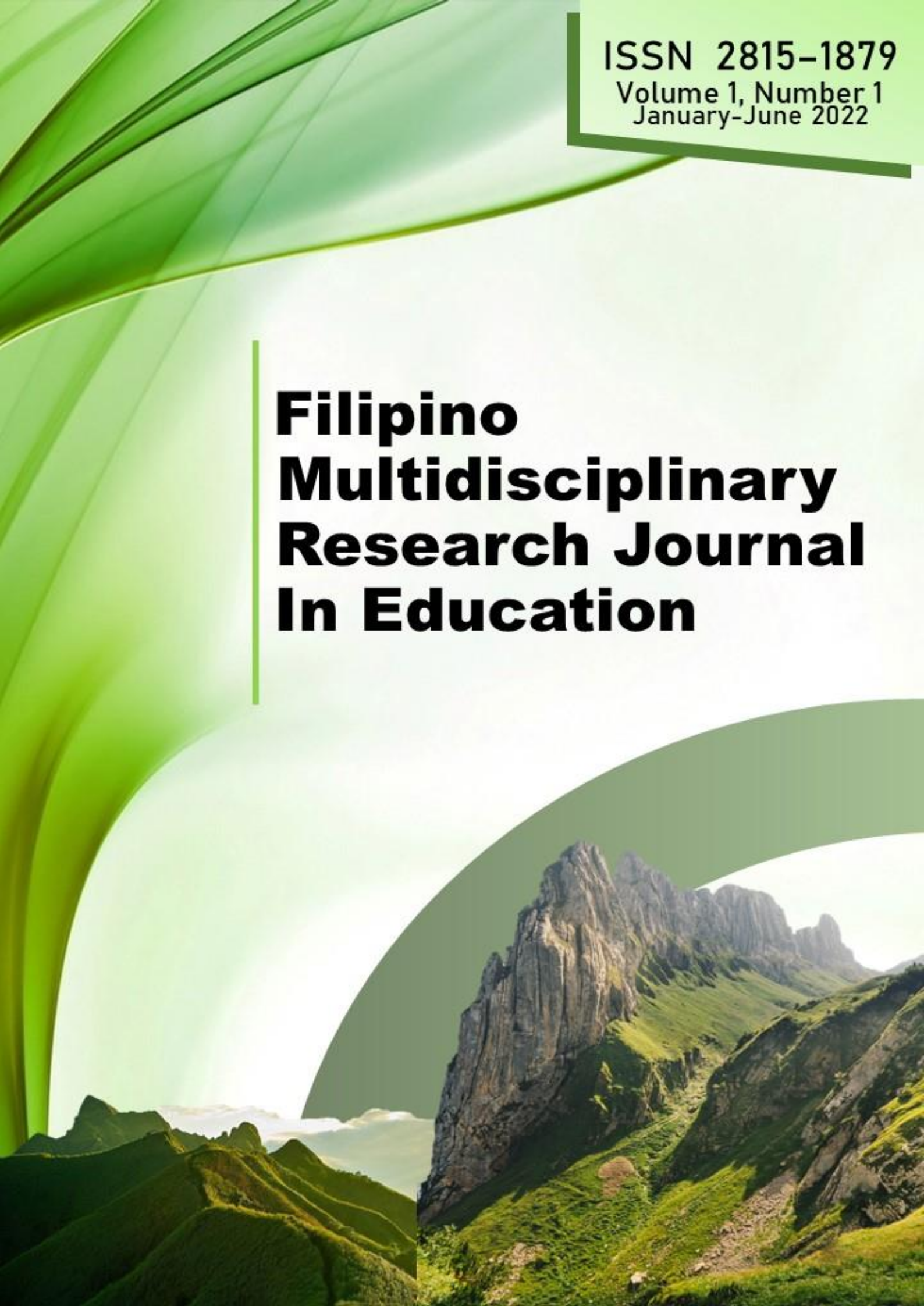


ISSN 2815-1879

Volume 1, Number 1  
January-June 2022

# **Filipino Multidisciplinary Research Journal In Education**



**FILIPINO MULTIDISCIPLINARY RESEARCH JOURNAL IN EDUCATION**  
**Published Semiannually**  
**ISSN 2815-1879**

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## MESSAGE OF THE EDITOR-IN-CHIEF

Dear esteemed authors and researchers

Welcome to the first issue of our research journal! We are extremely delighted to be launching this new platform for the dissemination of scientific knowledge and research. We are committed to providing an avenue for groundbreaking research and to showcasing the work of scholars from around the world.

We invite you to submit your research articles for consideration. Our editorial board is composed of some of the most distinguished scholars in the field and we are truly confident that we can provide you and your work with the highest level of quality and attention to further your professional growth.

The Team looks forward to receiving the fruits of your research work in the future, and to collaborating with you in the future.

Sincerely,



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## MESSAGE OF THE PUBLISHER

Greetings revered authors and researchers,

I am pleased to announce the launch of our new research journal which will provide an invaluable platform for the publication of your research. Our journal will provide a space for researchers from all disciplines to share their work and engage in meaningful conversations about their research findings.

We are committed to publishing high-quality, peer-reviewed work that advances our understanding of a wide range of topics. Our journal will likewise be open to a variety of formats, such as research articles, review articles, commentaries, and book.

For this maiden publication, the Team selected five research articles from esteemed researchers. They were chosen from more than two dozen of submitted papers.

We hope to create an environment where researchers can engage in meaningful dialogue and debate on topics that are of interest to them. We are excited to be part of this journey and look forward to working with you to create a world-class research journal.

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**Results**

**Discussion**

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**Recommendations**

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# Lived Experiences of Nursing Educators Implementing Online Teaching: A Phenomenological Marvel

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## ABSTRACT

**Introduction:** The epidemic caused by the new coronavirus has unintentionally reformed education as we know it. As a result, schools all around the globe were forced to shut, and online learning emerged as a viable alternative for carrying on with instruction at all levels of nursing education.

**Methods:** The study described the lived experiences of nurse educators in implementing online teaching during the COVID-19 pandemic. Eleven clinical instructors from five universities in Central Luzon who were selected using maximum variation sampling. Specifically, clinical instructors were selected using the following inclusion criteria: (1) clinical instructors for SY 2020-2021, (2) male or female, (3) faculty from urban or coastal schools, and (4) nursing faculty who have given permission to be interviewed as attested by the signed informed consent. The instrument used in data collection was an interview guide validated by research experts. The calculated validity coefficient was 4.90, described as very highly valid. This research examined issues of reliability, credibility, transferability, and confirmation to provide light on trustworthiness. Several themes emerged from the narratives of the participants.

**Results:** Four themes were generated from the narratives of the participants. These are online tools and technologies used, doing much effort, but little to promote critical thinking, perceived advantages of online learning advantages of online learning, and learning continuity despite lockdown.

**Conclusions:** Finally, participants from many Schools of Nursing that represent various universities may give a more accurate, full, and balanced view of online education during the COVID-19 pandemic.

**Keywords:** Online Learning, Nursing Educators, Interpretative Phenomenological Analysis, COVID-19

## INTRODUCTION

Nursing educators are increasingly implementing online teaching into their courses to provide students with more flexibility and convenience. However, this transition can come with some challenges. Many nursing educators have found that online teaching requires a different approach than traditional face-to-face teaching (Oducado & Estoque, 2021). Nursing educators need to be aware of the unique needs of online students and create a learning environment that is conducive to their success. There are several factors that can affect the lived experiences of nursing educators implementing online teaching. One of the most important is the level of comfort and experience that the educator has with online learning. Many nursing educators are familiar with traditional face-to-face teaching but may not have experience with online teaching. This can make the transition to online teaching more difficult. In addition, nursing educators need to be aware of the different learning styles of online students and how to best accommodate them. Another factor that can affect the lived experiences of nursing educators implementing online teaching is the level of support that they receive from their institution. Many institutions are still in the process of developing their online teaching infrastructure and may not be able to provide the same level of support as they do for traditional face-to-face teaching. This can make it even more difficult for nursing educators to effectively dispose their instructional duties.

Since the COVID-19 pandemic, online teaching has become more prevalent in nursing education. Nursing educators have had to rapidly adapt to this new mode of teaching (Ogolodom et al., 2022). This has been a challenging but also a rewarding

experience for many. Nursing educators have found that online teaching can be very effective (Kunaviktikul et al., 2022). They have been able to reach more students and provide them with a high-quality education. However, online teaching has also been challenging. Many educators have had to learn new technology and instructional methods. Overall, nursing educators who have implemented online teaching have found it to be a positive experience. They have been able to reach more students and provide them with a high-quality education.

Nursing educators have long been using online teaching methods to reach students in a wide variety of settings. The use of online technologies in nursing education has been found to improve student engagement and satisfaction while also providing educators flexible and convenient way to reach their students. Nonetheless, there are also challenges associated with online teaching, such as ensuring student engagement and providing adequate support for students who may be struggling with the material. In this paper, we will explore the lived experiences of nursing educators who have implemented online teaching in their classrooms. We will discuss the challenges and successes of online teaching, as well as the ways in which educators have adapted their teaching methods to meet the needs of their students.

As online teaching becomes increasingly prevalent in nursing education, it is important to study the lived experiences of nursing educators who are implementing this type of teaching. This will help to identify any challenges or difficulties that they may be facing, as well as any best practices that can be shared. Additionally, this research can help to improve the overall quality of online teaching in nursing education.



It is important to study the lived experiences of nursing educators implementing online teaching to understand the challenges and barriers they face. This knowledge can then be used to improve online teaching programs and support educators in their efforts to provide quality care to their students. Additionally, studying the lived experiences of educators can provide insight into how to better use technology in nursing education and how to create more effective online learning environments.

## METHODS

### *Research Design*

This study utilized a phenomenological research design. According to Johnson and Christensen (2014), phenomenology is an inquiry that seeks to describe one or more individuals' consciousness and experience of a phenomenon. The purpose is to obtain a view into research participants' lifeworld and to understand their meanings (Noviani et al., 2022). This allowed the researchers to explore and understand the lived experiences of teachers in the new normal of education.

Moreover, this study employed a qualitative research approach. This approach is a method for understanding the meaning that individuals or groups assign to a social or human phenomenon. The process includes emerging questions and techniques, data collection often taking

place in the participant's environment, inductive data analysis going from specifics to general themes, and the researcher's evaluation of the significance of the findings (Creswell, 2014). This permits the research to utilize the qualitative method in collecting and analyzing data.

### *Participants*

The participants of this study are clinical instructors from five university in Central Luzon who were selected using maximum variation sampling. According to Johnson and Christensen (2014), maximum variation sampling is a type of sampling in which many cases such as individuals, groups, locations, or other phenomena are purposively chosen to include all instances along one or more dimensions in the study. This type of sampling permitted the researchers to select clinical instructors from private HEIs and SUCs in Central Luzon and allowed them to explore the voice of the participants from different fields to get a representative picture of the struggles and triumphs of online teaching and learning.

Specifically, nurse educators were selected using the following inclusion criteria: (1) clinical instructors for SY 2020-2021, (2) male or female, (3) faculty from urban or coastal schools, and (4) nursing faculty who have given permission to be interviewed as attested by the signed informed consent.

The following table shows a brief description of the participants in the study.

