

Typewriting Services in Tacloban City amid the Digital Age: A Case Study



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ABSTRACT: Typewriting, once a common service, has largely faded due to the rise of computers and digital technology. However, in Tacloban City, Philippines, one typewriting business has persisted for over 26 years. The study explores the factors behind the continued operation of this lone typist, investigating their motivations, clientele, and adaptation strategies in the digital age. Researchers employed a qualitative case study approach, utilizing purposive sampling to gather data from the sole typewriting service provider. Thematic analysis, following Caulfield's (2019) framework, was used to analyze the data. Findings reveal that the typist's dedication, specialized services, and specific customer base who prefer traditional methods contribute to the business's enduring success despite the widespread availability of digital alternatives. This study offers deeper understanding on the resilience of traditional businesses in a rapidly evolving technological landscape and provides insights into the dynamics of creative destruction and cultural lag within a specific industry.

KEYWORDS: Typewriting, Typist, Persistence, Digital Age, Case Study, Business Adaptation, Cultural lag, Creative Destruction

I. INTRODUCTION

From the beginning of human civilization, technological advancements have started significant transformations in both the economy and society. This trend of technology-induced change gained momentum during the industrial era. Presently, we witness the profound influence of digital technologies, intensifying the speed of social and economic transformations. The disruptive effects of emerging digital networked technologies not only reshape enterprises and industries but also further the very processes of innovation (Clarke, 2019). This is held to be true in capitalism, that in definition, an economy where commodities and services are bought privately from businesses, and enterprises compete in the free market for customers (Merriam Webster Dictionary; Streeck, 2012). In capitalism where the norm is competition, innovation prospers and can be viewed as an evolutionary process, where old technology is replaced by newer and more efficient inventions as capitalism by nature can never be stationary, meaning innovation in every market is continuously expected due to competition in outperforming each other (Schumpeter, 1942).

Creative Destruction, coined by Schumpeter (1942), describes how industries keep changing, tearing down old ways and making room for new ones. It is a continuous cycle of breaking down the old to make space for the new in the economy. In other words, it is the disruption and replacement of existing products, services, or industries due to innovation and new competitors that render established practices outdated; it ultimately drives economic development by replacing outdated structures with more efficient and innovative ones. In the case for this research creative destruction is applied in the disruption of the typewriting business, due to the emergence of computers, word processors, and digital communication tools has not only disrupted traditional typewriting practices, but has also introduced new competitors, rendering established typewriting services the thing of the past. Despite the advancement of technology in the field of electronic typing, a single individual continues to operate the old fashioned way of typewriting services in the streets of Tacloban City.

Ogburn (1922/1964) first described this phenomenon as "cultural lag," the term refers to the time gap when new technology or cultural changes emerge and when institutions, social norms, and values catch up and adapt to these changes. In some cases, there is a delayed adjustment of the intangible aspects of culture to the rapid changes in material culture. In other words technological advancements outpace society's attitudes and norms towards the new found innovation, leaving certain groups unable to accept the new technology. A study by Ritzer and Esposti (2020) highlights cultural lag in the digital space on how Airbnb, a booking company that allows individuals to rent their homes to travelers has affected the daily life of communities in tourist destinations, specifically Barcelona, Spain and Bologna, Italy. The study conducted showed that the abundant tourist brought about by Airbnb and other forces has driven away many local residents and local businesses with apartment buildings being converted into hotels and the local neighborhoods no longer reflecting the local culture. This has driven many residents away from their homes and some caught in a cultural lag unable to adjust to the resurgences of tourism brought by new innovation in booking and cheap flights.

Typewriting Services in Tacloban City amid the Digital Age: A Case Study

The purpose of this study, the persistence of typewriting services in Tacloban City amid the digital age, aims to answer how this outdated mode of mechanical typewriting continues to exist beyond its heyday. The concept of creative destruction and cultural lag offer a valuable framework for the shift in technology and as to how this rare case still persists. Creative destruction is evident in the ongoing replacement of traditional typewriting practices with more advanced and efficient digital alternatives, while cultural lag becomes apparent in the persistence of typewriting services, despite the prevalence of digital alternatives the old profession of typewriting is still seen today, reflecting a cultural lag. The researchers contend that if it will be able to determine the factors that drive the sole typewriting service owner to continue to operate, the reason why clients still prefer typewriting over digital alternatives, and how it adapts its business to remain relevant in the digital age, we can then offer an alternative livelihood for this inevitable vanishing occupation.

The aim of this study is to investigate the persistence of typewriting services in the digital age. In particular, it seeks to examine the following questions:

1. What factors drive the sole typewriting service owner to persist in operating in the digital age?
2. Why do clients continue to favor typewriting services over digital alternatives?
3. How does the typewriting service provider in Tacloban City adapt this business model to remain relevant in the digital age?

II. THEORETICAL FRAMEWORK

Creative Destruction

Clarke (2019) explores how technology has influenced the modern economy, spanning from the industrial era to the present digital age. Creative destruction, as imagined by Joseph Schumpeter, is a fundamental concept that shows how waves of innovation mark different stages of progress. The ongoing disruptive impact of digital technologies on enterprises, industries, and the very processes of innovation aligns with the dynamic nature of creative destruction, with new digital technologies can be categorized into groups such as efficiency, connectivity, trust disintermediation, and automation. As the wave of innovation in the field technology continues to occur it potentially disrupts industries and services that could in turn directly or indirectly influence the economy, such as the creative destruction of electric power and electronic computers.

