



Research Paper

Positivism Research Philosophy and Media and Communication Studies

¹Adejare Samuel Odu , ²Tolulope Abayomi Aluko

¹Poly International College, Ilaro, Ogun State, Nigeria.

²The Federal Polytechnic Offa, Kwara State, Nigeria

Abstract

This paper was an attempt to look at the place of quantitative paradigm of positivism in media and communication studies. The paper explains the concept, the historical perspective, and shortcomings of positivism. It also established that positivism as a quantitative research paradigm is not sufficient for research in communication and media studies in order to have robust inquiry. Quantitative research design which is positivism oriented and use of numbers can be strong as it allows greater precision in reporting results in those areas where qualitative research design which is interpretative in nature is weak and vice versa. The combination of the two methods however gives two sets of strengths while also compensating for the weaknesses of each other. The positivism research paradigm aims at giving breath to research while interpretative paradigm focuses on depth in research.

Key words: Positivism, Research, Communication and Media Studies, Philosophy and Qualitative method

Received 12 June, 2022; Revised 25 June, 2022; Accepted 27 June, 2022 © The author(s) 2022.

Published with open access at www.questjournals.org

I. Introduction

Positivism is a research philosophy. Philosophy, from Greek, by way of Latin, *philosophia*, is “love of wisdom” the rational, abstract, and methodical consideration of reality as a whole or of fundamental dimensions of human existence and experience. Philosophical inquiry is a central element in the intellectual history of many civilizations (Duignan, 2021, para. 1).

Positivism is closely related to development of science of society (Bansal, 2008, para. 1.) The emergence and consolidation of positivism is in the French sociological tradition and it reached other regions of the globe and became a strong scientific method. According to Feigl (n.d), positivism is a philosophical ideology and movement that first assumed its distinctive features and received a major elaboration in the work of Auguste Comte, a French philosopher, the father of sociology who labeled sociology as “social physics” in his book called “Course De Philosophical Positive” in 1830. Comte, was of the opinion that positivism as a methodology should be used for the study of the society. Comte (1856), according to Mojeed (2019, p.119) postulated that experimentation, observation, and reason based on experience should be the foundation for understanding human behavior, and thus the only valid means for expanding knowledge and human understanding. The scientific method in its pure form includes a process of experimentation that is used to investigate findings and answer questions. It gained acceptance of scholars in an effort and quest for objectivity, accuracy, causality and neutrality of values (Mojeed, 2019 p.120). Positivism has gone through many stages that were known by various names such as empiricism, logical positivism and logical empiricism, and with a merging in the mid-20th century known as analytical philosophy.

Communication on the other is the process through which messages in terms of information, ideas, knowledge thoughts, values etc., are transmitted from a sender to through an appropriate channel to a receiver in order to elicit the required response (Ihebuzor, 2014, p. 3). Some communication scholars also refer to communication as sharing of meaning. Thus, communication is a two way activities in which the sender and the receiver are brought to a common ground in respect to the meaning of such message. Ihebuzor (2014, p. 3) further opines that communication must be understandable. In other words, in a situation where both or one of the sender or the receiver is not able to understand the message, communication has not taken place.

Meanwhile, messages for communication are transferred through diverse channels and this is where media come into play and by extension mass media which according to Wimmer and Dominick (2014, p. 3) is

any communication channel that is used to simultaneously reach a large number of people, including radio, TV, newspapers, magazines, billboards, films, recordings, books, the Internet, and smart media.

Moreover, research is of great importance in any endeavor because it is a process of investigation into the unknown in order to push back the frontier of ignorance and break new grounds. Hence, research in media and communication studies serves the purposes of description which is describing a process, situation or a phenomenon (What is going on); it is for explanation which is to explain why something is happening, what are the causes and the likely effects (why is it going on); and prediction which is to predict the likely or unlikely outcome of an event or a situation (what is the outcome) (Johnson, 2012, pp. 5-6).

Consequently, this paper is an attempt to look at the place of quantitative paradigm of positivism in media and communication studies. It is also to establish that positivism as a quantitative research paradigm is not sufficient for research in communication and media studies in order to have robust inquiry.