Table 1. Brief description of the informants

Participant No.	Pseudonym	Sex	Age Range	School Type	School Location
1	Miguel	M	31 – 40	Private HEI	Urban
2	Edward	M	31 – 40	SUC	Coastal
3	Isabel	F	41 – 50	Private HEI	Urban
4	Vincent	M	41 – 50	Private HEI	Urban
5	Sophia	F	31 – 40	Private HEI	Coastal
6	Ronald	M	21 – 30	Private HEI	Urban
7	Jennifer	F	51 – 60	SUC	Urban
8	Dianne	F	31 – 40	SUC	Coastal
9	Albert	M	21 – 30	Private HEI	Coastal
10	Elaiza	F	21 – 30	Private HEI	Urban
11	Pauline	F	51 – 60	SUC	Urban

New faculty members for the next academic year (SY) 2020-2021 were not considered since they do not yet participate in the phenomena of interest. After seeing considerable information repetition and very little new information during the seventh informant's interview, researchers declared saturation point on the eleventh interviewee. They were careful to point out that they were rapidly approaching maximum capacity. They conducted further interviews but uncovered no new information. After the twelfth interviewee, they decided to call it quits. Likewise, following a thorough first data analysis on the transcript of the eleventh interview, no fresh additional notions or ideas emerged, making further coding impossible. Sireger et al., (2022) define data saturation as the moment in a study at which no new information can be gleaned through examination of the collected data. Because of this, the researchers were given the green light to stop collecting data.

### ***Instrumentation and Data Collection***

The instrument used in data collection was an interview guide which was validated by research experts. The

calculated validity coefficient was 4.90, described as very highly valid. This signified that the guide is an acceptable instrument. Further, for dependability purposes of the instrument, the same tool was subjected to a dry run among six teachers: two from each strategic area.

Relevant to the interview process, this qualitative research was conducted so that the inquiry did not disturb the natural context of the phenomenon being studied. According to Creswell (2014), one characteristic of qualitative research is that it is conducted in a natural setting. They do not bring individuals into a contrived situation, nor do they typically send out instruments for individuals to complete. As applied, the researchers went to the schools of the informants to gather their experiences in the non-controlling context. Thus, teachers in the upland, coastal, and rural areas were interviewed in their respective workstations.

For triangulation purposes, investigators and data types of triangulations were used. Investigator triangulation involves multiple researchers collecting or analyzing data (Bhandari,

2022). On the one hand, data triangulation, according to Denzin as cited by Fusch, Fusch, and Ness (2018) data triangulation employs people, time, and space. These three data points represent different data of the same event, discovering commonalities within different settings. Given this, two researchers collaborated on this phenomenological research. The key informants came from different educational levels, school locations, and the duration of experiencing the phenomenon.

Similarly, a convergence of the researchers and the participants with other concerned personnel was conducted to ensure that the research objectives were clear to all. Correspondingly, for the validation of the themes, the researchers facilitated a focus group discussion, and the results revealed that the themes are the actual experiences of the teachers during the pandemic. This method is termed in phenomenology as validation by the same group as the terminal part of Colaizzi's method. This verification by the same group adds to the trustworthiness of the data. Further, Nowell, et al. (2017) disclosed that the credibility of a study is determined when co-researchers, readers, or the informants themselves, are confronted with the experience; they can recognize it.

### **Data Analysis**

This research used the Interpretative Phenomenological Analysis (IPA). It is an approach to qualitative research with an idiographic focus. It aims to offer insights into how a given person, in each context, makes sense of a given phenomenon. The present study aims to understand and explore clinical instructors' experiences in the new normal of education. Hence, the researchers immersed themselves in the teacher's perspectives to identify the essential themes. For this purpose,

Hickner's five-step explicitation process was used. Hycner's explicitation process, as cited by Amor (2015), involves the process of (1) bracketing and phenomenological reduction; (2) delineating units of meaning; (3) clustering of units of meaning to form themes; (4) summarizing each interview; and (5) extracting general and distinctive themes from each interview, then putting them together into a composite summary.

**Trustworthiness.** This research examined issues of reliability, credibility, transferability, and confirmation to provide light on trustworthiness. Credibility checks were set up, including member verification, adequate referential checking, and peer briefing. In this research, members were asked to verify each other's work by reading and commenting on interview transcripts. When participants pointed out inaccuracies in the data, such ideas or words were removed. The degree to which previous studies can be replicated under the same conditions is a measure of how reliable they are. The use of an audit trail was crucial in establishing trustworthiness. A complete audit trail was achieved by detailing all research processes. A study's transferability measures how widely its results may be used. Every step of the sampling process and the presentation of the results was described in detail, allowing the reader to make an informed decision concerning generalizability. All procedures were documented so that the conclusions of the research could be independently verified by tracing the origins of the data and statements used in the study. Three expert professors in qualitative research independently coded the developing themes, reaching an inter-coder reliability of 85%. Because of this, the researchers trust that the results are valid, persuasive, and reflective of the true situation.

## RESULTS

Four themes emerged from the narratives of the participants, to wit: (1) online tools and technologies used; (2) doing much effort, but little to promote critical thinking; (3) perceived advantages of online learning advantages of online learning; and (4) learning continuity despite lockdown.

**Theme 1 - Online tools and technologies used.** Given the unexpected rollout of online education, students had to make do with the resources at hand. Miguel "only used a handphone to make recording," for instance, and was only introduced to "different programs like Zoom, Webex, and Microsoft team" much later. Since using these technologies allowed them to "see the kids and share the screen and present reports," users like Edward, Isabel, and Vincent accepted them as a viable alternative to conventional classroom instruction. After a few weeks, however, P4 accepted that it was "acceptable not to see the students" since she could still "talk with them and know what their concerns were" in relation to the lectures she was giving. To the extent that Isabel "discovered PowerPoint which permitted the use of digital pen," she found a digital equivalent of the whiteboard. Padlet helped "students be more creative and inclined to employ animations in conversation," and he discovered that his pupils paid more attention to him while he was teaching them online than they did in "regular class," when they would rather play with their phones. Sophia used a variety of methods for facilitating conversation in delivering his material. For people who may not have access to sufficient Internet data, his selection on the sort of tools employed was motivated by care and concern. To "pre-record lectures,"

"upload in Moodle," and "conduct the discussions the following day," we employed digital tools and technology (Albert). Other participants also used pre-recorded lectures to clarify concepts for their students (Sophia), go through "results of the assignments provided to the students" (Elaiza), and guarantee comprehension by letting them "view the lessons numerous times" (Dianne). This lends credence to the flipped classroom learning advocated by many higher education institutions, but which received little notice until participants were "left with no alternative at all" and "had to learn how to utilize it" (Vincent). Another participant (Pauline) offered a similar justification: "I am from the old school, and I never utilized digital tools and it is entirely a 'No' for me but now I am learning. The effort must continue; we are unable to stop it. Educators in many other developing and third world nations would no doubt recognize the urgency of the question, "How many of the students can truly receive access to online learning, considering that some students living in rural or underprivileged locations may have inadequate access to the facility?" (Pauline).

**Theme 2 - Doing much effort, but little to promote critical thinking.** It is important for Nursing students to be able to think critically to provide high-quality patient care. However, it can be difficult to promote critical thinking in nursing students, as they may be more likely to rely on rote memorization and rule-based decision making. To encourage critical thinking in Nursing students, instructors can provide opportunities for students to practice identifying and solving problems and can encourage them to reflect on their own thinking process. Additionally, clinical instructors can create an environment that values critical thinking by modeling critical thinking themselves and encouraging

students to ask questions and challenge assumptions. This theme can be reflected from the narratives of the nurse educators.

There are several ways to promote critical thinking for nursing students during online teaching. However, it is important to remember that critical thinking is a process that takes time and effort to develop. As such, it is important to be patient and to provide opportunities for students to practice critical thinking. One way to promote critical thinking is to use case studies. Case studies are an excellent way to get students to think critically about a particular situation. By working through a case study, students can learn how to identify the important information, how to weigh different options, and how to make decisions. Another way to promote critical thinking is to use questions. Asking questions is a great way to get students to think about a particular topic. Questions can be used to prompt students to consider different perspectives, to evaluate evidence, or to reach a conclusion. Finally, it is important to encourage students to discuss their ideas with their peers. Discussion is a great way to get students to think critically about a topic. When students discuss their ideas, they can learn from each other, and they can develop a deeper understanding of the topic.

**Theme 3 - Perceived advantages of online learning.** From the narratives, it showed that there are advantages of online learning. Jeniffer remarked, “In my experience, the advantages of online education greatly outweigh the disadvantages. Online education saves time, and I value time management. I was pleasantly surprised by how well the studies are organized. I don't really notice a distinction between offline and online organizational structures. Since students can also learn a lot in online classes, I don't

believe it's all that horrible because group work can still be done in break-out rooms.” In addition, Ronald lamented, “It is beneficial because, I can teach and have a job, and yet I can stay at home relax and be with my family.” Corollary, Kim et al., (2021) remarked that online learning has several benefits in nursing education during a pandemic. One benefit is that online learning can help students continue their education while social distancing. This is important because it can help students stay on track with their studies and avoid having to take a break from their education. Additionally, online learning can also help students stay connected with their classmates and instructors. This is important because it can help students feel supported and motivated during a time when they may be feeling isolated. Finally, online learning can also help students prepare for their future career by providing them with the opportunity to learn new skills and knowledge.

**Theme 4 – Learning continuity despite lockdown.** Some teachers do not have the proper equipment to host a proper online class and monitor their students despite the class not being in person. This is supported by the narrative of Elaiza, who manifested, “Everyone was affected by the pandemic to a certain extent. But one of the biggest struggles throughout the pandemic was teaching. Not only did we have to be quarantined to stay safe from the virus, we also have to do everything at the comfort of our own home including learning and teaching. Many educators teach at the comfort of their own home. While it may sound convenient, it is not easily attainable to many students and teachers. In addition, Pauline provided another narrative when she said, “Quarantine was a way for us to be safe from covid-19. But it also kept us from doing our everyday routine like we use to. It changed everything. Mainly ways



of teaching and learning which affected many people across the globe. While we were able to learn and teach at the comfort of our own home, focusing and staying consistent was everyone's main issue. Some educators even struggle with properly monitoring half of their students".

The COVID-19 pandemic has caused many disruptions to our daily lives, including the way students learn. However, it is important to try to maintain some sense of continuity in their learning, even amidst all the chaos.

## **DISCUSSION**

The educators in this study use various devices, technologies, and online tools to conduct their online teaching during COVID-19. Generally, the findings indicate that online teaching is quite easily attained by the clinical instructors, and they can use the myriad of tools and technologies to engage Nursing students in online teaching that are active, meaningful, and interactive. Nevertheless, the clinical instructors had to adjust their teaching methods to align to the online teaching by planning and utilizing different forms of learning that included synchronous learning (SL), asynchronous learning (AL), flipped learning (FL) and/or microlearning (ML). These were their autonomous and independent decisions based on their problem solving that aim to make themselves visible to the students by ensuring clear learning objectives, carefully structured content integrated media (and) relevant student activities. Ultimately, the clinical instructors in this study have designed and implemented conditions under which learners have a better chance to learn.

The study also discovered that participants are committed to develop among their students critical thinking, yet it is enough. The efforts are there, nevertheless, it requires additional interventions to achieved critical thinking among the nursing students. From what the researchers can gather from educators' first-hand accounts, teaching online into a single class is no simple feat. The present state of teaching and learning is fraught with difficulties, inconsistencies, and limitations (Jackson et al., 2021); nonetheless, a thorough and meaningful online teaching is still achievable if the teaching framework is seen as a fluid, dynamic, and all-encompassing framework (Patterson et al., 2018). However, the focus should be on the assessment and evaluation aspects, so that they may be planned and integrated for the many objectives and formats. Learners would be better able to control their own learning and decide how to make sense of assessment information through self-regulation, own curiosity, self-production, and their respective abilities to understand multiple layers of their own activities if assessment were the central focus of instruction.

Furthermore, participants viewed online learning to be beneficial. Online learning can provide Nursing students with a flexible and convenient way to complete their coursework and stay on top of their studies while also accommodating their other responsibilities. Additionally, online learning can help Nursing students stay connected with their clinical instructors and classmates and can provide them with a sense of normalcy and routine during a time of uncertainty. Naef et al., (2021) supports online learning because it has become even more important for nursing students during the pandemic. With hospitals being overwhelmed and nurses being in high demand, online learning allows nursing

students to continue their education while still being able to work. online learning also allows Nursing students to be flexible with their schedules, which is important when hospitals are short-staffed.