In a collection of technologies within a certain period, some technologies have widespread effects—impacts that span the entire economy or influence numerous sectors. These are referred to as general-purpose technologies that help identify a certain era, as such with the era of steam power in the eighteenth and nineteenth centuries. Currently in the twenty-first century, it is an era of information and communication technology (ICT) (Nathan and Ahmed, 2018). ICT is the utilization of computers, systems, and electronic devices to gather, store, process, and transmit data electronically (Cambridge Dictionary). It impacts all facets of production and reaches into various realms of political and social dynamics, particularly with the rise of digital communication and social media platforms. Creative destruction involves the creation and destruction of jobs, as new ones are created and old ones are rendered destroyed. Nathan and Ahmed (2018), explains that in creative destruction individuals who benefit from newly created employment opportunities are often different from those who lost their jobs. An example they used was that lead typesetters weren't the ones who took the job of computer typists in computer printing. ICT in the context of this study is the advancement that dominates our current technological landscape and destroys old technology, as in this case the typewriter being replaced with the computer. In the context of the research on the typewriting services in the digital age, these theoretical frameworks offer a lens to understand how the current technological landscape has affected traditional practices in the face of technological disruption. The typewriting industry, like in the past with other big changes, is dealing with how digital technologies are transforming it. The idea of creative destruction is important as it reflects the need for established typewriting services to adapt and innovate in response to technological shifts, or risk obsolescence. It is also used as an explanation in explaining this phenomenon in which old technology is eventually replaced.

Cultural Lag

Coined by Ogburn (1922/1964), cultural lag is believed that changes in social culture occur at varying speeds, resulting in the adoption of new technologies or materials happening at a different pace than changes in values, beliefs, and norms, creating a "delay" between them. Specifically, it's often referred to as "socio-cultural lag," where changes in ideas and values take longer to catch up with changes in technology and material culture. It can be described as a gradual advancement or alteration within a culture, particularly highlighting the slower pace of development in non-material aspects compared to material or technological ones (according to the Merriam-Webster Dictionary). Consequently, the material aspect encompasses tangible creations and circumstances, while the non-material aspect involves traditional beliefs and societal frameworks. Ogburn suggested that technological progress frequently surpasses society's capacity to adjust, leading to a period of 5 adaptation and potential tension.

While material culture, like technology, often advances quickly, the underlying values, beliefs, and attitudes of the non-material culture tend to change more slowly. This difference in speed creates a period of adjustment where societies, organizations, and individuals struggle with the challenges caused by the gap between technological progress and cultural adaptation. For example, the introduction of semi and fully-autonomous vehicles illustrates cultural lag, as the rapid development of this technology outpaces society's readiness and acceptance. This mismatch requires adjustments in laws, social norms, and individual behaviors to match

Typewriting Services in Tacloban City amid the Digital Age: A Case Study

the evolving technological landscape. Therefore, cultural lag is an important concept for understanding the complexities of societal change, emphasizing the need for comprehensive approaches to address the challenges posed by the asynchronous development of material and non-material culture (Ruggiero, 2018). In relation to the study conducted by the researchers, cultural lag is evident in the background of the participant, operating an old profession in the digital context where convenient and cheaper alternatives are available. Using cultural lag as a framework for the study, it explains the phenomenon of the misalignment of the non-material culture (the participants preference with the typewriter) to the material culture (advancement and availability of computer technology). The lag is highlighted in the persistence of the typewriting service amid the digital age.

III. METHOD

Research Design

In this study, researchers utilized qualitative research employing a single case study design approach featuring a purposive sampling technique. Qualitative research served as a methodological approach aimed at comprehending social and human phenomena by constructing a detailed narrative based on words and specific details provided by informants within real-life contexts (Creswell, 1994). The selected integrated research design was a case study, defined as an empirical investigation that explores a present-time phenomenon within its natural setting, particularly when the boundary between the phenomenon and its context is ambiguous (Yin, 2009). The case study methodology facilitated a thorough and in-depth exploration of the persistence of typewriting services despite the digital age. Purposive sampling was employed to select the key informant likely to offer pertinent and insightful information (Kelly, 2010). This sampling method effectively identified and selected cases while optimizing research resources utilization (Palinkas et al., 2015). The research approach specifically involved a single case study, entailing a comprehensive examination of a particular case, typically encompassing a small-scale, non-random sample. This approach aimed to explore and gain a comprehensive understanding of the individual case, highlighting the unique nature of single case study research (Hunzijer and 17 Blankenagel, 2021).

Research Local

This study was conducted in Tacloban City, recognized as the primary location where the only individual involved in the typewriting service industry resided and operated. Tacloban City was selected as the research site due to its significance in offering firsthand insights into the endurance of typewriting services amidst technological advancements. The city's distinctive socio-cultural dynamics and economic landscape provided valuable perspectives on the cultural lag experienced by this profession, often perceived as outdated in the era of rapid digital transformation. Tacloban City's setting offered a rich and authentic environment for exploring the challenges and resilience of typewriting services in contemporary times, showcasing the convergence of tradition and innovation within a vibrant urban setting.

Research Participant

The research participants of this study encompassed three individuals purposefully selected to provide a comprehensive insight into the persistence of typewriting services in Tacloban City. The key informant, an elderly woman who owned and operated a typewriting business independently in downtown Tacloban City for 26 years, served as the primary participant. In addition, her husband was included for cross-validation purposes to ensure the accuracy and dependability of the data collected. Furthermore, one loyal client of the key informant was also part of this study to offer insights into client preferences regarding typewriting services over digital alternatives. These participants, strategically selected for their rich and in-depth experiences, contributed to a nuanced understanding of the enduring nature of typewriting services in the urban setting. Despite the potential risks of discomfort or intrusion due to the nature of the study's inquiries, the anticipated benefits for the participants included advancing knowledge in the field and assisting future researchers in their endeavors. The researchers relied on the valuable and affirmative insights expected from these participants to successfully conclude the research with comprehensive findings.

