role of information and communication cannot be over emphasized in enhancing development. Oladele posits that information is crucial for increasing production and improving marketing and distribution strategies. It is said that to compete in the global market today, enterprises like woodcarving in the present study should have latest information regarding product development and quality control, marketing of the product, government policies and regulations, export potential, production and marketing networks, and other woodcarving-related information. According to Mittal and Mehar as cited by Dugyon, access to reliable, timely and relevant information can help significantly and in many ways to reduce farmers' risk and uncertainty, empowering them to make good decisions. This was bolstered by Delos Trinos who stated that information is essential for people to respond successfully to the opportunities and challenges of social, economic and technological changes. These include those that help improve productivity, food security, and rural livelihoods.

Communication is defined as the process by which information is exchanged or shared between individuals through a common system of symbols, signs, or behaviour. Muhammad advances that exchange of information (communication) can be divided into two main categories, namely: interpersonal and impersonal. Face-to-face exchange of information between individuals is regarded as interpersonal, whereas mass media sources are known as impersonal methods enabling one or a few persons to reach many addressees at a time. In this era of information and technology, dissemination of information and/or exchange of information (communication) is much easier, nevertheless more complex. This can be attributed to the fact that information messages must be disseminated and communicated to the recipients in the manners and methods which are appropriate and best support them. Correspondingly, Dugyon in her study on information networks of tilapia pond growers, averred that information and its dissemination is a subject of considerable importance to rural population, especially to small-scale entrepreneurs who have difficulties in communicating their priorities to decision makers. Therefore, it is imperative to find approaches which can get messages to them as well as means for

資訊與溝通

資訊是提升生產及品質、以及掌握市場動向的重要依據。包括提升生產量、保障食物安全以及執行儀式生活。而溝通被定義為通過共同的符號、標誌或行為系統，在個人之間交換或共享信息的過程。可以分為人際的以及非人際的兩種。在現代科技發達下，溝通變得更容易也更複雜。

而什麼因素會影響木雕師偏好的資訊取得方式呢？社經地位、年紀、教育程度、農地面積都會影響農夫使用不同的資訊來源，因此有必要了解木雕師的身分與資訊取得方式的關係，並了解何種方式是最能有效讓木雕師獲得所需的資訊。在伊富高省的巴納韋 (Banaue)、洪端 (Hungduan)、基昂岸 (Kiangnan) 三個自治區是伊富高木雕產業的先驅。

them to communicate their problems and aspirations.

But what factors influence which sources of woodcarving related information woodcarvers prefer?

Accordingly, information exchange and use is dependent on the capacity of the users to access information. It is said that in order to get people to participate fully in government programs and in community development, they must have good access to information. This capacity is in turn dependent on certain cultural, socio-economic and personal variables. The study of Rehman on access to agricultural information pointed out that socio-economic variables may influence the accessibility to information of the farmers. In keeping with this, the study of Mittal and Mehar found out that socio-economic characteristics of farmers such as age, the level of education and farm size are significantly related to a farmer's decision to use different sources of information.

There is thus a need to investigate the factors influencing the use of information sources by the woodcarvers in Ifugao, with a view of exploring the communication media or outlets for the successful transfer of information relevant to woodcarving. Specifically, the investigation will determine the socio-economic characteristics of the woodcarvers; ascertain the respondents' communication media and information sources; and analyse the relationship between the socio-economic characteristics of the respondents and their sources of information in woodcarving.

The municipalities of Banaue, Hungduan and Kiangan of Ifugao Province, Philippines served as the study sites. These three municipalities are the forerunners of the woodcarving industry in Ifugao.

The Ifugao Wood Carvers

There is a need to know who are the Ifugao Wood Carvers through their socio-economic characteristics including age, sex, civil status, education, household size, income, sources of income, and years of experience in woodcarving. According to Hassan, socio-economic characteristics exert pressure on the



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伊富高的木雕師

我們應了解伊富高木雕師的身分，包括他們的社經地位等以理解他們與資訊取得方式的關係。調查發現，資訊接受者的年齡分布主要為30歲上下。比例以31-45歲最多，其次為46-60歲，60歲以上最少。而教育程度有一半接受過中等教育，僅有13.20%接受過大學教育。性別比例以88.43%的男性居多，其中64%已婚，57.80%有5-8個家庭成員。大多從業年次為6-10年，24.80%從業11-20年，23.14%從業5年以下。年收入方面，落在菲律賓幣150,000到351,000披索之間（約台幣89,000到210,000元），大多年收入為150,000披索以下，僅有0.83%的木雕師年收入多於351,000披索。

attitude and behaviour of an individual. The socio-economic characteristics of the respondents are discussed below.

Study results show that most of the respondents belonged to the age group of 30 years old and below. Other portion of the respondents belonged to the age groups 31-45, 46-60, and 60 years old and above. Data manifest that the woodcarvers were in their prime and productive age. About half of the woodcarvers attended secondary education, and some disclosed that they have undergone elementary education. Only 13.20% were college graduates.