The Concept of Positivism

In Western philosophy, positivism is largely any system that confines itself to data of experience and excludes metaphysical and priori speculations. It is a total rejection of metaphysical. It is a position that holds on the fact that the goal of knowledge is to give a description of phenomena that we experience. Positivist theory is based on empirical observation guided by scientific method (Baran & Davis, 2010, p. 12). Positivism is a system that rely more on science with the notion that knowledge largely comes from what we can observe and measure. The positivist believe in empiricism- the idea that observation and measurement are the core of scientific endeavor (Trochim, 2020, para.4). Positivism had its appeal which tries to give the discipline a scientific status. It is the mathematization of the social phenomena in a way to confine human experiences into quantifiable statistical figures (Mojeed, 2019, p. 118)

According to Bansal (2008, para.4), Auguste Comte developed four basic beliefs that gave rise to positivism. They are:

- ✓ a unification of sciences is needed to create a new world view;
- ✓ a science of society is needed- analogue to the natural sciences like physics and biology;
- ✓ science should replace theology as the coordinator of moral order; and
- ✓ scientist should become the new leader of society.

Consequently, positivists held the believe that anything that cannot be observed and measured falls out of the realm in which knowledge could be gathered. The purpose of science therefore is to dwell on what could be observed and measured. For instance, Trochim (2020, par.3) posits that Psychology which is believed to be the study of human behavior should concentrate on things that are observable and measurable. Now for emotions and thoughts, they cannot be observed and measured, though they have measurable physical and physiological accompaniments but according to him those topics are not legitimate scientific psychology. These claims arise from the fact that in positivist's view of the world, science was seen as the way to get the truth, that is to understand the world well enough to be able to predict and control it. The key approach to scientific method is experiment. It is an attempt to discern natural laws through direct manipulation and observation (Trochim, 2020, par.4). In a nutshell, the basic assumptions of positivism include the following:

- all knowledge regarding matter of fact is based on the positive data experience;
- beyond the realm of fact is that of pure logic and pure mathematics;
- empiricism is core to positivism i.e. the idea that observation and measurement is the core of any scientific endeavor;

Also, Alakwe (2017, p.5) submits that positivism as philosophical theory of knowledge is grounded on five basic principles:

- ✓ the intellection inherent in scientific inquiry is the same whether in the social or natural sciences;
- ✓ the overarching objective is mainly to define, forecast and thus, learn the relevant and qualifying conditions for natural phenomenon.;
- ✓ scientific research must be observable through the sensory organs with results stated using inductive reasoning with the possibility of being tested for validity;
- ✓ since science differs from common sense, care must be taken in addressing issues of subjectivity and in analyzing results; and
- ✓ the ultimate objective of scientific inquiry is knowledge. Hence, it should be judged by logic and should have no value judgments.

In a nutshell, positivism is a scientific approach for investigating a phenomenon with reliance on scientific evidence from experiments and statistics to reveal the true nature of the phenomenon. Positivism is a research philosophy that claims that social world can be understood in an objectiveway. Here in this research philosophy, the researcher plays an objective role as an analyst who also disassociate himself from personal value and work independently.

Historical Perspective of Positivism

Comte who postulated the philosophical theory of positivism lived in the wake of the French Revolution which began in 1789. This was a time of great tension for France from her neighbours in which Austria and Britain were inclusive. Comte therefore grew up when there was political and economic upheaval. At that particular time, France was supporting American war of independence against Britain and it had declared war on Britain as well. Meanwhile, Britain had been through with the Industrial Revolution in the mid-nineteenth century and majority of the working population had moved from agriculture to industry. A lot of innovations had been introduced. People needed not to depend on muscle, wind and water method of getting things done but the use of steam power. Big advances in the farming methods were also being introduced with textile industry as prime example of industrialization. A lot of development in terms of good roads, railway, steamships changed the face of Britain and leaving France behind.

The results of internal chaos and wars with other European countries were not too good for France. According to Paper and Tripathi (2003,par.6), the absence of any integrated organic culture after the enlightenment and the revolution suggested to Comte a kind of discomfort that plagued the French society. They go further to say:

It is easier to understand the intervention of Comte in the above context. His philosophy of positivism was a product of widespread upheaval in his own country, conflict with its neighbours and profound social changes brought by the Industrial Revolution in Britain. The introduction of machinery in the day-to-day running of society in Britain had propelled the use of science and technology to the forefront of human thinking. Theology and metaphysics had been demoted. It is hardly surprising that almost all of the definitions of positivism by Comte have something to do with science.