Research Instrument

The instrument utilized in this study was a researcher self-made questionnaires employing semi-structured interviews focused on the participants' experiences and perceptions regarding the persistence of typewriting services in the digital era. According to DeJonckheere and Vaughn (2019), the use of semi-structured interviews proved to be effective in collecting qualitative, open-ended data, particularly when the researchers sought to understand participants' thoughts, feelings, and beliefs on a specific topic and explore personal and potentially sensitive issues in-depth. The questionnaire was meticulously designed to guide the interview process and gather comprehensive insights into the research subject. This method allowed for flexibility in posing unplanned questions and following up until sufficient information was obtained. Although no pilot testing was conducted, the research instrument underwent validation by an expert in the field to ensure its strength and reliability in gathering valuable insights. The validation process involved confirming the alignment and accuracy of the questions with the research title, enhancing the instrument's effectiveness in capturing the participant's perspectives on the necessary information for a thorough exploration of the topic.

Typewriting Services in Tacloban City amid the Digital Age: A Case Study

Data Collection Procedure

Researchers utilized a semi-structured interview approach to collect essential information for the study from the three selected participants, including the key informant, her husband for cross-validation, and a loyal client. In a semi-structured interview, questions followed a predefined thematic framework (George, 2023), focusing on gathering non-quantifiable data, particularly qualitative and open-ended responses. This method allowed researchers to concentrate on the primary subject of interest while also exploring any supplementary concepts that emerged during the interviews.

Before finalizing the interview-guide questionnaire, researchers meticulously developed a protocol that involved evaluating both pre-established and spontaneous questions through a trial run and consultation with experts. The questions were also translated into the Waray language to ensure that they effectively elicited information aligned with the study's objective of exploring the persistence of typewriting services amidst technological advancements. The trial run of the protocol was conducted with the research adviser to ensure its effectiveness and alignment with the research goals.

During the data-gathering process, the researchers followed the established protocol. A formal request letter was presented to the single participant, along with her husband for approval to participate in the study. The interview sessions were digitally recorded to facilitate accurate data transcription. Throughout the interviews, researchers observed the participants' behaviors, non-verbal cues, such as gestures, and attitudes during their responses, as these aspects were crucial for thoroughly assessing the reliability of the gathered data essential for the research.

Ethical Considerations

The following ethical principles and guidelines were put into place during the research period:

- a. Privacy and informed consent were prioritized by the researchers, ensuring that the key informants involved comprehends their participation and the potential use of their data.
- b. Voluntary participation was valued, and the right to withdraw from the study at any juncture, based on personal preferences, will be respected and upheld by the researchers.
- c. Anonymity was guaranteed for both individuals and organizations taking part in the research.
- d. The researchers avoided any deceptive practices or exaggeration concerning the goals and objectives of the research.
- e. The information obtained was kept confidential, in line with the privacy and identity protection guidelines outlined in RA 10173 of 2012, the Data Privacy Act.
- f. The dissemination of findings was guided by ethical principles to prevent misrepresentation or harm to typewriting businesses.
- g. Finally, the research abided by the protocol of the LNU research ethics committee for approval.

Research Reflexibility

In this aspect, researchers strived to prevent manipulation of the research subject, as it could significantly impact both the process of research and the resulting outcomes (Haynes, 2012). The researchers were highly conscious of how their interactions with the participants might influence the quality of the data. Upholding ethical considerations remained their utmost priority, ensuring the safeguarding of the participants rights and privacy. Transparency and impartiality in data interpretation were maintained, with a primary focus on the validity and reliability of the findings, alongside ongoing assessments of methods. In conclusion, researchers embraced the dynamic nature of research, remaining open to learning from the data, the participants, and the process, fostering a continuous cycle of reflection and growth.

Data Analysis Method

For data interpretation, researchers employed thematic analysis, following the guidelines outlined by Maguire & Delahunt (2017). This method facilitated the uncovering of underlying themes in the data, crucial for addressing research problems and gaining insights into various issues. The thematic analysis process, adapted from Caulfield (2019), was utilized by researchers for this study:

1. **Familiarization of Data:** Researchers immersed themselves by repeatedly listening to recorded interviews, transcribing them, and reviewing the transcriptions. Initially, draft notes were created to guide the coding phase. Challenges were encountered during transcription, requiring researchers to repeat and carefully listen to ensure data accuracy.
2. **Initial Coding:** Researchers devised concise labels or codes to characterize phenomena based on participants' perspectives and other relevant information.
3. **Theme Generation:** Researchers proceeded to generate themes by categorizing or grouping the identified codes based on similarities or resemblances in the data content.
4. **Theme Analysis:** Researchers carefully analyzed the themes, ensuring that specific names and definitions were formulated in a way that was easily understandable.
5. **Interpretation and Reporting:** In this phase, researchers composed a detailed report outlining the analysis of the collected data. The results were systematically organized, addressing each theme coherently.

Typewriting Services in Tacloban City amid the Digital Age: A Case Study

Additionally, the researchers conducted member checking, a process where participants review the findings to verify accuracy and alignment with their experiences. This validation technique enhances the credibility and trustworthiness of the research outcomes. Moreover, researchers encountered challenges such as the need for follow-up interviews to ensure data saturation and invested significant time and effort in addressing these complexities to enhance the study's rigor and validity.

IV. RESULTS AND DISCUSSION

The interview results showed important themes that paint a clear picture as to why the sole typewriting service provider continues to operate in the modern day. All drawn themes presented form a comprehensive understanding behind the motivation, reason, and background of the sole typist. The themes were constructed following Caulfield's (2019) thematic analysis process. The researchers thoroughly read the transcriptions and watched the video documentation to create initial codes to systematically identify and label important features. These codes were collated to form main themes based on the statement of the problem, then interpreted the data to form sub-themes.