Meanwhile, the participants also considered the struggles brought about by the pandemic to be an opportunity to deliver continuity of learning. As the COVID-19 pandemic continues to evolve, so does the need for nurses. Nursing students play a vital role in the continuity of care and delivery of services during a pandemic. They are often the first line of defense against the spread of disease and can provide care and support to those who are most vulnerable. During a pandemic, Nursing students can learn new skills and knowledge that can be applied to real-world situations. They also can gain valuable experience working with patients who have a wide range of needs. In addition, Nursing students can utilize their skills and knowledge to support their community by volunteering their time to work in clinics or hospitals. The continuity of learning among Nursing students during a pandemic is essential to the success of the healthcare system. Nursing students who can learn new skills and knowledge during a pandemic will be better prepared to care for patients in the future.

Finally, Nursing educators from colleges in Central Luzon who participated in the study, may not be representatives of the state of online education in the Philippines as a whole, a point the researchers acknowledge and want to address in future research. A more accurate, complete, and balanced picture of online education during the COVID-19 epidemic across the country might be provided by participants from a variety of colleges that together reflect the population of university clinical instructors.

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# Awareness to Coronavirus Disease (Covid-19): A Cross-Sectional, and Descriptive Analysis

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## A B S T R A C T

**Introduction:** Undoubtedly, COVID-19 virus has spread all over the world, there is an imperative need for public education on the virus to manage and prevent it. The purpose of this study was to determine how much adult Filipinos understood about COVID-19.

**Methods:** The researchers made use of descriptive analysis of a cross-section of data. A questionnaire was drafted and put through a series of tests to determine its validity and reliability.

**Results:** Most adults in the Philippines had a solid awareness of the symptoms, transmission, and preventative actions associated with COVID-19. When it came to spreading information about COVID-19, websites that allow users to share videos, broadcast media, and instant messaging systems like WhatsApp were especially useful.

**Conclusion:** There is a substantial amount of information accessible on COVID-19, and this material appropriately represents the concerns that have been expressed by the people. Adults should maintain their advocacy for standardized health guidelines and continue to equip themselves with correct knowledge derived from reputable government sources.

**Keywords:** COVID-19, Public Awareness, Source of Information, Northern Philippines, Descriptive Design

## INTRODUCTION

When the new coronavirus (COVID-19) pandemic triggered a pneumonia outbreak in Wuhan, China, it constituted a worldwide public health disaster (McKenzie & Smith, 2020). Wuhan is a large city in central China with a population of more than 11 million people, located around 1,200 kilometers south of Beijing. In early 2020, 440 confirmed COVID-19 infections were reported in 13 provinces and municipalities in mainland China, as well as five other nations and areas on the other side of the planet (Peng Wu, 2020). COVID-19 has been classified a pandemic illness by the World Health Organization (WHO), impacting approximately 118,000 individuals in 110 nations and territories globally, with the potential for further global spread (WHO, 2020). Due to the pandemic's worldwide spread, the precise threshold for achieving those parameters is unknown. COVID-19 infected about fifty million people worldwide, resulting in one million fatalities (Alwan, 2020). In the Philippines, the first local broadcast happened on March 7, 2020 (Haw et al., 2020).

The coronavirus-19, according to the National Foundation for Infectious Diseases (2020), is responsible for the common cold and sore throats in the upper respiratory tract. An infection with the beta coronavirus that causes COVID-19 may range from cold-like symptoms to life-threatening respiratory tract infections like Middle East respiratory syndrome (MERS) and severe acute respiratory syndrome (SARS). The beta coronavirus is found in bats (SARS). In humans, COVID-19 is a previously unknown strain. A zoonotic virus, such as the coronavirus, is one that may spread between animals and humans.

SARS and MERS were spread to humans by civet cats and dromedary camels, respectively, according to extensive research. Coronaviruses that have not yet infected humans are found in animals (WHO, 2019). Several of the patients in the Wuhan, China came from a wide variety of sources, including seafood and live-animal trades. Patients who had no link to animal markets, however, suggested that the illness was being transmitted from person to person. According to Chinese authorities, there was a constant flow of people-to-people transmission in China. People-to-people transmission of the disease has been documented in nations outside of China, including the United States (Allam, 2020).

Community knowledge of any illness is critical for avoiding its spread (McIntyre, 2020). Numerous studies on community knowledge of communicable illnesses have been undertaken in the Northern Philippines. Research on COVID-19 examined the respondents' demographics and their degree of understanding of the virus's indications and symptoms, route of transmission, various methods of prevention, and source of information (Olaimat et al., 2020).

This study sought answers to the following questions:

1. What is the socio-demographic characteristics of the respondents in terms of gender, age, civil status, educational attainment, and occupation?
2. What is the primary source of information that the respondents use to learn about COVID-19?
3. What is the level of respondents' awareness about the signs, symptoms, modes of transmission, and prevention of COVID-19?



4. Are there significant relationships between the respondents' socio-demographic characteristics and their level of awareness of COVID-19?

Likewise, null hypothesis posits that there are no significant relationships between the respondents' socio-demographic characteristics and their level of awareness regarding signs and symptoms, modes of transmission, and prevention of COVID-19.

## METHOD

Ethical approval was obtained after submitting the paper for review. Using descriptive research design, the data were collected from the general public in Northern Philippines with the following inclusive criteria: a) they must be 18 years old or older; b) they must be able to read and write; c.) they are not working as health-care providers who are employed in any health care field were excluded because their experience may cause biased effect on the results of the study. A total of 501 respondents participated voluntarily in this study. The researchers made use of a self-made survey questionnaire with information adopted from WHO- and CDC-reported information about the disease (CDC, 2020). The first part of the survey questionnaire consisted of the respondents' socio-demographic characteristics including age, gender, social status, educational level, occupation, and source of information on COVID-19. Second part addressed the respondents' levels of awareness on COVID-19 regarding signs and symptoms, mode of transmission, and prevention. Likert scale using extremely aware, moderately aware, somewhat aware, slightly aware, and not at all aware was used to determine the respondent's responses. Moreover, the instrument was subjected to content validity and reliability

testing. Content validation was done by five experts, namely, two nurses from the Infection Control Unit of a government hospital and two physicians from neonatal intensive care unit, and one physician from the Emergency Unit of a government hospital. They checked into the content domain and the adequacy of the items in the questionnaire. Likewise, internal consistency was assessed, and Cronbach alpha result was adequate 0.93 indicating evidence of reliability. The instrument was administered online.

## DATA ANALYSIS

The data gathered were tallied and analyzed using statistical software SPSS Version 21. Percentages and frequencies were used to determine the respondents' demographic profiles, including their sources of information on COVID-19. The mean was utilized to determine the public's levels of awareness of COVID-19 among Filipino adults. Finally, bivariate correlation was used to determine the relationship of the respondents' demographic profiles and their levels of awareness on COVID-19, alpha levels were set at .05 level of significance.

## RESULTS AND DISCUSSION

Table 1 presents the socio-demographic profile of the respondents including gender, age, social status, education, and occupation. Using descriptive analysis, frequency, and percentage. 68.1% of the participants were female and 31.9% were male. Majority of the sample are aged between 21-30 years old. About half of the sample were single and the other half were married. Regarding educational level, majority of the participants were bachelor's degree followed by secondary then diploma. For

occupation, more than half of the sample has no occupation.

Table 1. Sample socio-demographic characteristics (n = 501)

<i>Variables</i>	<i>Profile</i>	<i>Frequency</i>	<i>Percent</i>
<i>Gender</i>	Male	160	31.9
	Female	341	68.1
<i>Age</i>	15–20	117	23.4
	21–30	223	44.5
	31–40	102	20.4
	41–50	44	8.8
	51 and above	15	3.0
<i>Civil status</i>	Single	250	49.9
	Married	217	43.3
	Separated	24	4.8
	Widowed	9	1.8
	No response	1	.2
<i>Educational Attainment</i>	Primary	22	4.4
	Intermediate	42	8.4
	Secondary	139	27.7
	Diploma	54	10.8
	Bachelor’s Degree	225	44.0
	Master’s Degree	13	2.6
	Doctoral Degree	5	1.09
<i>Occupation</i>	None	1	0.2
	Teacher	46	9.2
	Office/Employer	30	6.0
	Soldier	29	5.8
	Customer Service Job	75	15
	Administrative Staff	31	6.2
	Businessman	13	2.6
	Other	17	3.4
	None	260	51.9

Regarding source of information about COVID-19, Table 2 presents the frequency and ranking of the possible source used by the participants to get information about the COVID-19. More than half of the sample used

YouTube as their primary source followed by television and WhatsApp. The least used sources were Instagram, health brochure, while Facebook indicated a minimal number of users.

Table 2. Sources of Information on COVID-19

<i>Sources of information</i>	<i>Frequency</i>	<i>Rank</i>
<i>Youtube</i>	345	1
<i>Television</i>	189	2
<i>WhatsApp</i>	147	3
<i>Friend</i>	119	4
<i>Internet website</i>	104	5
<i>Hospital and health center</i>	85	6
<i>Family member</i>	79	7
<i>Radio</i>	67	8
<i>School</i>	60	9
<i>Newspaper</i>	41	10

<i>Instagram</i>	36	11
<i>Health brochure</i>	32	12
<i>Facebook</i>	31	13

Table 3 shows the level of awareness about COVID-19 signs and symptoms that includes fever, cough, difficulty of breathing, and shortness of breath. From the table, the respondents are extremely aware of the different signs and symptoms. This is evidenced by the computed overall mean of 4.33 which is interpreted as extremely aware.

Table 3. Level of awareness of COVID-19 signs and symptoms

<i>Signs and symptoms</i>	<i>Mean</i>	<i>Meaning</i>
<i>Fever</i>	4.39	Extremely Aware
<i>Cough</i>	4.37	Extremely Aware
<i>Difficulty of breathing</i>	4.28	Extremely Aware
<i>Shortness of breath</i>	4.27	Extremely Aware
<i>Mean</i>	4.33	Extremely Aware

The knowledge of the signs and symptoms have significant impacts. When one is aware of the signs and symptoms, they can distinguish which one is COVID positive or not. Likewise, the person experiencing it can cause them to seek medical consultation immediately. They are provided with the intelligent decision to engage with professional medical experts to protect their health.

Likewise, Table 4 shows the level of awareness of the mode transmission. It is highlighted from the table that as to the methods of transmission on the COVID-19, the results show that the respondents are extremely aware on the following: Respiratory droplet when an infected person coughs or sneezes with a mean of 4.53; and direct contact with the patient with a mean of 4.60.

Table 4. Level of awareness of COVID-19 mode of transmission

<i>Mode of Transmission</i>	<i>Mean</i>	<i>Meaning</i>
<i>Respiratory droplet when an infected person cough or sneeze</i>	4.53	Extremely Aware
<i>Direct contact with the patient</i>	4.60	Extremely Aware
<i>Possibility of transmission from infected bats</i>	3.52	Moderately Aware
<i>Weighted mean</i>	4.22	Extremely Aware

Interestingly, the respondents have moderate awareness (mean of 3.52) on the

possibility of transmission of the virus to infected bats. This shows that respondents are

adamant in understanding this information because, this may not be a fact, but only a fallacy.

However, as to the mode of transmission on the novel corona virus, the respondents show that they are extremely aware as shown by the overall a mean of 4.22.

On the other hand, table 5 above shows the level of awareness of the respondents on the methods or ways to prevent novel corona virus (COVID 19). The items on: Avoid close contact with people who are sick; and cover mouth

when coughing was noted to be the highest and both with a mean of 4.86 and a descriptive interpretation of extremely aware. Moreover, the respondents are also noted to be extremely aware on the following: use tissue when coughing or sneezing with a mean of 4.87; Wash hands with soap and water to at least 20 seconds with a mean of 4.71; Avoid touching your eyes, nose, mouth with unwashed hands with a weighted mean of 4.63; Use an alcohol-based hand sanitizer with at least 60% alcohol if soap and water is not readily available with a mean of 4.57; and lastly, stay at home when you are sick with a mean of 4.53.