In the words of Sultana (n.d), Comte's philosophy was intended to exemplify and promote the scientific mode of thought which he believed was becoming dominant, superseding the theological and metaphysical forms that had prevailed in earlier periods of European history.

Stages of Intellectual Development by Comte

According to Feigl (2021, par. 6), Comte's positivism was a position that was based on the assertion that involved the law of three stages of intellectual development. The evolution of thought pattern in the entire history of mankind.

✓ **First Stage:** This was called the theological stage. Here, the natural phenomena were explained as a result of supernatural or divine powers. Miraculous power or wills were believed to produce the observed events. However, this does not matter whether the religion is polytheistic or monotheistic. This stage was criticized as being anthropomorphic i.e. it was resting on all too human analogies with projection of unverified entities.

✓ **Second Stage:** This was called metaphysical in which in some cases, it was a depersonalized theology. It connotes that the observable processes of nature are assumed to take root from impersonal powers, occult qualities, vital forces, or entelechies(internal perfecting principles).In view of this, the realm of observable facts are imperfect/ copy or imitation of eternal ideas. Comte argues that no genuine explanation results and questions concerning ultimate reality are left unanswered. Hence, the metaphysical quest can lead only to the conclusion expressed by the German biologist and physiologist Emil du Bois-Reymond: **“Ignoramus et ignorabimus”** In Latin **“We are and shall be ignorant”**. It is a deception through verbal devices and the fruitless rendering concepts as real things(Feigl,2021,par.7).

✓ **Third Stage:** Comte submits that the fruitfulness that the previous stages lack was embedded in this third phase which was known as the “scientific or positive stage”. This was what brought about the Comte's **Magnum opus: Cours de philosophie positive(1830-42)**. The third stage was premised on the fact that the claims were concerned only on positive facts. Here, the study of facts and phenomena through scientific method is seen as a way to reach full maturity of thoughts by human. A rejection of pseudo explanations of the theological and metaphysical phases and substituting an unrestricted adherence to scientific method.

We submit that Comte's opinion in intellectual development and gaining of knowledge- metaphysical and theological phases of intellectual can be useful to explain human phenomena and laws that govern human activities. The limitation is evident in the fact that they cannot be verified. Any knowledge through these sources cannot be applied in social science especially Media and Communication studies because it cannot be proven. However, any knowledge that has its derivation from science inquiry could be proven over and over to bring about theories and laws. Having established the place of scientific inquiry in social sciences, let's delve into the relationship between social sciences and positivism.

Social Sciences, Positivism and Post-Positivism

The growth, development, and popularity of the social sciences were greatly influenced by Positivism, with emphasizes on knowledge and favourable sensory experiences while shunning the

negatives. Comte's ideas had great influence on social science in the nineteenth and into the twentieth century, directly as well as indirectly through the work of others, such as Mill and Durkheim (Sultana, n.d, para.2)

Collins (2010), cited in Alakwe (2017,p. 5) posits that positivism as a branch of philosophy is located in empiricism which believes that knowledge is a product of individual experiences through observation and measurement by experimentation. He goes further to state that positivism sees the world as being made of distinctive observable components and occurrences that are related in a way to allow observation in a consistent manner. This follows that positivism as a method of inquiry can be applied in the social sciences and recording as much success as in the natural sciences. In studies of this nature, the researcher focuses on data collection and interpretation based on objectivity and thus the results are always observable and quantifiable. Positivism is a dominant approach to research in the social sciences as it combines the use of scientific method and languages in investigating human experience and social phenomenon. (Alakwe,2017, p. 6).