Theme 1: Factors why the sole typewriting service provider continue to operate

This theme explores the factors and motivations behind the reason as to why this sole typewriting service provider continues to operate despite being in the digital age, where typing could easily be done in one's phone or laptop and printing is convenient and cheap. The sub-themes observed were (1) *the different technological landscape from then and now*, (2) *Significant decline of clients of the occupation and the repercussions she faces as a result in the decline of sales*, and (3) *Support system to keep the business afloat*.

Sub-theme 1: Different technological landscape

This sub-theme discusses the varying technological landscapes of now and then, particularly before and during the 1990s where the typewriting business was at its most lucrative. This theme encapsulates the reason and motivation as to why the participant chose this form of livelihood and the difficulties faced now that the digital age has rendered the typewriter obsolete.

The participant's journey into this livelihood began with her enrollment in a two-year secretarial course, followed by employment in a typewriting business alongside fellow typists under an employer. Subsequently, she transitioned to independent work to retain full control over her earnings. Upon becoming independent, she established her shop at a strategic location by the side of a bustling street in proximity to a school, optimizing visibility and accessibility to potential customers.

Researcher: *Kakan-o ka po nag tikang pag typewrite?* [When did you start typewriting?]

Participant: *Kuan pa ako hinin daraga pa, pero nag start ak hinin nakadto pa didto* (points to a building across) *pero nag start ak hini na eskwela pa, kuan secretarya pa ako dinhi an two year na course la, han na eskwela ako na part-time ako dida* (the building previously pointed out) *mayda man dida typing na trabaho.* [I started doing this when I was still a teenager, my job first started when I was still there (points to a building across) while I was still studying. I took a secretarial course that only took 2 years. While studying, I was working part-time there (the building previously pointed out), because there was a typing job.]

Participant: *10 years man ako* (her typing job after graduating, working for an employer along with 14 typists), *didto kahuman 10 years bumalhin na kami dinhi gutiay pa nam mga anak ito man dida waiting shed man ito dida* (their present location, operating at the side of a busy street in front of a school). [I spent 10 years there (her typing job after graduating, working for an employer along with 14 typists), after 10 years I moved here, our children were still young, right there, there used to be a waiting shed (their present location, operating at the side of a busy street in front of a school).]

Researcher: *Kay ano man po kamo bumalhin ngadi, diba nakadto kamo opisina? Kay ano kamo bumalhin ngada may waiting shed?* [Why did you move here when you were situated in an office? Why move here in a waiting shed?]

Participant: *Kay gusto ko mag lugaring, para waray ko agarun.* [Because I wanted to operate on my own, without a boss]

Researcher: *Kay ito agarun nakuwa haiyo sweldo po?* [Is it because your boss takes a portion of your earnings?]

Participant: *An didto oo, gin tu tunga, for example 1,000, ira 500. While as dinhi waray ko agarun, ako ini pero nag provide ako akon typewriter, para waray kona ka tunga* [Yes he splits it in half, for example 1,000, he gets 500. While here, I don't have a boss, I provided my own typewriter so I don't split my earnings with anyone.]

The participant explains the different technological landscape of then and now, citing that the 1990's were the highlight of her career.

Participant: *"Hadto han diri pa uso an computer makusog pa adto an amon typing kay waray paman hadto na accept encoding. Malipayon ak hadto kay nakaka 26 income ako 80 pesos mag kulop kay mga barato paman hadto since mga 1990-91, an 80 pesos damo na adto nak napapalit baga na adto worth 500."* [Back when computers weren't popular yet, our typing service was still in demand because encoding wasn't widely accepted. I was happy because I could earn 80 pesos just by typing all day, and things were cheap back in 1990-91. With 80 pesos, you could buy a lot; it was worth 500 pesos back then.]

The participant's trajectory in this profession began during her teenage years, initially working for an employer for a decade before transitioning to independent work to retain full profits. This transition was driven by the desire to avoid profit-sharing with a boss, indicating a strategic move to maximize earnings. The participant's enduring commitment to typewriting can be attributed

Typewriting Services in Tacloban City amid the Digital Age: A Case Study

to its high demand and profitability during her formative years, a period when computers were not yet pervasive, leading individuals without typewriters to seek typists for document creation. The participant's nostalgic recollection of the prosperous era of typewriting aligns with historical data, with an inflation-adjusted value of 80 pesos in 1991 amounting to 410 pesos in 2023 (World Data.info). The advent of computers exemplifies the concept of creative destruction, where technological advancements create new opportunities while rendering traditional practices obsolete (Nathan & Ahmed, 2018). The participant's reluctance to adapt to the evolving technological landscape, as highlighted by Ogburn (1922/1964) through the concept of cultural lag, underscores her persistence in maintaining this outdated practice despite its diminishing relevance. This is further understood based on the participants' statement as to why they do not adapt. This phenomenon is elucidated by the participants' rationale for their lack of adaptation. The participant explains that her persistence in running the typewriting service stems from her incapacity to utilize a computer, attributing the onset of migraines to typing on it. Consequently, she favors the typewriter as a medium that affords her greater comfort and ease of use.

Researcher: *Ha mga trabaho ma'am kayano man po typewriter it imo napili?* [Out of all the jobs, why did you choose typewriting?]

Participant: *Kay amo la tak nababaruan. Computer naano man ako ,diba masilaw ha mata, kay nadri ako pagkinita hin screen nalilino ako kay mayda ko migraine.* [Because it's all I know. Computers are too bright for the eyes. I don't like staring at the screen because it makes my head dizzy, gives me migraines.]