Table 5. Level of awareness on ways to prevent COVID-19

<i>Ways to prevent COVID-19</i>	<i>Mean</i>	<i>Meaning</i>
<i>Wash hands with soap and water to at least 20 seconds.</i>	4.71	Extremely Aware
<i>Use an alcohol-based hand sanitizer with at least 60% alcohol if soap and water is not readily available.</i>	4.57	Extremely Aware
<i>Avoid close contact with people who are sick.</i>	4.86	Extremely Aware
<i>Avoid touching your eyes, nose, mouth with unwashed hands.</i>	4.63	Extremely Aware
<i>Stay at home when you are sick.</i>	4.53	Extremely Aware
<i>Cover mouth when coughing.</i>	4.86	Extremely Aware
<i>Use tissue when coughing or sneezing.</i>	4.84	Extremely Aware
<i>Mean</i>	4.71	Extremely Aware

In general, the respondents are extremely aware on all the above-mentioned methods or ways on how to prevent the COVID-19 with a mean of 4.71. This may be

attributed to the low number of confirmed COVID 19 cases in Northern Philippines as compared to the other regions of the country wherein there has been surge of cases.

Table 4. Coefficient correlation between sociodemographic characteristics and COVID-19 awareness

<i>Variable</i>		<i>Gender</i>	<i>Age</i>	<i>Status</i>	<i>Education</i>	<i>Occupation</i>
<i>Signs and symptoms</i>	Fever	-.04*	.17	.11	.14	-.09
	Cough	.08	.03*	-.00*	.02*	-.09
	Difficulty breathing	.06	.11	.09	.05*	-.18
	Shortness of breath	.04*	.08	.06	.07	-.09
<i>Mode of transmission</i>	Respiratory droplet	.00*	.08	.07	.05*	-.05*
	Direct contact	-.05*	.02*	.06	.00*	-.03*
	Possibility of transmission	.02*	.04*	.07	.00*	-.05*

<i>Preventive measures</i>	Washing hands	.02*	.09	.06	-.06	-.03*
	Use of alcohol	-.00*	.08	.06	-.06	-.02*
	Avoiding close contact	.03*	.08	.02*	-.04*	-.04*
	Staying at home	-.04*	.09	.10*	-.01*	-.06
	Covering mouth	-.03*	.12	.09	-.00*	-.08
	Using tissue when coughing	-.03*	.09	.05*	.04*	-.03*

\*p < .05=significant

## DISCUSSION

The knowledge on the level of awareness is a significant information that everybody needs to be oriented with. Regarding signs and symptoms of COVID-19, most of the respondents remarked that they were aware with a computed mean of 4.33. This suggests that the respondents knew the signs and symptoms such as fever, coughing, difficulty breathing, and shortness of breath. Knowing these signs and symptoms suggests that the respondents may be able to identify who among their friends and relatives are possibly infected with the disease (CDC, 2020). This will be validated through a laboratory test such as swab test.

On the other hand, respondents also remarked that they were fully aware of the mode of transmission of COVID-19. They understand respiratory droplets from an infected person and direct contact with an infected patient were the modes of transmission of the virus. Respondents may know how to cut the chain of infection by not exposing themselves to these kinds of situations (Straif-Bourgeois et al., 2014).

Besides, the respondents were also aware of the ways to prevent the disease with a mean of 4.73. The respondents reported that they were extremely aware which is evidenced by a computed mean of 4.33 of COVID-19. According to Johnson & Hariharan (2017), public health

awareness on health-related issues is essential in providing information related to the prevention of an infectious disease.

Moreover, age, civil status, education, and occupation were significantly related to their level of awareness that fever is a symptom of COVID-19 (Ledda et al., 2020). As a result, it can be deduced that older people are aware of the symptoms of COVID-19. Likewise, female people are more conscious of the effects of COVID-19. This explains why females are more detailed in the prevention of the disease to their members of the family. Moreover, there is evidence that higher level of education can contribute to greater understanding of the symptoms of COVID-19. This is relevant because highly educated people have better understanding of what is currently happening and can therefore make relevant decisions based on their knowledge. Likewise, people with jobs appear to have better understanding of the symptoms of COVID-19. When employed, they want to be free from infection because they are providing food for the table and providing the needs of the family.

Moreover, civil status and occupation were significantly related to awareness that difficulty breathing is a symptom. According to Singhal (2020), difficulty of breathing may be crucial for patients to identify themselves. Nevertheless, Xu, et al., (2020) explained



that there is often respiratory distress in severe cases of COVID-19.

Thus, a person's work was a strong predictor of their awareness of shortness of breath as a symptom. Similarly, Allali, et al. (2020) said that COVID-19 patients report experiencing respiratory pain. An understanding of the symptoms may help identify those who may be infected. Although staying at home is a preventive strategy for COVID-19 transmission, age and civil status were both strongly associated with this knowledge. The necessity of being at home was also explored by Guner et al., (2020). Age and social class have an impact on people's understanding of the need of covering their mouths to avoid the transmission of sickness. Similarly, Esposito et al. (2020) said that a cotton mask is a COVID-19 preventative tool. Wearing masks or facial coverings reduces the spread of COVID-19, according to Desai & Aronoff (2020).

## CONCLUSIONS AND RECOMMENDATIONS

The COVID-19 health catastrophe has given us a chance to study and comprehend the illness and consider ways to avoid transmission and eventually eliminate it. According to the study, COVID-19 is well-known in contemporary culture, with respondents from all ages, gender, and educational backgrounds aware of its existence. This is a chance for all of humanity to work together to wipe out the sickness once and for all. The spread of a disease may be prevented with the timely dissemination of information through social media. The Philippine government is making every effort possible to make the public aware of its educational campaign to raise public awareness about COVID-19

and eventually prevent it from spreading. Saudi Arabians' perceptions about COVID-19 were revealed in research. There is the potential for the research to be reproduced elsewhere in the Philippines.

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# Analyzing the Live Selling Language Structure and Meaning among Filipino Nurse Online Sellers: A Narrative Discourse

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## ABSTRACT

The practice of buying and selling products online in real time has become more common in the Philippines. The aim of the study was to discover and shed light on the examination of the language and words used in live selling on the internet. The narrative discourse on an online retail setting is also covered, as is the employment of language and use of various words in online products. As a result, the focus of this research was on analyzing the discourse of language structure that is found online. In addition, this research aimed to examine the role that language structure and meaning play in Facebook marketplace. The narrative discourse method was used in this research to elicit detailed, first-person accounts from informants and participants. These Filipino nurses online sellers were seasoned Facebook users and online merchants. Likewise, interviews, focus groups, and participant observations were planned as part of this study's inductive and qualitative approaches to produce and acquire crucial and in-depth data. Discourse analysis, which goes beyond only examining the sentence to see how the language is used in context, was also emphasized, as was the examination of language and phrases. Three themes emerged from the live vendors' tales. These included multiple use of language, engage with buyers, and coining of new words. Customers and sellers in the Philippines benefit from real-time online sales. It allows vendor-buyer connection and may provide exclusive pricing. Merchants may broaden their consumer base and cater to their desired audience.

*Keywords:* Online Selling, Narrative Discourse, Interviews, Focus Group, Facebook, Filipino Nurses

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## INTRODUCTION

The number of internet users in the Philippines increased to 73 million in 2021, leading to an increase in sales that pushed the country's eCommerce industry to \$17 billion (International Trade Administration, 2022). This market is predicted to expand to \$24 billion by 2025, an increase of 17% from 2016. Because so many Filipinos are now working and/or attending school remotely because of the COVID-19 epidemic, demand for online goods and services has grown.

Shopee, Lazada, Zalora, and BeautyMNL are the most popular online shopping sites in the Philippines (Tayao-Juego, 2022). Likewise, popular product categories on these sites include cosmetics, electronics, clothing, home furnishings, pharmaceuticals, and cleaning supplies from Asian and Pacific countries having free trade agreements with the Philippines (International Labor Organization, 2019). People in the labor force (ages 25-44) often use these services on their computers and smartphones. There were smartphones in use in 74.1% of Filipino households in 2021, up 2% over the previous year (Asian Development Bank, 2022).

Buying and selling goods in real time through the internet has grown in popularity in the Philippines. As a result of its effectiveness and relative ease of use, this mode of product distribution has seen explosive growth in the Philippines (Vasic et al., 2019). Live selling of products on the internet allows buyers to purchase products without having to leave their homes (Lunn, 2022). This also allows buyers to avoid long queues and the hassle of shopping in physical stores. Furthermore, live streaming of products allows buyers to get

a better view of the products they are interested in buying. This allows buyers to get a better understanding of what they are purchasing and to ask questions about the products.

Furthermore, this is especially helpful for buyers who may not be familiar with the product they are interested in buying. Live streaming of products also allows sellers to reach a larger audience. By having a live stream of their products, sellers can attract more potential buyers who may not have been aware of their products before (Bybyk, 2020). This also allows sellers to interact with their customers and answer any questions they may have about the products (Grant, Drury, & Kvilhaug, 2022). Overall, live selling of products in the internet has become a popular way of buying and selling products in the Philippines. This method of selling products is convenient, efficient and allows sellers to reach a larger audience. It also allows buyers to get a better view of the product they wish to buy.

Furthermore, the live selling of products on the internet in the Philippines has become increasingly popular in recent years. This is due to the convenience, affordability, and accessibility of online shopping. With the rise of e-commerce platforms, Filipino consumers are now able to purchase items from the comfort of their own homes (Masigan, 2022). Live selling is a form of e-commerce that utilizes video streaming to showcase and promote products (Kelly, 2021). This allows customers to interact with the seller and ask questions in real time. Live selling has become a popular platform for entrepreneurs and small business owners to advertise and sell their products. The benefits of live selling are clear. Sellers can market and promote their products in a

more engaging and interactive way, while customers can get the information, they need to make an informed decision about their purchases. This type of e-commerce also allows for better customer service, as buyers can get their questions answered quickly and efficiently (Sevilla, 2022). Despite the advantages of live selling, there are also some drawbacks. Without the option of trying out the product in person, there is a greater risk of buyers being dissatisfied with their purchase. Additionally, live selling also requires significant amounts of time and energy from the sellers, as they must be available for the live stream and answer customer questions.

The internet has revolutionized the way we do business, with many companies now relying on online sales to drive their business growth (Rigdon, 2020). However, to maximize the potential of online sales, it is important to also incorporate live selling into the mix. Live selling proposes many advantages, including allowing customers to get immediate answers to their questions, as well as providing a more personal touch to the shopping experience. Live selling is also essential for any business that is looking to build customer loyalty, as it allows customers to interact with the salesperson in real-time and get a better understanding of the product. This helps in building trust between the customer and potential buyer, which is essential for developing long-term relationships. Additionally, live selling can help to convert more sales, as customers are more likely to commit to a purchase if they feel they are getting the best deal, or if they have had their questions answered in a timely manner. Finally, live selling can help businesses to stand out from the competition, as it allows them to provide a unique and personalized shopping

experience. This can help to create a memorable customer experience, which can help to attract more customers, as well as encourage existing customers to come back.

Filipinos spend a remarkable ten hours a day, every day of the week, glued to their screens. Social media sites like Facebook (67 million monthly active users), YouTube (58.5 million monthly active users), Instagram (14 million monthly active users), Twitter (9.3 million users), and professional networks like LinkedIn (67 thousand monthly active users) are optimal for reaching Filipino consumers (9.2 million users). In 2022, the number of Filipinos using at least one social media platform is predicted to reach 78.5 million (Camus, 2018).