Results of the study also show that 88.43% of the woodcarvers were male; 64% were married; and 57.80% had a household size ranging from five to eight members. This signifies that the woodcarving enterprise is primarily dominated by men and married individuals. It is said that married individuals and household heads are likely to be under pressure to produce more and venture in income generating activities in order to provide a living for their families. The above findings are in agreement with the study of Okrah on the growth of woodcarving industry in Ghana.

Most respondents have been engaged in the industry for six to ten years, and a portion (24.80% and 23.14%) have been in woodcarving for 11-20 years and five years and below, respectively. The study likewise reveals that respondents' annual income ranged from less than PhP150,000.00 to more than PhP351,000.00. Findings show that majority of the respondents had an annual income of PhP150,000.00 and below. Only 0.83% had a yearly income of more than PhP351,000.00.

Communication media and information sources

Research results revealed that Cooperatives were the top source of information of the woodcarvers followed by the Department of Environment and Natural Resources (DENR), Department of Trade and Industry (DTI), and the Local Government Units (LGUs) under the interpersonal sources of information. This can be attributed in the frequency of contact that the woodcarvers have with credit and/ or financial institutions such as cooperatives which can be an indication that the respondents usually seek for credit facilities to augment their capital and/or funds. This provides an opportunity for the woodcarvers to obtain information they need to fund their woodcarving activities.

溝通媒體與資訊來源

木雕師主要資訊來源為合作社，其次為環境與自然資源部、貿易與工業部以及當地政府聯盟等。這可以歸因於木雕者與信用或金融機構（例如合作社）之間的聯繫頻率，顯示出木雕師們通常尋求信貸設施以增加其資本或資金。這為木雕者提供了獲得他們為木雕活動提供資金所需信息的機會。

教育程度較低的木雕師偏好人際的資訊交流，因它更為隱私，也較為簡單。而教育程度較高，以及家庭成員較多的木雕師，則偏好較為複雜、公開的非人際資訊交流方式。其中家庭成員較多的家戶可以有較多的木雕師及勞動力，也因此需要更多的資訊使用。

Interpersonal sources of information

The use of interpersonal sources of information (i.e. Government and Non-government sectors, wood dealers, fellow woodcarvers, neighbours, etc.) is positively associated with age, sex, and civil status. However, only educational attainment was statistically significant. This explains that woodcarvers with lower educational attainment were more likely to use interpersonal sources of information on woodcarving than those with higher educational attainment. This corroborates the findings of Just, who explained that individuals with less education tend to prefer private sources (face-to-face/ interpersonal mode) because these sources provide customized and simplified information to support their specific needs.

The results of the study is also supported by the study of Nwosu, M. C. that found out that most artisans in Kwara State of Nigeria use face-to-face (interpersonal) as communication media to get information relative to their craft.

Impersonal sources of information

Educational attainment and house hold size have a significant relationship with the use of impersonal sources of information such as the quad-media. The results imply that level of education and the number of members of the family of the respondents have direct bearing on the choice of the quad media (impersonal) as their source of information in their woodcarving activities such as sources of raw materials, product development, marketing and distribution strategies, funding opportunities, among others. Just, hypothesized that individuals with more education prefer public sources (i.e. quad media) of information because these information sources provide general information that needs to be further processed to target a particular problem. The results of the study likewise indicate that any increase in the household size will increase the level of use of information sources such as the quad media. This corroborates the study of Effiong who averred that since large household size enhances the availability of labour for woodcarving activities, more information sources will thus be used.



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The Way Forward

Woodcarvers of Ifugao were in the most productive stage in their life; mostly married and male. As to highest educational attainment, majority of them had reached secondary level of education. Most of the respondents have a household size ranging from five to eight members; and a great number has an annual income ranging from PhP46,000.00 to PhP150,000.00. More than half of the woodcarvers have indicated woodcarving as their main source of income. On the average, the woodcarvers have six to ten years of experience in woodcarving.

Based on the findings of the study, socio-economic factors like education and household size do influence what kind of information sources woodcarvers rely on. With increase in educational levels, woodcarvers veer more towards modern information outlets like internet, television set, radio, and print media.

These results can be used to design programmes specific to woodcarvers' profiles. Information providers can better anticipate which woodcarvers would use their information in combination with other information sources. These results highlight the complementarity in the use of different sources of information and the role of education in getting woodcarvers connected to new sources of information.

It is therefore recommended that information, education and communication (IEC) materials relevant to woodcarving activities such as new technologies, government policies and quality control and product development be designed and adapted by extension and/or development agents according to woodcarvers' profiles and local needs. By so doing, it is hoped that these woodcarvers would not only be capacitated to make better choices and decisions but also they become more knowledgeable; hence, more effective and productive in their enterprise.

未來的路

隨著教育程度越高，木雕師偏好較現代的資訊交流，如網路、電視或電台等。透過以上的統計，資訊提供者能更瞭解他們的資訊接受群以及提供更符合接受群需求的資訊。

因此，建議以木雕師的資料及當地的需求做為設計及適應的依據，以延伸發展動力，如技術、政策及品管以及產品發展等。藉此，期望能讓木雕師不僅能有資格有更好的選擇也能更有知識。最重要的是，在他們的事業上更加有效率及提升產量。



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