According to other studies such as by Davis and Higgins (2013) delves into how the once prominent video rental company, Blockbuster fell from grace due to its late entry to the streaming business. Blockbuster offered physical video rental to customers, where customers could rent movies then return it afterwards. This business practice was once big in the late 20th century, but when the 2000s came along streaming was gaining momentum, instead of adapting Blockbuster focused more on its physical rental model, causing them to be left behind and overtaken by Netflix's streaming service causing Blockbuster to file for bankruptcy and closing its physical stores. Blockbuster's downfall services are a reminder to adapt to the ever changing technological landscape, and Netflix's success is an example of creative destruction, where innovation inevitably causes the destruction of outdated business models. While the study by Miller (2023) delves into why the once phone manufacturing giant, Blackberry fell from grace. Blackberry at its peak between 2006 to 2011 controlled over 20% of the smartphone market globally, US officials used Blackberry and owning one was considered a status symbol. However due to the innovation of touch screen phones, it slowly gained popularity after 2011, which soon overtook Blackberry, causing them to stop manufacturing their phones in 2016. Despite the revolutionary advancements brought about by competitors like Apple's iPhone and various Android devices, BlackBerry clung to its established business model, physical keyboard design, and enterprise-focused approach. This reluctance to swiftly embrace touchscreen technology, a broader app ecosystem, and the shift towards multimedia and entertainment features for a wider audience exemplifies cultural lag. BlackBerry's inability to align its organizational culture and strategic direction with the swift pace of technological innovation and changing consumer behaviors ultimately contributed to its decline.

Blockbuster and Blackberry both have something in common, they failed to adapt to the changing technological landscape, due to their comfort in their own dominance they overlooked the innovation their competitors were partaking in, this is an example of cultural lag. Where both companies stayed in their own lanes while innovation was happening which caused their own demise. While creative destruction is evident when both companies were replaced by a more advanced form of technology. The same could be said about the typewriter and computer, some typists weren't adapting their skills to computers to prepare for an inevitable transition, it is due to their comfortability of their typewriting occupation and how computers might be constraining in the eyes, as such the case with the sole typewriting service provider and her colleagues. And when computers became more widely available in the 2000s, the typist job slowly became obsolete, overtaken by creative destruction of the onset of the information technology revolution. The bottom line of both examples entail the need to adapt or suffer the consequences, with the two companies going bankrupt parallels the sole typist who now has to deal with the low income, and dwindling customer base of her once lucrative occupation, due to her failure to adapt.

Sub-theme 2: Significant Decline of Clients

The participant expresses her struggle now that typewriting has become an outdated livelihood, still residing in their original place with her husband, they now sell snacks to make ends meet and make up for the low sale of the typewriting service. Despite selling snacks and still providing typewriting services they however, face financial difficulties now that the one's lucrative typing business is no more.

Participant: *Maupay adto an dira pa uso an computer damo adto napa type. Dida na han pag uso han computer, diba nag uso na mga 2000s na ano damo na, waray na kay napa incode naman hira, my mga laptop naman hira. Diri na hira haakon napa himo thesis, term paper. Dako an dipirensiya, dako, salit dako an nawara haakon na income diri la gudman 50% sugad kanina waray pa. Nauli ako pera la tak halin dinhi, amo mayda ko sugad hini (referring to her store) kay bisan waray nag papa type mayda ko ig papasahi. Pero diri man ako nakaka halin 100, diri man it hira namamalit na mga bata, diri na man palit.* [Things were better back then when computers weren't as popular, I had a lot of clients. But when computers became popular around the 2000s, I had lost customers because they were now encoding in their own laptops. They don't come to me anymore to make their thesis, term

Typewriting Services in Tacloban City amid the Digital Age: A Case Study

paper. There is a big difference from now and then, I had lost a lot of my income, to say it was only 50% is an understatement, just like now no one has yet to come to me (to avail her typewriting service). I would go home with barely any income, hence why I have this (referring to her merchandise of snacks) because even if no one comes to have something typewritten I would still be able to pay my commute. But I don't earn as much as 100, those kids don't buy much from me anymore (referring to students)]

With computers becoming more cheaper and widely available in the 2000's, it has gradually replaced the typewriter with its convenience, multifunctionality, speed and efficiency. Student's and office workers alike were beginning to purchase computers, cutting the need for typists, hence why during this period typists began searching for other occupations as typewriting was becoming obsolete. The participant however, continues to operate despite the technological shift, this can be characterized as cultural lag, the inability to adapt to the advancement of technology. She supplements her now low income from typing with selling snacks or merchandise while she awaits for customers who want to avail her typewriting service. Despite this however, even in this aspect her income still lies low.

Participant: *"In hira ma 2 months na ini (referring to her merchandise) diri na uubos, kita ka yana waray napalit mimiringaw, pero sge la kay usa namanla tak na skwela. Kay an usa an iya ate adto tapos na, na trabaho na hi ate usa nala it ak na eskwela. Bisan nag lie low an akon income, okay la makabulig ako maka trabaho la tak anak na future engineer".* [It's been 2 months already and I haven't sold all of this yet (referring to her merchandise), just observe it's quiet, no one's buying, but it's alright I only have one child left going to school. His older sister has finished her course in tourism, she's now working and I only have one left going to school. Even though my income has lie low, it's okay as long as I'm helping my future engineer get a job].

Despite the modest income they generate, the participant and her husband persevere in their operations to support their college-bound son, demonstrating a steadfast commitment to familial financial responsibilities. Their unwavering dedication to sustaining their business amidst financial challenges underscores their resilience in overcoming adversity to ensure the well-being and education of their family members.