The increasing popularity of online shopping has led to a greater demand for live selling on the internet. Live selling is a type of e-commerce where the seller and buyer interact in real time (Gollop, 2020). This type of selling has become increasingly popular in recent years, as it can provide customers with an engaging and personalized shopping experience. Despite its growing popularity, there is a need for further research on live selling on the internet. This is because it is a relatively new form of e-commerce and there is still limited information on how it works and what factors contribute to its success. For instance, research is needed to better understand how customers respond to live selling, what kind of products are best suited for this type of selling, and what strategies sellers should use for maximum success (Asian Development Bank, 2022). Moreover, research is needed to assess the effectiveness of live selling compared to other forms of e-commerce. This helped determine if live selling is an effective



strategy for increasing sales and customer satisfaction. Additionally, research can be conducted to identify any potential challenges or risks associated with live selling, such as security issues or customer privacy.

Considering the rising popularity of Facebook Live (more than 10 million videos were broadcast throughout New Year's Day and over 100 million people watched the most-viewed live video) (Facebook, 2018), there is very little existent study exploring the livestreaming phenomena. Existing research has mostly focused on the motivations and experiences of live streamers for the sake of entertainment or knowledge/experience sharing. So far, only Chandruangphen et al., (2022) have explored customer incentives for live streaming buying. Given the potential contribution to generating customer reaction and developing rapport, our research extends beyond consumer motivation and intention and explores the link between live streaming value and consumer trust and engagement, which are important to success in s-commerce.

The study therefore was conducted using a narrative discourse to determine the language structures and functions during live selling of goods on the internet. This is because a narrative discourse on lived selling comprehending the structure and meaning of functions have not been studied yet. The researcher was prompted to investigate the problem because she saw the lack of literature on the topic of linguistic analysis on live sales presentations.

## RESEARCH QUESTION

The study sought to determine the surface language structures and functions during live selling of goods on the internet among Filipino nurse online sellers.

## METHODOLOGY

This qualitative enquiry began with a comprehensive overview of live selling narratives on selling good that was generated from Facebook. The researcher conducted a purposeful sampling of 12 narratives posted on live selling Facebook support websites. Participants who are Filipino nurse online sellers with more than one hour of live selling were included that provided narrative and discourse. Underlying story arcs, meaning behind sentences and shared language of the experience were investigated using thematic analysis. Narrative analysis explores how organizations, communities, social groups, and individuals develop and tell stories to understand how groups are organized and how people think (Cruz & Tabieros, 2022).

## RESULTS AND DISCUSSION OF FINDINGS

The study gleaned three broad themes that were evident across the stories of the Filipino nurse live sellers. These were: multiple use of language focused on a group of online buyers, engage with buyers, and coining of new words.

**Multiple use of language focused on a group of online buyers.** The increased demand for script-to-live selling on the internet is a testament to the power of digital marketing and the ability of businesses to reach customers in a more effective and efficient manner. However, to sell their products, live sellers have consistently used various language, English, Filipino, Taglish and other words to hook the attention of the buyers. This process can be used to boost sales, create more leads, and establish trust with

customers. One of the main benefits of using various language during live selling is that it allows businesses to create dynamic conversations with customers. This is especially useful for businesses that have a limited amount of time to interact with customers. With the help of a combination of language, new words regardless of whether it is grammatically correct or not, the business can quickly and effectively engage customers in meaningful conversations, resulting in better customer satisfaction. Another benefit of multiple use of language is that it allows businesses to tailor to a specific audience. By understanding the needs and preferences of their target audience, businesses can demand are tailored to the specific needs of their customers. This can be extremely beneficial in increasing sales and leads.

In support of this emerged theme, a relevant narrative was verbalized by three participants:

*Mga momsie, tara na, complete mga goods ko, mura na, very satisfied po kayo, nandito guys lahat ng kailangan ninyo. Pwedeng COD, or GCash, Palawan and BPI or BDO. Pili na mga Kapatid, Kapuso at Kapamilya.*

*Mine na kayo 150 lang mura na, maganda pa, pasok na pasok ngayon Christmas, pili lang kayo. Shoutout sa mga magaganda dyan, dito na kayo, pili na. You will not regret it. Madami po guys pagpipilian. Just PM me your choices.*

*Guys, we are live selling, located here in Cotabato, mga mommies and daddies, salamat sa panood, so tingnan ninyo guys maganda para sa mga 25-40 years old, kahit 50-60 years. Dami dito, sige pili na kayo. We have many choices, okay may box and package na, free pa ang shipping fee.*

The use of multiple languages in live selling among online sellers can be beneficial in several ways. It can help in increasing exposure to a wider range of potential buyers, as well as in creating a more inclusive environment for all buyers. This can be especially helpful for sellers who are targeting a global audience, as having the ability to communicate with buyers in their native language can help to create a more positive buying experience. In addition, using multiple languages can also help to demonstrate a commitment to cultural awareness and appreciation. Sellers who demonstrate an understanding of the different cultures and languages of their buyers can help to build trust and demonstrate a genuine desire to serve their customers. This can lead to increased customer loyalty and higher sales. However, it is important to note that using multiple languages in live selling can also be challenging. To successfully use multiple languages, sellers must ensure that they have a thorough understanding of the language they are using, as well as any cultural nuances associated with it. Additionally, sellers must also have the resources to provide adequate customer support in each language.

**Engage with buyers.** The excitement of live sellers to sell and engage

with buyers on the internet is palpable. For many sellers, the ability to connect with potential customers on a personal level via live video streams and other interactive tools has been a game-changer. Not only can they provide a more intimate shopping experience, but they can also build relationships with customers, increase customer loyalty, and ultimately boost sales. Live sellers also benefit from the convenience of being able to work from anywhere in the world. With a laptop, they can set up shop in a spare bedroom, a coffee shop, or even on the beach. This flexibility allows them to reach a much wider audience and to adjust their business strategies quickly and easily to take advantage of trends and other opportunities. For buyers, the live seller experience can add a personal touch to the online shopping experience. They can get to know the seller and even interact with them during the sales process, which can help to build trust and create a more positive shopping experience overall. Additionally, buyers can get more personalized advice about products, which can help them make more informed decisions (Hoffman, 2022).

A relevant narrative of three participants supports the emerged theme:

*Good morning, Mam Sallie, ang comment niyo pag may discount, meron naman po, basta worth 3K po and above. Pa-DM na lang mam kung gusto niyo mam. Maganda po itong napili niyo mam.*

*Pa-screen shot mam Kathrina ang gusto niyong bag, magaganda po lahat mga bags natin, bagay na bagay po sa inyo. DM na*

*lang po ako pag gusto niyo para i-package ko na mam. Nandito po ang cellphone number ko mam, you can text me anytime.*

*Kung alam niyo lang mga kapatid, ang hirap ng buhay ko nagbubuhay mga bags, Mam Analy, thanks sa comment, will send you your order. Pa-PM na lang mam Analy ang proof of payment via messenger.*

Engaging with live buyers during live selling is an important aspect of online selling. It allows sellers to create a personal connection with buyers, build trust, and increase the likelihood of a sale. It is also a great way to obtain customer feedback and learn more about the needs of your buyers. One of the most effective ways to engage with live buyers during live selling is to make sure that they are given an opportunity to ask questions. This can be done by providing a chat box or live chat feature. This will allow buyers to ask questions and get answers in real-time. Additionally, sellers should make sure that they are available to answer any additional questions that buyers may have. Another great way to engage with live buyers is to offer incentives or discounts. This can be done by sending buyers promotional codes or offering special offers. This can help to increase engagement and encourage buyers to purchase from your store.

**Coining of New Words.** It is apparent that live sellers are coining new words that are meant to deliver the message and that it also endears with the online buyers. Live selling is the practice of selling products and services directly to customers via an online platform.

Unfortunately, language and grammar are less of a priority, so long as the buyers can understand the message.

This theme is strengthened by the narratives of the live sellers. For three participants, she narrated and vividly remembers:

*Pa-mine and DM na lang  
kung ano ang gusto ninyo,  
and pa-screen shot and  
send via FB messenger.*

*Huwag na po pabebe, buy  
na, HM po ba, DM po kami  
sa inyo Mam Kathy.  
Salamat sa payment. TY.*

*Good morning po, kuha na  
po kayo ng shopping cart,  
MP lang po via GCash lang  
ang payment. Shipment po  
bukas. Mga magaganda  
and gwapong buyers, pre-  
order na kayo, IK lang free  
shipping na kayo kahit  
saang parte ng Pilipinas..*

Online vendors are more likely to try out novel phrases and lexicons while doing live sales. One kind of online sales is known as "live selling," and it involves the direct participation of the vendor in a video chat with prospective buyers. By talking to buyers in real time, businesses may forge a more personal bond with those they want to do business with.

To stand out and get customers' attention, salespeople might use novel terms and phrases during live selling. This is helpful if there is a need to set oneself apart from the competition. Using novel terminology may make abstract subjects easier to understand and more engaging to

the listener. A more interesting and interactive experience for the client might boost the chances of a sale.

Using novel language in actual sales situations does, however, has certain dangers. When using novel terminology, vendors must guarantee that their customers can understand it. The customer's perplexity and lack of faith in the vendor might be exacerbated if he or she does not fully grasp the new terminology. There is also the possibility that the consumer won't know these new terms, which might hamper communication and lead to lost sales.

## DISCUSSIONS

The following study gleaned available information in the public domain on self-disclosed narratives of live selling experience. From the narratives, relevant themes were generated. These are multiple use of language focused on a group of online buyers, engage with buyers, and coining of new words. To sell, live sellers use various languages and structures to conduct live sales over the internet.

On the other hand, the introduction of live video streams and other interactive tools has revolutionized the way in which live sellers can connect with potential customers on a personal level. Not only can they make the shopping experience more personal, but they can also increase customer loyalty, repeat business, and revenue. The engagement of the live sellers to the online buyers are crucial towards understanding and communicating with them. Interacting with customers in real time is a crucial aspect of live selling. It may determine whether a sale is made with a certain person. It is crucial in today's industry to make customers feel welcome and appreciated by your sales staff. Customers will learn more about your

company and its offerings when they are actively involved in the buying process and given the chance to ask questions and get clear responses. They will be better able to choose what is best for themselves with this information in hand. Having meaningful interactions with customers is a great way to earn their trust and establish lasting bonds with them. Customers are more likely to return and spend more money if they have a positive shopping experience. Live customer interaction improves presentation and pitch customization for individual customers. The audience's questions, comments, and even body language may help one figure out what they want from the presentation and tailor delivery to meet their needs. One can even close the deal faster and more easily.

There are several advantages for online merchants to employ various languages. The primary benefit of offering content in several languages for online retailers is increased exposure to a wider demographic of possible buyers. Sellers may ensure their wares appeal to a larger audience by making them available in more than one language. This is crucial for global corporations since it expands their reach and enables them to serve clients from all over the globe. Customers' needs may be better met via the usage of different languages. If businesses want to improve their customer service, they should consider offering their goods and services in many languages. Increased consumer happiness from this may result in longer-term relationships with the company and further purchases. One last point: from a business perspective, it might be helpful to communicate in more than one language. By making their information available in a variety of tongues, merchants improve the efficacy of their marketing efforts by better appealing to their target audience. Getting your name out there and in front of more

people like this can only assist one's business. There are several ways in which online retailers may benefit from accommodating customers who speak different languages. Sellers may expand their consumer base, boost loyalty from existing clients, and find new avenues for product promotion by making their wares available in more than one tongue.

Additionally, the usage of different languages by online retailers allows them to attract a wider audience and generate more revenue. Sites that are available in many languages assist spread awareness to potential buyers in all corners of the globe. Online merchants may attract a wider range of consumers and demonstrate the value of their business' diversity by making their material available in more than one language. Providing content in a variety of languages also helps to lessen linguistic obstacles and provide a better experience for customers. Customers who are unable to communicate with a merchant because they do not understand the site's main language are more likely to abandon their purchases. Online retailers may better serve clients from all over the world by making their material available in a variety of languages. In addition to improving customer service, offering products in several languages may help an online store expand into new foreign markets. Creating material in more than one language allows online retailers to attract a larger audience and grow their business. Because of this, online merchants may see a rise in revenue and the opportunity to grow their operations.