Here, a perfect similarity is observed in the principles and processes of positivism and social science research. That is, the principles of positivism can be applied to methods of inquiry in social sciences and still record the same as in the natural sciences. To corroborate this assertion, Delanty (1997) and Bryman(1988) cited in Mojeed (2019 ,p. 120) emphasizes the above thus:

- scientific knowledge should be founded on experience alone;
- the belief that the methods of natural sciences are directly applicable to the social world and on the basis of its laws about social phenomena can be established;
- the unity of subject matter of science and social science. The subject matter of natural science is the study of reality that is external to itself. The fact that objects of social science, namely people are different does not make any substantial difference; (Durkheim, social facts considers as things or objects)
- the axiological principle that normative statements do not have the status of knowledge and maintain a rigid separation between facts and values; and
- science has generated instrumental knowledge that has favored the pursuit of technically useful knowledge.

In contrast to the views expressed above, there was an important shift from positivism to post -positivism in the twentieth century. In the early 20th century a new version of positivism came to limelight, the logical positivism of the Vienna Circle, although it dwelt on the earlier work of the physicist Ernst Mach, the philosopher Richard Avenarius, the psychologist and statistician Karl Pearson, and the English philosopher Bertrand Russell. The later positivists shared some of Comte's and Mill's assumptions but rejected others, they also differed amongst themselves in some key respects. The primary concern of the logical positivism was to develop a rigorous conception of science, in light of the radical implications of Einstein's theory of relativity – earlier conceptions of science had tended to assume the validity of Newtonian ideas. As this implies, unlike Comte they treated physics as the most advanced science, and as a model for all others. Nevertheless, like earlier positivists, they insisted that science is demarcated from metaphysics through its rigorous reliance solely upon logical inference from empirical evidence (Sultana, n.d, para. 4).

The concept of post-positivism refers to the theories which epistemologically reject positivism while positivism holds the idea that the empiricist observation of the natural sciences can be applied to the social sciences. Trochim (2020, para.5) throws more light on the above that post-positivism is a wholesale rejection of the central tenets of positivism. It wasn't a slight adjustment to or revision of positivist position. He submits that scientific reasoning and common sense reasoning are the same. There is no difference between how a scientist reason and our reasoning in everyday life. Hence, there is no difference in kind but the observable difference is in the degree.

Scientists, for example, follow specific procedures to assure that observations are verifiable, accurate and consistent. In everyday reasoning, we don't always proceed so carefully in doing things but we take caution. Let's think of the way most responsible parents keep continuous watch over their infants, noticing details that non-parents would never detect. Post positivist theories do not attempt to be scientific or a social science. Instead, they attempt in-depth analysis of cases in order to "understand" phenomena by asking relevant questions to determine in what ways the status-quo promote certain human conditions.

Supporting this theory, Baran & Davis (2010,p. 12) aver that the goals of post positivist theory are seen in explanation, prediction, and control and in this, one can see the connection between this kind of social science and the physical sciences. For example, researchers who want to explain the operation of political advertising, predict which commercials will be most effective, and control the voting behavior of targeted citizens, would of necessity, rely on post positivist theory. They submit further that social science is often controversial because it suggests causal relationships between things in the environment and people's attitudes, values, and behaviors. In the physical sciences, these relationships are often easily visible and measurable. In the study of human behavior, however, they rarely are. Human behavior is quite difficult to quantify, often very complex, and often goal oriented.

In a more clearer form, Alakwe (2010, p. 3) submits that the rejection of positivism was triggered by equating positivism with quantitative research methods without a consideration for the philosophical underpinnings and the belief that qualitative methods can also be useful in scientific inquiry. According to Trochim (2020, p.6), one of the most common form of post positivism is a philosophy called critical realism. The critical realists hold the view that there is a reality outside our thinking that science can study. However positivists too are realists but the discrepancies lie in the fact that post positivist critical realists recognizes that all observation is fallible and has error and that all theory from such experimentation and observation can be revised. This is in line with the general understanding of researchers that research produces theory and theory provokes another research which eventually leads to formulation or revision of theories.

Furthermore, the positivist believed that the goal of science was to find out the truth, the post positivist held the view that the goal of science was to hold tenaciously to the goal of getting it right. Hence, a proposition that triangulation, multiple measures and observations should be employed in the course of a research. In this case, different methods of investigation would compensate for a particular method's weakness. This is the way to achieve objectivity when we triangulate across multiple fallible perspectives.