In regards to the rise of computers in the Philippines, the study of the Philippine Digital Justice Initiative (2021) entitled History of Philippine Digitalization delves into how computers came into prominence in the Philippines. The Philippines first had its internet connection in 1994, PHNet established a connection to Sprint in the United States using a 64 kbps link. By 1997, the number of registered internet users in the Philippines had reached 85,000. In the year 2000, Yahoo Computer Services launched "yahoo.com.ph". Then the Business Process Outsourcing (BPO) Industry came into prominence which started in 1992, and by 2005 the Philippines captured 3% of the global BPO market, contributing 2.4% to the country's GDP. The growth rate however was so fast that by 2010 the Philippines was named the BPO Capital of the World. By 2013 its revenue came to \$15.5 billion and had employed 900,000 full-time employees. On the social-cultural side, the internet cafe industry or also known as "comp shops" was gaining popularity, a business model that offered rental use of computers. Although internet cafes in the Philippines have existed since the 1990's it gained prominence in the 2000's that would produce an entire subculture of Filipino computer gamers and internet savvy youth.

In connection to the study of typewriting service, it could be said that this trend of Filipinos becoming more used and accustomed to computers indirectly caused the business of typewriting service to decline. As the new generation has become more technologically savvy in surfing the internet, and using the computer for professional and leisure use specifically in the 2000s, the youth has become more accustomed to the computer, specifically using word processing software to encode their own documents. Due to this trend, it inevitably caused the decline in business for typists, seeing as how there was no need for them any longer, people could type their documents themselves using a computer more efficiently. This is further exacerbated by the fact that by the 2000s internet cafes were gaining prominence, where the youth would rather rent a computer and type their documents and print it, rather than hiring a typist and paying more. Henceforth, the participants claim that by the 2000s her business was declining to be true, as observed by how computers in the 2000s was gaining popularity in the aspect of professional and leisure use. Due to the youths active use of the computer accompanied by the rise of internet cafes and businesses more reliant on computers, the new generation has become accustomed to computer use that correlates to familiarity with word processing software, cutting the need to employ a typist, this would explain why most, if not all of her customers are of the older generation.

Sub-theme 3: Support system to keep the business afloat

With the decline of the participant's clientele due to the advent of the computers and low sale of merchandise, it would rationally result in the decline of sales and income for the business. With these factors in mind, it begs the question on how the business continues to operate despite the low turn up of profit. The answer to this question was uncovered through the form of financial support the participant receives from multiple sources.

In an interview with the participant's husband, it was revealed that they receive financial assistance from three main sources.

Cash assistance from the Department of Social Welfare and Development (DSWD)

Participant: *An hiya (referring to his wife) kay nagpapatambal man hiya tas meda niya mga resita nakadto hiya DSWD ,nakadto anay Tingog tas nakadto na ha kuan adto an payment ha DSWD. Nakadi anay Tingog (a political organization in the Philippines) kay pag endorsement (to lessen expenses). [As for her (referring to his wife), since she is undergoing treatment and has*

Typewriting Services in Tacloban City amid the Digital Age: A Case Study

receipts, she goes to the DSWD, then to Tingog, and then to the DSWD for the payment. She went to Tingog (a political organization in the Philippines) first for the endorsement (to lessen expenses)]

Participant: *3,000 (every 3 months). Dapat mayda ka mga resita na damo kuan nagmamahal kay kun laboratory la kasi waray cash, waray cash assistance kukuan ka la ngadto DSWD...* [3,000 (every 3 months). You should have many receipts because it's expensive, and if it's just for the laboratory, there's no cash, no cash assistance, you just go to DSWD...]

Researcher: *So bali an ira la sir ginsasalo an kanan medical assistance la po?* ["So basically, sir, they are only giving medical assistance?"]

Participant: *Oo, ginkikita nira an medical abstract, an resita, paprepresyohan didto* [Yes, they are asking for the medical abstract, the receipt, to be processed there.]

Cash assistance from a financially well off brother

Researcher: *Napadara hiya ha imo sir kada pagsusuweldo niya?* [He sends you money every payday?]

Participant: *Napadara ha akon, han dati 4,000 ginhimo niya nga 5,000 kay may sakit man ako.* [He sends me money, back then it was only 4,000 but he made it 5,000 because of my disease (referring to his Parkinson Disease)] **Cash assistance from the City Government**

Researcher: *Tas amo la adto sir an iyo nakakarawat tikang ha gobyerno, an medical service la?* [Is that all you receive from the government, the medical service only?]

Participant: *Oo, didi liwat city government 2,000 every 6 months. Ha usa ka tuig makakaduha ka aaro didto.* [Yes, here in the city government, it's 2,000 every 6 months. In 1 year you can receive it twice]

The researchers conducted a follow up interview with the husband of the participant and uncovered three main sources of financial support that the participant's family receives, from the Department of Social Welfare and Development (DSWD), a relative, and from the city government. The husband explains that they receive 3,000 pesos from the Department of Social Welfare and Development (DSWD) every 3 months, in which the typist is financially aided to afford her medical finances, for she suffers from orthopedic disability. The husband's brother meanwhile, an architect, sends them 5,000 pesos monthly for their basic needs and his brother's medical bills, for the husband also suffers from parkinson disease. On top of this he also sends them 1 bag of rice annually. The city government also aids them by releasing 2,000 pesos every 6 months, this is given due to the fact that the participants' family is considered indigent. It could be deduced that the participant still continues her typewriting service despite the low sale, since they are financially supported, acting as a support system to make up for their low sale.