Moreover, having to use new words is an essential tool used in live selling (OECD, 2018). The use of novel vocabulary during a live sales presentation is a certain approach to increase audience participation and interest. Having a more



personable and engaging environment may also increase the likelihood that a customer will buy the product or service being promoted. Words should be carefully chosen for a live sales presentation after careful consideration of the situation and the target market. For instance, if the audience is made up of other industry experts, one can probably get away with using more technical language. Conversely, it may be better to use simpler, easier-to-understand language when writing for a wider audience. The new terminology must also be appropriate for the service or commodity being advertised. Incorporating new vocabulary that is not relevant to the topic at hand will do more harm than good in the presentation. It is also crucial that the new vocabulary be utilized appropriately and in the proper spirit. The target market must grasp the message and be able to make connections to the offered service or product.

Over-all, there are benefits for both buyers and sellers when transactions take place in real time. Buyers may ask seller questions in real time and get more information about the goods they're interested in. Likewise, customers may discover sales and discounts that are not always accessible in-store when they purchase online. Selling products in real time enables businesses to connect with more buyers and provide them with a more personalized service. Additionally, they may learn more about their consumers' wants and requirements which improves their ability to provide individualized service.

Selling products in real time via the Internet in the Philippines has become more useful for both customers and sellers (Simonian & Forsythe, 2018). It facilitates two-way communication between vendor and purchaser and may provide deals and

discounts not accessible elsewhere. Because of this, merchants may expand their customer base and tailor their offerings to the specific needs of their target demographic.

## CONCLUSIONS

Accounting the live selling experience is part of a growing business. Narratives document the live selling process. Conveying stories of the event is an integral component of live selling content. These online communities have become a mainstream resource and part of a business endeavor. Buying and selling goods in real time has always been commonplace in Philippine markets. Customers can ask questions and make purchases based on their interactions with the seller in a live setting. The ability to bargain for better prices and guarantee higher-quality goods are just two of the many benefits of this approach. Buying in real time also gives shoppers the chance to discover one-of-a-kind items that would otherwise be difficult to locate. It is an important method for entrepreneurs to connect with their target audience and boost sales. Therefore, live product demonstrations and sales are still important in the Philippines and will likely remain so in the future.

Communication is crucial in the realm of e-commerce. The ability to successfully communicate across various languages is becoming more vital for organizations as they grow more globalized. This not only gives businesses an advantage in the market, but also opens the door to a larger pool of prospective buyers. Businesses may better cater to the demands of clients from varied cultural backgrounds if they sell in many languages

during online transactions. If a business hopes to attract clients in France, Spain, and Germany, for instance, it would be well to have their website and product descriptions translated into those languages. An organization selling in Asia may find it helpful to provide website and product description translations into Chinese, Japanese, and Korean. It is not enough for businesses to just translate their website and product descriptions; they need also think about staffing their customer care departments with people who can speak numerous languages. Customer service will be able to focus more closely on the needs of everyone, making them feel more appreciated. In addition, it will provide a speedier response time, which is important to clients who are waiting for assistance. In today's worldwide market, the ability to communicate with customers in their native tongue is crucial during online sales.

## RECOMMENDATIONS

The emergence of e-commerce has been a big contributor to the Philippines' thriving and expanding economy. As more and more Filipinos have access to the web, online shopping has exploded in popularity. Selling online has various advantages, such as a wider potential consumer base, easier order placement and payment, and cheaper final prices. It is true that there are benefits to doing business online, but there are also drawbacks, such as potential for fraud and absence of consistent customer support.

Several suggestions may be adopted to improve the prospects of internet retail in the Philippines. A company's first order of business is to implement trustworthy payment options. As a result, there will be less opportunity for fraud and more confidence in the seller on the part of the

buyers. Second, firms should make customer service a top priority. There must be someone present at all hours to answer consumers' queries and address their problems. At the end of the day, firms should put money into marketing techniques that are specifically designed for the Filipino consumer. This will guarantee that the correct individuals view company advertisements and buy the appropriate items.

Based on the results of the study, it is recommended that the Philippines work harder to further propel its present live selling system. Methods for doing so might include looking for methods to advertise for and better accommodate live vendors. Further investigation into the driving forces behind and requirements placed on live vendors is required for the development of targeted and efficient advertising campaigns that would bring in more customers. Additionally, study is required to recognize probable difficulties and possibilities in the live selling industry. Finally, studies need to be performed to find out how to best shield live vendors against abuse and exploitation.

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# Communities Living in Poverty: An Exploration of Their Struggles to Covid-19

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## ABSTRACT

**Introduction:** People living in severe poverty have decreased by more than half since 2001, according to the World Bank, and are currently considered to account for around 10 percent of the world's population on a global scale (Cruz et al., 2015). Despite this, the globe has achieved great strides forward in the battle against poverty across the world. The COVID-19 pandemic, on the other hand, has the potential to erase years of progress gained in the fight against global poverty and economic injustice, as well as to jeopardize the future of a generation of children who are already at risk.

**Methods:** The 12 main informants for the qualitative inquiry were selected using a process known as purposive sampling. It was decided to study the text in accordance with the viewpoints of Creswell (2017).

**Results:** Five themes arose from the discussion: the crisis on all fronts, pessimism and helplessness, a lack of government assistance, repetitive cycle of poverty, and the prospect of long-term optimism.

**Conclusions:** Global initiatives by governments across the world are being coordinated as part of the research, with the goal of ending extreme poverty and fostering widespread prosperity.

*Keywords:* Poverty, Qualitative Design, Purposive Sampling, Family, Thematic Analysis, Global Poverty



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## INTRODUCTION

The World Bank Group's goals are to end extreme poverty and promote shared prosperity. This mission underpins our analytical, operational, and convening work in more than 145 client countries. For almost 25 years, extreme poverty, the first of the world's Sustainable Development Goals was steadily declining.

The COVID-19 pandemic disrupted global poverty reduction efforts for the first time in more than two decades, compounding the effects of war and climate change. The epidemic has pushed an additional 100 million people into poverty.

The newest and most immediate threat to poverty reduction, COVID-19, has unleashed a worldwide economic disaster whose shock waves continue to spread (Jackson et al., 2021). Without an adequate global response, the cumulative effects of the pandemic and its economic fallout, armed conflict, and climate change will exact high human and economic costs well into the future.

The latest research suggests that the effects of the current crisis will almost certainly be felt in most countries through 2030 (World Bank, 2022). Under these conditions, the goal of bringing the global absolute poverty rate to less than 3 percent by 2030, which was already at risk before the crisis, is now beyond reach without swift, significant, and substantial policy action.

Since the outbreak of COVID-19, poverty has become an even bigger issue for people all over the world. The virus has caused a global recession, which has led to job losses and businesses closing. This has left many people struggling to make ends meet. In developed countries, the government has been providing financial

assistance to those who have been affected by the virus. However, in developing countries, the situation is much different. The government is often not able to provide the same level of assistance, and many people are left to fend for themselves. This has led to an increase in poverty and inequality. The virus has also had a disproportionate impact on certain groups of people, such as women and children. In some countries, the virus has caused a decline in food production, which has led to food shortages and increased hunger (Kakaei et al., 2022). The COVID-19 pandemic has shone a light on the issue of poverty and inequality. It has shown that more needs to be done to help those who are struggling to make ends meet.

The COVID-19 pandemic has exacerbated pre-existing socio-economic inequalities across the globe. People living in poverty are especially vulnerable to the health, economic, and social impacts of the pandemic (Patel et al., 2020). Living in poverty often means lacking access to basic needs like adequate housing, food, water, and healthcare. This makes it difficult for people to protect themselves and their families from the virus. In many cases, people living in poverty also have jobs that put them at higher risk of exposure to the virus, such as working in essential services or near others. The pandemic has also had a severe economic impact on people living in poverty. Job losses and reduced hours have left many people struggling to make ends meet. The resulting financial stress can lead to increased anxiety and depression and can make it difficult to afford necessities. The COVID-19 pandemic has disproportionately impacted people living in poverty, and the situation is likely to worsen in the coming months. It is essential that people take action to protect the most vulnerable members of our society.

In the Philippines, COVID-19 has had a devastating impact on people living in poverty in the Philippines. It has caused widespread economic disruption, with many people losing their jobs and businesses closing. This has left many people struggling to afford necessities, such as food and shelter. The situation has been made worse by the fact that the Philippines has one of the highest levels of inequality in the world, with a small number of people controlling a large share of the country's wealth. This has made it difficult for the government to provide adequate support to those who need it the most. As a result, many people are living in conditions of extreme poverty, with little hope of escape.

## RELATED LITERATURES

### Poverty.

Poverty entails more than the lack of income and productive resources to ensure sustainable livelihoods. Its manifestations include hunger and malnutrition, limited access to education and other basic services, social discrimination, and exclusion, as well as the lack of participation in decision-making.

The UN often refers to poverty as a 'vicious circle,' made up of a wide range of factors, which are interlinked and hard to overcome. Deprivation of resources, capability and opportunities makes it impossible for anyone to satisfy the most basic human needs or to enjoy human rights.

In many societies, people are prevented from enjoying their rights not just because they cannot afford to do so, but simply because of who they are. Discrimination is often a barrier to essential services for certain groups of people, for example, migrants, ethnic and racial minorities, refugees and internally displaced

persons, women, persons living with HIV/AIDS, stateless persons, and persons with disabilities. Discriminatory laws, policies and practices may mean that these groups are also denied the right to work, the right to adequate housing and the right to a high standard of health.

Over 700 million people—10 percent of the world's population—still live in severe poverty, unable to meet their most basic requirements, such as access to healthcare and educational opportunities (Yoshizu, 2017). Sub-Saharan Africa is home to most individuals who survive on less than \$1.90 per day. More than three times as many people live in rural regions than urban ones, with a poverty rate of 17.2 percent (Maredia et al., 2022).

Research has shown that family income impacts on children's lives and development in a variety of ways (Wimer & Wolf, 2022). Living on a low-income increase's parents' stress levels, in turn affecting relationships and family dynamics. Increase in family income can boost children's educational achievements, and emotional and physical well-being.

Parents worry about the impact poverty has on their children, particularly that they may be subjected to bullying. Children living in poverty frequently report feeling excluded and embarrassed, citing it as a 'key source of unhappiness', and worry about their parents in turn (Quint et al., 2018).

All areas of a child's life are adversely affected by poverty: home, school, friendships and more. The most visible aspect is that they do not have what their friends have. Poverty impacts children's ability to enjoy their childhood and achieve their aspirations.

With the arguments above, the researchers explored the struggles of communities living in poverty during the COVID-19 pandemic.

## METHODOLOGY

### Research Design.

The researchers utilized a qualitative design (Tassone, 2017). In a qualitative design, the investigator explored the struggles of people living in poverty in the Schools Division of Ilocos Sur (Tie, Birks, & Francis, 2019).

### Participants.

The study utilized homogenous sampling technique (Foley et al., 2021) for selected participants.

### Instrumentation and Data Collection.

The study used an interview guide to gather data (Charmaz & Thornberg, 2020). Furthermore, the instrument has undergone validity with three authorities. Moreover, the data was gathered through Google Forms.

### Data Analysis

To construct a good theory based on the data, the following procedures will be taken: (1) coding - this is the first and most important phase; (2) customizing the code system - In following 'rounds' of coding, the researcher goes over the data they have previously coded again using the selective coding approach; (3) category building with creative coding - categories are produced by grouping comparable ideas in the second part of the selective coding phase (or third phase of coding, as is described by some experts). Because the researchers may theoretically designate the linkages between categories, these categories will eventually form the new theory's structure; (4) constructing the theory - further data is gathered to develop the developing theory

and detail the primary categories composing it.

