



DILGinsider

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PACS-ICRD takes Communication Research seminar-workshop



Information Officers of the Public Affairs and Communication Service finish a two-day refresher course on Basic Communication Research facilitated by Professor Ma. Stella C. Tirol, Ph.D. (sitting at the center) at the St. Joseph Freinademetz Communication Center, Inc. in Quezon City. Other participants are two nuns and a Vietnamese priest.

The Public Affairs and Communication Service (PACS) of the Department of the Interior and Local Government (DILG)-Central Office took a two-day refresher course on Basic Communication Research at the St. Joseph Freinademetz Communication Center, Inc. located at Radio Veritas Asia Compound, Fairview Park, Quezon City.

Aside from information and advocacy, one of the mandates of the PACS-Information and Communication Research Division (ICRD) is to conduct communication research and studies including surveys on priority concerns of the Department and recommend appropriate communication policies to the Secretary.

Participants in the said activity included information officers Anna-Lissa K. Cariaso, Marilou E. Dominguiano, Ma. Evelyn B. Castino-Quilas, Nesreen C. Abdulrauf, and Paul Dominique D. Tejada.

Professor Ma. Stella C. Tirol, Ph.D. of the University of the Philippines-Los Baños facilitated the workshop. She is an Associate Professor in UPLB's Department of Development Broadcasting and Telecommunication whose expertise is Development Communication.

In her discussion, she said that communication research discovers the unknown, discovers patterns of social life, and reduces confusion or chaos.

Fundamentals of research

At the outset, Tirol reminded the participants that research as a science is empirical, objective, and verifiable. Its various functions are to explain, to predict, and to control. It also follows scientific values and principles, objectivity, honesty, open mindedness, and patience.

She likewise delved on the need to do a review of related literature (RRL) because it builds upon the previous works of others, obtains background of the concept/s to be studied, and provides information that are useful for developing parts of your study namely the research design, definitions, methods for data gathering, data analysis and interpretation.

She pointed out that RRL provides basis for identifying relevant variables, avoids duplication of studies, leads you to aspects of problems that have not been explored, gives ideas on how to avoid weaknesses of previous studies, and leads you to theoretical framework of your study.

Moreover, the "musts" of a research title, she said, are that it ought to identify communication concept/s to be studied, context where the concept will be examined, categorize the respondents, and state the locale of study.

The participants were also immersed in the tenets of sampling techniques and writing parts of a research proposal such as the introduction, background and rationale, problem statement, objectives, significance of the study, and scope and limitations.

The Information Officers who attended the course were further taught of the various forms of descriptive research namely survey, case study, content analysis, trend analysis, feasibility study, and correlational or causal study.

During the workshop, ICRD personnel created two capsule research proposals regarding knowledge and perception of local chief executives on shifting the Philippine system of government to federalism; and also about the gains and gaps in communicating Operation Listo manuals in changing the behavior of local government units towards disaster preparedness.