According to economist Mankiw (2023), an incentive is something that motivates a person to act, like the chance of a punishment or reward. It also holds the ability to alter the behavior of people, centering their decisions on what the incentive has allowed them to do. In Mankiw's example, he illustrates that seat belts were made mandatory by law to lessen accident casualty; it however, increased accidents but with lesser casualties. Before seat belts were invented, drivers were incentivised to drive slowly for their safety, however, when seat belts were mandated drivers were now driving faster due to the added safety. The example Mankiw (2023) illustrates that incentives alter how people behave and act and there are indirect effects to be expected from incentives. In connection with the study, the financial support that the participant receives was originally meant to improve their financial standing despite the low income they now experience. However, the financial support has become an incentive and has spawned an indirect effect, its initial effect was to support the income of the participant due to low customers. Its indirect effect was that the typist continues to operate, for despite the low turnout of sales, they still receive financial support. Rather than switching occupations, the financial support they receive has allowed them to continue their business operation, hence why the business is able to keep up afloat despite the decrease of clientele.

Theme 2 : Typewriting Persistence in the Digital Age

This theme explores why some people still choose typewriters over computers. Even though computers are common and convenient, there's a group of clients who stick to typewriters for personal reasons. This shows that even in a world dominated by digital technology, typewriting has a unique and enduring appeal for certain individuals. It suggests that there's something about the tactile experience or the simplicity of typewriters that can't be replicated by computers, and this preference persists despite the advancements in digital technology. This theme will also answer statement of the problem no.3, which asks how the typewriting service provider is able to keep her business model relevant in the digital age. This theme encapsulates 36 the sub-theme of (1) *Resilience amidst Financial Uncertainty*, (2) *Preference of Older Generation to stick on Traditional typing*, and (3) *Strategic Location and Loyal Customer base*.

Sub-theme 1: Resilience amidst Financial Uncertainty

The presence of a monopolistic typewriter service provider, referred to as monopoly in the interview, is significant. While enjoying a higher markup due to being the sole provider, the monopoly is not strong, given the competition from computers. The participant's narrative reveals a decline in clientele, attributed to the widespread use of computers and the dwindling demand for typewriting services. Despite the widespread adoption of computers, some individuals remain committed to using typewriters. This persistence highlights the enduring allure of typewriters for certain people, even in an era dominated by digital alternatives, and its monopoly in the typewriting service market is how the participant adapts their business model to remain relevant.

Typewriting Services in Tacloban City amid the Digital Age: A Case Study

This persistence of typewriters can be analyzed through the lens of creative destruction and cultural lag. Creative destruction refers to the process by which new innovations lead to the demise of older technologies. Computers, representing the new innovation, have largely replaced typewriters. However, cultural lag—where cultural elements resist change despite technological advancements—explains why typewriters still have a niche market. The typewriter provider's enduring business is a testament to the slow cultural shift in fully abandoning typewriters, revealing a lag in embracing new technology.

The implications of this scenario show that even as technological advancements drive market changes, some individuals cling to older technologies due to personal reasons. This persistence is not just about resisting change but also about maintaining a sense of familiarity and simplicity that digital tools might not offer. The typewriter service provider's experience exemplifies this, as she continues to serve a small but loyal customer base.

Participant: *Papadayon ko la gihap ini pero kun makuan na adi imo kuya (referring to her husband) dri na sumugot haakon kay uho it iya kamot kurog na kuan man it hiya may 'Parkinson' it iya kamot amo't it iya sakit dri na ngani hiya bumulig nganhi haakon dri naak makanhi (place of business) adto na lak balay magtitinda kay mayda man kami tindahan adto nala kami mapadayon.* [I will continue this, but if my husband does not agree anymore because his hands are shaky due to his Parkinson disease, he won't be able to help here (place of business), we will then continue our business at home, where we have our own store.]

This quote illustrates the persistence and resilience of the service provider in maintaining her typewriting business despite personal and technological challenges. It reflects how even amidst financial uncertainties and the rise of digital technology, there is still a commitment to preserve traditional practices. To support these claims, Mellal (2020), discussion on technological obsolescence provides a valuable framework. Mellal examines the resilience of traditional services in the face of advancing digital technologies highlighting the economic dynamics and persistence of these services. Mellal(2020) argues that while innovation pushes many technologies into obsolescence, some services endure due to the unique value proposition and the unwavering support of a dedicated customer base.

Sub-theme 2: Preference of Older Generation for Traditional typing

This sub-theme explores how older generations maintain their preference for typewriters as a mode of document typing, despite the prevalence of digital technology. It delves into the cultural significance and attachment to the traditional methods highlighting the enduring appeal of typewriting for certain individuals particularly those who have grown accustomed to and value the tradition of the past.

Researcher: *"Hira hino po usually it im client ma'am?"* [Who are your usual clients ma'am?] **Participant:** *Mostly mga senior citizen* [They are mostly senior citizens]

The preference of senior citizens for typewriters as revealed by the participant implies that typewriting holds significance for the older generation. This preference may stem from factors such as familiarity and sense of comfort associated with typewriters. It highlights the preference of the older generation towards technology that they are more familiar with despite the technological advancements at their disposal. Despite the availability of digital alternatives, her clients, specifically the elders, continue to patronize her services due to the established relationship and trust they have in her. This illustrates the significance of personal connections in maintaining a niche market for typewriting services in the digital age. This also suggests that typewriting services cater to specific needs and preferences that are not fully met by digital solutions, ensuring their continued relevance and demand in certain contexts.

During an interview with an elderly client, when asked about his preference for typewritten documents over computer-generated ones, he attributed his choice to personal preferences.

Researcher: *Kaino sir, dri po ginkakarawat didto po kun computer la po an gamit?* [Why is that, is it because they don't accept computer made documents?]

Client: *Kay naaayon man ak iya kahimo ,akon la ipatype iya.* [It's because I like her work, that's why I want it typewritten]

Researcher: *Aw karuyag la po nimo ig patype.* [Oh, so you just prefer it typewritten then.] **Client:** *Oo.* [Yes.]