## RESULTS AND DISCUSSION

Five themes emerged in the study: (1) lack of access to basic needs such as food and shelter; (2) poor health; (3) lack of education and employment opportunities; (4) exposure to violence, and (5) prospect of long-term optimism.

The struggles experienced by people living in poverty are varied and can include lack of access to basic needs such as food and shelter, poor health, lack of education and employment opportunities, and exposure to violence.

**Lack of access to basic needs such as food and shelter.** One of the struggles of people living in poverty is the lack of access to basic needs such as food and shelter. This is supported by the narratives of the participants.

*The sun beat down upon the ground, baking the dirt that we are people living in poverty was in a state of despair, with no access to basic needs such as food and shelter. All around, we as mothers held their children close, trying to protect them from the harsh realities of their lives.*

*It was heartbreaking for us to see the effects of poverty in our village. People here constantly struggling, and the lack of access to basic needs was taking its toll upon us. Children are malnourished and their education suffered as a*

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*result. People here including me are becoming sick and unable to work, further deepening the cycle of poverty.*

There are many people in the world who lack access to basic needs such as food and shelter. This is a problem that needs to be addressed. There are many causes of this problem, such as poverty, natural disasters, and war. This problem can eventually escalate to many other problems, such as starvation, disease, and homelessness. Lack of access to basic needs can also lead to crime. This problem needs to be addressed to improve the quality of life for many people in the world.

The Philippines is a country that is prone to natural disasters, and as a result, many people lack access to basic needs such as food and shelter. According to the United Nations Office for the Coordination of Humanitarian Affairs, in 2015, there were a total of 27.8 million people affected by natural disasters in the Philippines (UNDRR, 2019). This is equivalent to about one-third of the country's population. Of those affected, 4.4 million were displaced, and 2.5 million were left homeless. Many of those affected by natural disasters are also left without access to essential services such as healthcare, education, and clean water. In addition, the Philippines has a high poverty rate, with about 21.6% of the population living below the poverty line (PSA, 2021). This means that many people in the Philippines do not have enough money to meet their basic needs. The lack of access to basic needs can have a serious impact on people's health and well-being. For example, people who do not have access to food are at risk of malnutrition, and people who do not have access to clean water are at risk of water-borne diseases. The lack of access to basic

needs can also lead to social problems, such as crime and violence.

**Poor health.** This is one of the struggles of people living in poverty. The Philippines is a country that is rich in resources, but its people are suffering from poor health due to poverty. Many Filipinos live in poverty and cannot afford necessities, let alone healthcare. As a result, the health of the Filipino people is poor. The Philippines has a high infant mortality rate, and many children suffer from malnutrition. In addition, the Philippines has a high incidence of infectious diseases, such as HIV/AIDS, tuberculosis, and malaria. The poor health of the Filipino people is a major problem that needs to be addressed. The government needs to provide more support to the Filipino people so that they can afford necessities and access to healthcare. The narratives say it all:

*I am Alice, I am a single mother of two living in a poor neighborhood. I am struggling to make ends meet, and my health was suffering as a result. I worked long hours at a job that barely paid enough to cover my rent and food, and I was often too tired to make healthy meals. As a result, I relied heavily on fast food and processed foods, which were cheaper but lacked essential nutrients.*

*I didn't have the money to go to the doctor and get a full checkup. I was scared that if I did, I would be diagnosed with a serious illness. This fear was not unfounded, for many people in my situation are all*

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*suffering from poor health due to the lack of access to proper nutrition and medical care.*

Furthermore, the Philippines has a lot of poverty-ridden areas and poor health is a big problem for people living in poverty in the Philippines (Collado, 2019). Poor health can be caused by a lack of access to healthcare, poor nutrition, and unsafe living conditions. Lack of access to healthcare is a big problem for poor people in the Philippines. There are very few public hospitals and clinics, and they are often understaffed and undersupplied. Private hospitals are too expensive for most people living in poverty. This means that many people go without any medical care at all. When people do get sick, they often cannot afford to see a doctor or buy medicine. This can lead to serious health problems, or even death. Poor nutrition is also a big problem for people living in poverty in the Philippines. Many people cannot afford to buy healthy food, so they end up eating a lot of processed and junk food. This can lead to obesity and other health problems. Unsafe living conditions are also a problem for poor people in the Philippines. Many people live in overcrowded and unsanitary conditions. This can lead to the spread of disease.

**Lack of education and employment opportunities.** There is a lack of education and employment opportunities in the Philippines. The Philippines has a high unemployment rate, and many people are underemployed. There are not enough jobs for the number of people who are looking for work. The government is not investing enough in education and training, and there is a shortage of skilled workers. Many businesses are moving to other countries where there is a more educated workforce. This creates a negative impact on the economy of the Philippines. The

narratives of the participants justify this theme.

*For use with limited access to education and employment opportunities, the pandemic has been especially difficult. The lack of resources available for us has left us without the necessary tools to improve our situation. Without access to education, many among us living in poverty have been unable to obtain the necessary skills and qualifications to secure better employment. Those that do manage to find a job are often faced with low wages and few benefits, further contributing to their poverty.*

*The pandemic has had a devastating effect for us people living in poverty, particularly for with limited access to education and employment opportunities. Before the pandemic, many of us individuals were already struggling to make ends meet and were unable to obtain the resources they needed to improve our lives.*

Moreover, the Philippines is a country with a lack of education and employment opportunities (Nguyen, 2013). The government does not invest enough in education and there are not enough jobs to go around. This has led to a situation where many Filipinos are undereducated and unemployed. This is a major problem for the country because it means that there are fewer people who can contribute to the economy and society. It also means that



there is a greater reliance on foreign workers, which can lead to a brain drain. The lack of education and employment opportunities is a major issue that the Philippines needs to address.

**Exposure to violence.** The Philippines is a country with a high level of poverty. According to the World Bank, over 26% of the population lives below the national poverty line (Keck, 2022). This means that a large portion of the population is exposed to violence daily. Poverty is often associated with crime, and the Philippines is no exception. People living in poverty are more likely to be victims of crime, and they are also more likely to commit crimes themselves. This is because they often have no other way to survive. Violence is a major problem in the Philippines, and it is one of the main reasons why the country has such a high poverty rate. People living in poverty are more likely to be exposed to violence, and this can have a major impact on their lives. If one is living in poverty in the Philippines, it is important to be aware of the risks of violence. The narratives of the participants manifest the presence of exposure to violence.

*One of the most significant issues we are in our communities was the increased exposure to violence. For us people living in poverty often live in overcrowded homes and neighborhoods, making us more susceptible to illness. With limited healthcare access and no access to social distancing measures, were at a higher risk of encountering the virus.*

*The pandemic has also made it difficult for us to*

*access services that can help protect use people from violence. Many shelters and organizations that help victims of violence have had to reduce their services or close due to the pandemic. This has made it even more difficult for us living in poverty to access help in times of need.*

In addition, violence is a problem that is often linked with poverty. Poor people are more likely to live in areas with high crime rates and to be exposed to violence. This can lead to a cycle of violence, as people who are exposed to violence are more likely to become violent themselves. There are several reasons why people living in poverty are more likely to be exposed to violence. Poor people are more likely to live in areas with high crime rates, involved in gangs or to have other involvement in illegal activities and be victims of domestic violence. There are several consequences of exposure to violence. It can lead to physical and mental health constraints, problems in school and work, and social difficulties. Exposure to violence can also lead to violence itself. There are several things that can be done to reduce exposure to violence. Improving the economic situation of poor people can help reduce exposure to violence. Likewise, improving the quality of life in poor communities can also help. Additionally, providing services to help people who have been exposed to violence can also work wonders.

**The prospect of long-term optimism.** Despite the onslaught of the pandemic, there is still a feeling of optimism among the participants. As the COVID-19 pandemic continues, it can be easy to feel overwhelmed and pessimistic about the future (Levkovich & Shinan-

Altman, 2021). However, it is important to remember that there are still reasons to be optimistic. Despite the challenges, there are also opportunities for growth and progress. For example, the pandemic has forced people to re-evaluate their priorities and find new ways to connect with each other. It has also highlighted the importance of health and wellbeing. As people continue to adapt to the new normal, they can focus on these positives and use them to build a more sustainable, resilient future (Shulla et al., 2021). Furthermore, there is reason to believe that they will eventually overcome this pandemic. They have already made great strides in developing vaccines and treatments, and with continued effort, and they will eventually bring the pandemic under control. In the meantime, these people living in poverty can focus on taking care of ourselves and each other, and on building a better world for the future. The narratives below signify the optimism among the participants.

*The pandemic has brought for us hardships for us people living in poverty. Jobs were lost, businesses were closed, and food insecurity increased. Despite these difficult times, optimism still exists among us people living in poverty.*

*When the pandemic hit, many among us people living in poverty were worried about what the future would bring. We knew that our ability to find employment and afford necessities would be challenged. However, instead of giving up, we chose to stay hopeful and optimistic*

*For us people living in poverty, we kept our optimism by helping each other. Neighbors made sure that everyone had enough food and resources. People donated what they had to those who needed it most. This sense of community was a major source of hope and optimism during a difficult time.*

As the COVID-19 pandemic continues, it can be easy to feel overwhelmed and pessimistic about the future (Tabish, 2020). However, there are reasons to be optimistic about the long-term prospects of the pandemic. First, it is important to remember that most people who contract the virus recover. While the virus has been deadly for some, most people who contract it recover. This is a testament to the human body's ability to fight off disease. Second, the development of vaccines and treatments is progressing rapidly. While there is still no cure or prevention for COVID-19, the development of vaccines and treatments is proceeding at a rapid pace. This means that it is only a matter of time before people can have a better understanding of the virus and how to protect themselves from it. Third, the world is coming together to fight the pandemic. From scientists working around the clock to develop a vaccine to governments working to provide financial assistance to those affected by the pandemic, the world is coming together to fight COVID-19 (OECD, 2021). This global cooperation gives reason to be optimistic that people will eventually defeat the virus.

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## CONCLUSION

The experiences of people living in poverty during the COVID-19 pandemic have been truly devastating. They have been disproportionately impacted by the pandemic, with higher rates of unemployment, poverty, and food insecurity, as well as greater exposure to the virus. The pandemic has exacerbated existing inequalities and created new ones, and much of the burden has been shouldered by those already living in poverty. It is essential that governments and other stakeholders take action to support these communities in the short and long term, so that they can recover from the pandemic and create a more equitable future.

For people living in poverty, it is crucial to increase access to healthcare, including mental health services, for people living in poverty. This may include providing financial assistance, education, and access to telemedicine. Likewise, it is important to provide financial aid, such as direct cash payments, to help people living in poverty stay afloat during this time. Moreover, another suggestion is to expand access to affordable housing and rental assistance programs to help people living in poverty remain in their homes as well as expanding access to food assistance programs, such as the Supplemental Nutrition Assistance Program (SNAP). Finally, it is important to strengthen unemployment insurance and other social safety net programs to ensure people living in poverty can access the resources they need.

