

## *Editor's Note*

This issue of *Scientia et Artes* includes a blend of articles from psychology, communication, and social work. The entries from the field of psychology, which comprise the majority of the articles, are quite interesting with its variety of foci—personality types and student satisfaction, work values and work engagement, self-regulation and relationship satisfaction, and humor styles and self-esteem. The remaining articles deal with brand placement and brand recall by a communication student and the level of well-being of 4Ps beneficiaries by social work students.

The research of Kate Franzesca B. Inosanto, Graciela Roma V. Legados, and Lorraine V. Lumawag answers the question: Is personality type a determining factor of students' satisfaction toward blended learning?" As we all know, the millennials have more penchant for blended learning than have learners from previous generation. The latter were born "not with a silver spoon in their mouths" but with technology before their eyes right from the time they saw light—the light of the digital camera. Thus, millennial learners have been known to have certain characteristics that give away their generation. While this may be the case, the findings of this study is something you would have least expected.

Relatedly, with the millennials and Gen X at the center of investigation, the study of Mariella C. Dela Paz, Jean A. Ortiz, Aljerine D.C. Pascua, and Caroline A. Pineda examined the difference between the work values and engagement of these two generations. It would be interesting to see whether the result of this study would bode well with a recent Gallup poll that revealed millennials are the least engaged generation in the workplace and the most likely generation to switch jobs. What is exciting about the result of this study is their portrayal of the millennials in a positive light, that they are a generation that is self-transcendent and that is open to change.

From relationship in the workplace, the next study shifted its emphasis on personal relationships. The paper "Road to Forever: A Correlational Study between Self-Regulation and Relationship Satisfaction by Charis G. Macaraig, Dianne Rae O. Manzon, and Jasmin Cayte C. Serrano aimed to find out how

satisfaction in a relationship influences the ability of a person to manage one's own passions. One remarkable finding of the study proposed that participants who are passionate are highly satisfied with their relationship.

Aside from being passionate, individuals also prefer people who have a good sense of humor. However, certain types of humor are healthy in that they are self-enhancing, while others are self-defeating, which could just be a front for low self-esteem. This is what Ax Hendrix Huecas, Heidi R. Magat, and Karina Pintor wanted to examine in their study entitled, "An Analysis on Humor Styles and Self-Esteem." The paper concludes that not all types of humors are related to high self-esteem.

Because of the appeal of humor, commercials and advertisements use it to leave a lasting impression in the minds of buyers. This is done by embedding product advertisements in comedy films to increase product recall. This prompted Vivian Jane M. Mempin to probe the effect of brand placement in films on brand recall and purchase of consumers. The study suggested that while brand placement in films has a significant effect on brand recall, it does not translate to participants' actual purchase of the product.

As products have intended buyers, government services also have targeted beneficiaries. The most well-known program of the government that aims to uplift the lives of the poorest of the poor is the Pantawid Pamilyang Pilipino Program (4Ps). Marichelle V. Jurado and Rikki Mae C. De Leon decided to look into the project to find out if the level of well-being of the beneficiaries in a Bulacan municipality has improved six years into the program. What better way to end this issue with good news that the 4Ps program has significantly improved the lives of the poor and has made them self-sufficient.

I invite you to read this issue with a critical mind, and compare your assumptions with that of the accepted propositions in these articles. After all, research is meant to be a shared experience. I am grateful for the contributors in this issue—students who labored on their theses and are now harvesting its fruit—the joy of seeing their papers published in *Sciencia et Artes*. Kudos to all your hard work!