

INFLUENCE OF KIDSCORNER VIDEO MATERIALS ON UNDERSTANDING SHORT STORIES FOR GRADE 3 LEARNERS

ABSTRACT

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The study aimed to assess the impact of KidsCorner video materials on the reading comprehension of Grade 3 students at Maligaya Elementary School. A total of 72 students from the Burgos and Paterno sections served as respondents. To evaluate the effectiveness of the intervention, pre-tests and post-tests were administered to measure students' comprehension levels before and after receiving either traditional instruction or video-based instruction. The assessment focused on three key components: word recognition, reading fluency, and reading comprehension. The study sought to determine the effectiveness of integrating KidsCorner video resources into reading instruction by comparing the performance of students exposed to the videos with those taught through conventional methods. The study utilized a true experimental design involving 72 Grade 3 students from Maligaya Elementary School, selected through purposive sampling. Data were collected through the administration of pre-tests and post-tests to measure students' reading comprehension before and after the intervention. For data analysis, statistical methods such as percentage, weighted mean, and the Z-test were employed to evaluate the effectiveness of the KidsCorner video materials. The findings showed that 64% of the respondents were 8 years old or younger, and 53% were female. In the pre-test, both the Traditional and KidsCorner groups exhibited high proficiency in word recognition, with mean scores of 13 and 14.33, respectively. However, both groups performed poorly in reading fluency, scoring 10 and 9.92, and moderately in reading comprehension, with mean scores of 11 and 13.22. These results underscore the importance of integrating word recognition into reading comprehension to enhance students' understanding of short texts. The significant gains observed in the KidsCorner group's post-test performance align with current research advocating for engaging, multimedia-based instructional strategies to support student learning and academic success. This study demonstrates that KidsCorner video materials significantly contribute to improving the reading comprehension of third-grade students. By making learning more engaging and accessible, these tools help bridge gaps in understanding and promote deeper cognitive processing. More importantly, they encourage students to develop a genuine interest in reading, laying the groundwork for continued academic growth and lifelong learning.

RECOMMENDED CITATION

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