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# Aortic Dissection Progressing to Intramural Hematoma: A Multiple Case Study

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## ABSTRACT

Advances in tomographic imaging have made aortic dissection, known as intramural hematoma (IMH), more common in acute aortic syndrome. Unpredictable IMH development to dissection or rupture, or acute aortic (pain) syndrome, may indicate underlying illness. Independent observational data show that after 30 days in the hospital, the IMH either fades or progresses to a dissection, restricted rupture, or aneurysm. Type A ascending aortic IMH has a significant risk of early development and requires prompt surgery. Recurrent pain or pleural effusion indicate disease progression. Large PAU may be a common denominator of development and bad outcome, but no PAU does not suggest stable IMH. 75% of individuals with proximal IMH died or had surgery. Validating an earlier concept, IMH of the descending aorta may demand careful waiting. A recent meta-analysis explains IMH and aortic ulcers. Natural course of 168 cases of typical IMH led to overt aortic dissection in 25% of ascending aortic IMH and in 13% of descending IMH, aortic rupture in 28% and 9%, or stabilization in 28% and 76%; 30-day mortality was 18% with surgical repair of proximal IMH and 33% with surgery to distal IMH compared to 60% and 8% with medical treatment of proximal and distal IMH. Aortic rupture, imminent aortic rupture, or clinical deterioration suggest TEVAR is needed. Type B IMH treatment involves monitoring vital signs (systolic 120) and treating pain. They have CT scans often (repeated with worsening or new-onset pain or concerns about end-organ ischemia). TEVAR may be an option for people who haven't responded to hypertension medicines, have persistent pain, or have IMA enlargement (IMH). In type B IMH patients, beta-blockers lower heart rate and blood pressure. Calcium channel blockers and sodium nitroprusside are options. To avoid reflex tachycardia, use these drugs alongside beta-blockers. Angiotensin-converting enzyme inhibitors or angiotensin receptor blockers may assist aortic remodeling and blood pressure regulation. Ascending aortic IMH has a bad short-term prognosis, although surgery improves outcomes. When IMH of the descending aorta is restricted or the aortic diameter is less than 50 mm, the prognosis is better. Location, aortic width, and risk variables are inconsistent predictors of late progression for IMH. Good blocking may improve prognosis even if surgery fails.

*Keywords:* Intramural hematoma, aortic dissection, case study, management



## INTRODUCTION

Intramural hematoma (IMH) of the aorta is a form of aortic dissection and is more commonly identified by contemporary tomographic imaging in acute aortic syndromes. IMH may progress to dissection or rupture unexpectedly or be preceded by acute aortic (pain) syndrome. Unlike typical aortic dissection, IMH does not decompress by a re-entry rip but rather displays intramural thickening of non-communicating blood with potential for rupture or, at times, regression, and resorption of hematoma over time. As in overt dissection, pleural effusion and discomfort, aortic regurgitation, and pericardial effusion may arise after first IMH, although specific neurological symptoms are incidental (Alomari et al., 2014). Moreover, in the absence of recurring pain, the mild early pathology of IMH is more likely to be ignored than overt dissection. However, diagnostic, and therapeutic aspects of IMH continue to affect vascular medicine, although natural course and individual risk prediction are not.

Acute aortic syndrome includes the life-threatening conditions of aortic dissection, penetrating aortic ulcer, and intramural hematoma (IMH). There is no early intimal flap creation and the bleeding stays inside the media of the aorta wall, defining IMH as a kind of confined hematoma. It might spontaneously heal, or it can develop into a typical aortic dissection, with rupture of the external aorta occurring in 15% to 20% of individuals. IMH affects between 10%-30% of people with acute aortic syndrome.

Moreover, intramural hematoma (IMH) of the aorta is attracting growing interest as a variant of aortic dissection and

is more frequently diagnosed by modern tomographic imaging modalities in the evaluation of acute aortic syndromes (Mussa et al., 2016). Likewise, the evolution from IMH to overt dissection or even rupture may occur suddenly or is heralded by ongoing acute aortic (pain) syndrome. Unlike classic aortic dissection, IMH has no mechanisms of decompression by a re-entry tear but rather reveals intramural (*intramedial*) thickening or echolucent pockets of non-communicating blood with potential for rupture or, at times, regression, and resorption of hematoma with time (Macura et al., 2013). As in overt dissection, widening of the mediastinum or the aortic shadow, pleural effusion and pain, aortic regurgitation, and pericardial effusion may emerge after initial IMH, whereas focal neurological signs or malperfusion syndrome are incidental (Leroux et al., 2022).

Acute aortic syndrome, aortic dissection, and penetrating aortic ulcer all have intramural hematoma (IMH) as a symptom (Witharana et al., 2022). Because of the severity of this aortic condition, quick identification and treatment are essential. Type A occurs around the site of origin of the left subclavian artery while type B occurs further distally (distal to the origin of the left subclavian artery). We often recommend surgery for patients with type A IMH, and medication therapy for those with type B IMH who don't have complications. When functioning normally, the right subclavian artery branches off the brachiocephalic trunk. An uncommon condition, aberrant right subclavian arteries (ARSA) originate distally from the aortic arch, bypassing the left subclavian artery.

### Indicators of Early Progression and Death

Independent observational data showed that after 30 days of hospitalization, the IMH either resorbs or progresses to either classic dissection, confined rupture, or the creation of an aneurysm (Faluk & De Jesus, 2022). Likewise, type A ascending aortic IMH has a significant risk of early development and requires immediate surgical correction regardless of aortic diameter (Yu et al., 2017). In addition, oral beta-blocker medication may enhance the long-term prognosis of IMH despite of its anatomical position (Tucker et al., 2022).

### **Signs of Progression to Intramural Hematoma**

The predictors of IMH progression are summarized in Table 1. Persistent and recurrent pain despite aggressive medical treatment, or repetitive pleural effusion, are important indicators of disease progression (Karkhanis & Joshi, 2012). While large PAU may be a common denominator of progression and adverse outcome, absence of PAU does not predict a stable course of IMH (Evangelista et al., 2019). A closer look reveals that 75% of proximal IMH patients died or had surgical replacement by the time of follow up (Ryoi et al., 2020). Conversely, IMH of the descending aorta may indeed warrant watchful waiting, supporting a previous notion. Moreover, a recent meta-analysis on morbidity and mortality of both IMH and ulcerations of the aorta offers additional insight (Bhave et al., 2018). The natural course of 168 cases of typical IMH led to overt aortic dissection in 25% of ascending aortic IMH and in 13% of descending IMH, to aortic rupture in 28% and 9%, respectively, or to stabilization in 28% and 76%, respectively; 30-day mortality was 18% with surgical repair of proximal IMH, and 33% with surgery to distal IMH compared to 60% and 8% with medical treatment of proximal and distal IMH, respectively (Zhang et al., 2020).

**Case Study 1** - A 74-year-old man with a history of hypertension and aortic aneurysm was presented to the emergency department with sudden-onset chest pain. He reported that the pain was the worst he had ever experienced, and that it radiated to his back. He was hemodynamically stable on arrival. A computed tomography (CT) scan of his chest showed evidence of aortic dissection. He was started on beta blockers and underwent surgery to repair the aorta. The aorta is the largest blood vessel in the body, and it is responsible for carrying blood from the heart to the rest of the body. Aortic dissection occurs when there is a tear in the wall of the aorta, which can cause the vessel to rupture. This can be a life-threatening condition if not treated promptly. Aortic dissection is most seen in older adults, and it is often associated with hypertension. Treatment typically involves surgery to repair the aorta. In this case, the patient had a successful surgery and was able to recover.

**Case Study 2** - Aortic dissection is a condition in which the inner layer of the aorta, the large artery that carries blood from the heart, tears. This can cause blood to flow between the layers of the aorta and put pressure on the heart and other organs. Aortic dissection is a medical emergency and can be life-threatening. In this case study, a 67-year-old man with a history of hypertension was presented to the emergency department with chest pain. He was found to have an aortic dissection and was treated with surgery. The surgery was successful, and the patient recovered without any complications. Aortic dissection is a serious condition that can be life-threatening. Prompt diagnosis and treatment is essential for a successful outcome.

**Case Study 3** - A 61-year-old man was presented to the emergency department with sudden, severe chest pain that began

approximately one hour ago. He reported that the pain is the worst he had ever experienced and that it radiates to his back. He is hypertensive and has a history of smoking. He is in significant distress and is diaphoretic. His blood pressure is 210/120 mm Hg. A bedside ultrasound reveals a possible aortic dissection. He was emergently taken to the cardiac catheterization laboratory for further evaluation. In this case, aortic dissection is confirmed. The intimal flap was noted to extend from the aortic root to the descending aorta. There was also evidence of an intramural hematoma.

**Case Study 4** - Aortic dissection is a condition in which the inner layer of the aorta, the large blood vessel that carries blood from the heart to the rest of the body, tears. This can cause blood to leak into the space between the layers of the aorta and may eventually lead to a rupture of the aorta. Aortic dissection is a medical emergency and can be fatal if not treated promptly. This case study describes a patient who was diagnosed with aortic dissection and who subsequently developed

an intramural hematoma. An intramural hematoma is a collection of blood within the wall of the aorta. This can cause the aorta to weaken and may lead to a rupture. The patient in this case was treated with surgery to repair the aortic dissection. The surgery was successful, and the patient has since made a full recovery. Aortic dissection is a serious condition that can be fatal if not treated promptly. This case study highlights the importance of early diagnosis and treatment.

**Case Study 5** – A 78-year-old patient was admitted to the hospital with chest pain and shortness of breath. An echocardiogram showed that the patient had an aortic dissection, and a CT scan showed an intramural hematoma. The patient was treated with blood thinners and surgery, and they made a full recovery. Aortic dissection is a serious condition that can be life-threatening. It is important to seek medical attention immediately if you think you may be experiencing symptoms. The case study described a patient who was successfully treated with surgery and blood thinners.

Table 1  
*The Predictors of Intramural Hematoma*

Characteristics	Description
Progressive aortic wall thickness	The normal wall thickness of the aorta is less than 4 mm and can be as thick as 9 mm
Increasing pleural effusion	Is the accumulation of fluid in the pleural space that occurs outside of the lungs
Symptomatic PAU	Focal aortic protrusion; dissections; protrusion into an abundance of mural thrombus
IMH of ascending aorta	Blood leaks through the aortic wall's deepest layer and flows between the inner and outer walls.
Progressive aortic diameter	5.5 centimeter in diameter or higher increases chances of aneurysm
Absence of beta blocker treatment	Without any kind of beta blocker therapy

## Management

Aortic rupture, imminent aortic rupture, or concerns about clinical deterioration are all indicators that a patient with type B IMH needs urgent endovascular repair using TEVAR. Medical treatment for uncomplicated type B IMH includes monitoring and controlling vital signs, such as blood pressure (systolic < 120) and heart rate and treating any associated discomfort. Regular CT scans are used to keep an eye on these individuals (repeated with worsening or new-onset pain or concerns about end-organ ischemia). TEVAR may be an option for those who have not responded to various medications for high blood pressure, have persistent discomfort, or are experiencing progressive enlargement of the internal mammary artery (IMH).

The medical care of type B IMH mostly consists of beta-blockers, which regulate both heart rate and blood pressure (Witharana et al., 2022). Calcium channel blockers and sodium nitroprusside are two other options. For the sake of avoiding reflex tachycardia, however, these drugs should be used in conjunction with beta-blockers. Long-term use of angiotensin-converting enzyme inhibitors or angiotensin receptor blockers, used for the rest of one's life, may help with aortic remodeling and blood pressure management.

When profound hypothermic circulatory arrest is used to treat intramural hematomas of the ascending aorta and arch, the aorta and arch should be surgically replaced (Saborio, et al., 2003; Spanos et al., (2019), the care for this condition should be like that for dissections of the aortic arch of type A.

## CONCLUSIONS

Intramural hematoma (IMH) is a life-threatening condition that often leads to aortic rupture, dissection, or aneurysm. The prognosis for patients with ascending aortic IMH is poor in the short term, although surgical correction improves outcomes independent of aortic diameter. Early progression is not always avoided, although a better prognosis is shown for IMH of the descending aorta when it is localized to a small area or when the aortic diameter is less than 50 mm. However, the location of the IMH, the breadth of the aorta, or the existence of risk factors are all unreliable predictors of late advancement, and the 5-year survival rate for IMH is less than 50%. But persistent effective blocking may improve long-term prognosis even if surgical repair fails.

Aortic dissection is a serious condition that can progress to an intramural hematoma. This case study demonstrates the importance of seeking medical attention immediately if you experience any symptoms of aortic dissection, such as chest or back pain, shortness of breath, or an irregular heartbeat. If not treated promptly, aortic dissection can lead to serious complications, including death.

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