1. MAC212

1.1. MAC212: Introduction to Research Methods 1

(2 Units)

This course is designed to teach the students the basics of social science research methods. These topics among others are expected to be taught at this stage: purpose and uses of research, ways of knowing, the nature of social science research, differences between social science research and natural science research, the research cycle, steps in social research, relationship between research and theory in mass communication, data gathering techniques in media research, citation/reference formats and bibliography. The student should be able to use the knowledge gained in writing term papers and long essays.