The implications of this sub-theme, viewed through the lens of creative destruction, show that while digital technologies continue to disrupt traditional industries, personal relationships can provide a buffer against obsolescence. The participant's ability to sustain her typewriting business despite digital alternatives reflects how trust and familiarity can protect certain services from being entirely replaced. This suggests that even as ICT advances, the human element—personal connections and trust—plays a critical role in preserving certain niches. Therefore, while creative destruction emphasizes technological advancement and the displacement of old technologies, it also highlights the importance of human factors in sustaining traditional practices in the face of innovation. This example underscores that not all technological replacements are absolute and that personal relationships can slow down or even resist the complete eradication of older technologies (Clarke, 2019; Nathan and Ahmed, 2018).

Typewriting Services in Tacloban City amid the Digital Age: A Case Study

Sub-theme 3: Strategic Location and Loyal Customer base

The strategic location of typewriting service coupled with loyal customer base, provide an absolute comparative advantage in the persistence of typewriting service in the digital age. By staying in the city and strategically positioning her business along the busy road avenue, the participant benefits from easy accessibility and visibility, attracting a steady flow of loyal customers. This sub theme emphasizes the importance of geographic positioning and customer loyalty in sustaining traditional services like typewriting services, even amidst the prevalence of digital technology. It showcases how factors beyond technological superiority such as location and customer relationships, contribute to the enduring relevance of typewriting services. As a result, she has effectively monopolized typewriting services in her locality, cementing her business as a staple within the community.

Participant: "*Waray man kay nakita ngani hira ha akon bagat landmark nganhi haakon dri na ako hit haira nagpipinakuan basta kumita hira haakon*" [They don't look elsewhere; they come to my familiar landmark and trust me to handle their typing needs.]

Despite the ongoing disruptive impact of digital technologies, her typewriting business remains resilient, illustrating how established practices can endure amidst technological shifts. By monopolizing typewriting services in her locality and becoming synonymous with the craft, she showcases the adaptive nature of businesses facing innovation-driven changes. This suggests that while creative destruction emphasizes the displacement of old technologies, the participant's business demonstrates the potential for traditional practices to coexist with, and even resist, complete replacement by newer alternatives (Schumpeter 1942).

Furthermore, her business's positioning as a local landmark also reflects the concept of cultural lag (Ogburn, 1922/1964). While technological advancements have introduced more convenient and cheaper alternatives, the persistence of typewriting services highlights a misalignment between technological progress and societal adaptation. Despite the availability of digital alternatives, the participant's reliance on typewriting equipment underscores the slower pace at which societal values and preferences evolve compared to technological innovations. This discrepancy underscores the need for comprehensive approaches to address the challenges posed by asynchronous development between material and non-material culture.

While the participant said that she didn't employ any special strategies for her business model to remain relevant in the digital age, it is evident that there are other strategies employed to keep her business afloat. The first being is using her position as a monopoly to charge a higher markup for her service knowing no one else in the entire city offers typewritten documents. Second is being strategically located for potential customers to easily locate her and be known as a landmark, the only place to have Typewritten documents. To conclude no separate theme was constructed for statement of the problem no.3, due to no special strategy employed to remain relevant in the digital age, only strategies to keep the business afloat were observed.

V. CONCLUSIONS

In wrapping up this study, the participant's perseverance in maintaining her typewriting service, despite its financial challenges, is bolstered by crucial financial support from government agencies and a close relative. Despite the perceived obsolescence of typewriting services in the digital age, her loyal clientele's preference for traditional typewritten documents underscores the enduring appeal of personalized communication. Her monopoly in the industry provides a strong bargaining position, enabling her to charge premium rates and maintain a loyal flow of customers. However, amidst the dynamics of creative destruction, the participant has decided to cease operations next year, citing her youngest son's upcoming graduation with a baccalaureate degree as a significant factor prompting her exit from the business.

While her monopoly has granted her a competitive edge, the participant has faced challenges with a decline in customers, leading to reduced demand and periods of minimal income. The declining nature of her client base has resulted in inconsistent revenue streams, highlighting the vulnerability of operating a niche service in a rapidly changing market environment. Despite her strategic positioning and loyal customer base, the participant grapples with the uncertainties of market demand and the evolving preferences of consumers, underscoring the complexities of sustaining a traditional business model in a modern economic landscape.

Throughout her tenure as the sole typewriting service provider in Tacloban City, the participant's journey exemplifies the resilience and adaptability required to navigate shifting business terrains. Her ability to leverage her market monopoly, customer loyalty, and external financial support demonstrates the importance of strategic business practices in maintaining longevity. As she prepares to transition from her long standing occupation, her legacy as a dedicated service provider and astute businesswoman serves as a testament to the enduring impact of personalized services and entrepreneurial spirit in an ever-evolving and competitive business environment.

VI. RECOMMENDATIONS

After a thorough and detailed analysis of the study's findings, the following recommendation have been developed:

1. Implementation of Support Programs for Typewriting Services: It is recommended that the Local Government Unit (LGU) and the Department of Labor and Employment (DOLE) provide financial support and conduct alternative skills training to the participants. Recognizing the inevitability of the decline of the typewriting business, the support may include training in related fields such as computer encoding and secretarial work given her background as a two-year secretarial course holder.

Typewriting Services in Tacloban City amid the Digital Age: A Case Study

2. **Policy on businesses affected by cultural lag and creative destruction:** The research could be used by policymakers as reference in identifying and helping small business owners affected by either creative destruction or cultural lag. In doing so, policymakers could create policies aimed at helping this small business transition to a much better form of livelihood.

3. **Future Researchers:** The study could aid future researchers in studies that revolve around the resilience of traditional services amid technological advancements and the digital age, using the findings as reference. Furthermore, the findings of the study could help future researchers understand the effects of creative destruction and cultural lag on businesses, how they adapt or the challenges faced due to new technological innovation.

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