The Confluence of Positivism and Scientific Research

There is a strong link between positivism which is a research philosophy and scientific research. Generally, the end product of every research endeavor is to generate a theory and theories that are consistent with other validated laws, principles, or propositions have some philosophical bases which are related to a general body of knowledge and they are amenable to research, investigation and further validation (Nwankwoand Emunemu,.2015, p. 93). Meanwhile positivism is a scientific approach to research that provides detailed explanation of the world phenomena. This could be further explained diagrammatically below:

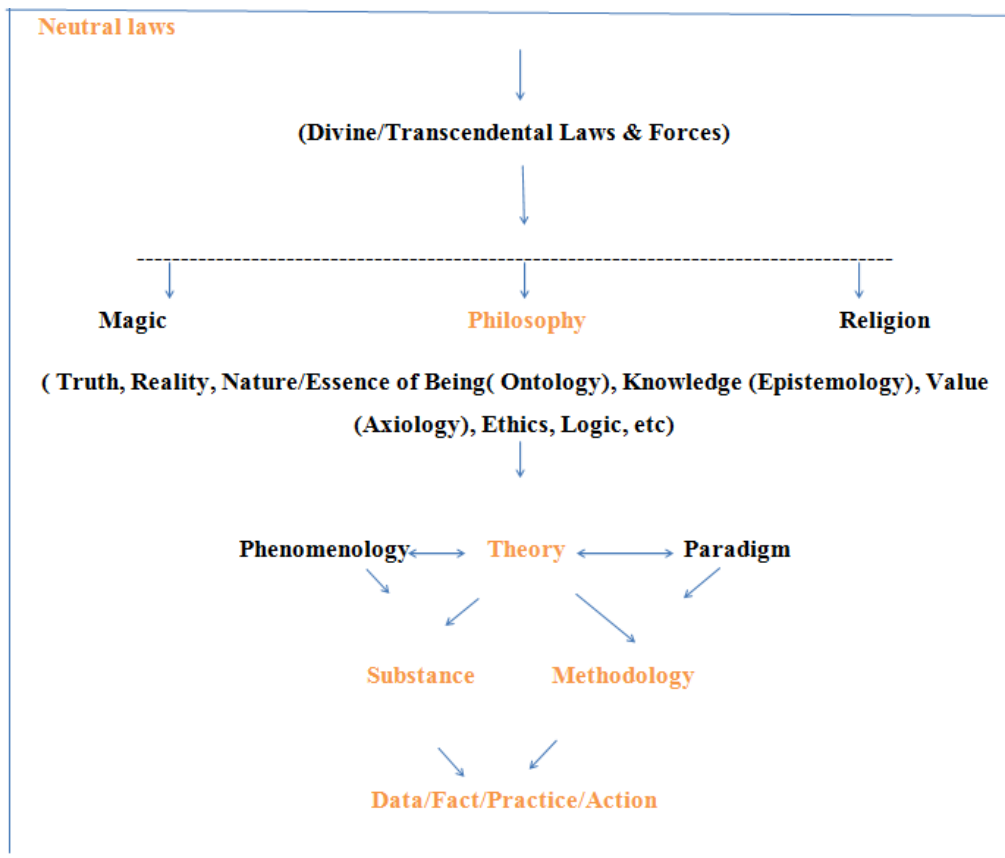


Fig. 1: A simplified Diagram on the connection between Theory and Philosophy [Adapted from Nwankwo and Emunemu (2015, p. 93)]

Furthermore, citing from Neurathand Fadhel, Mojeed, (2019) posits that the fundamental characteristics of research can normally be situated within the Positivist paradigm and they are as follow:

- belief that theory is universal and generalizations can be made across contexts;.
- assumption that context does not matter;
- the conviction that research discovers truth or knowledge;

- the belief that cause and effect can be distinguished and analytical;
- the conviction that inquiry results can be quantified;
- the belief in the scientific research method;
- employs empirical or analytical approaches;
- goal of finding out fact;
- believes in the ability to observe knowledge;
- the ultimate aim of the researcher is to establish a comprehensive universal theory, to take human and social behavior into account;and
- scientific method application.

Criticism and Shortcomings of Positivism

Business Research Methodology (n.d, para. 5), Bansal (2008, para. 7), and Mojeed (2017, p. 124) put forward the following disadvantages and criticism of positivism:

Firstly, positivism relies on experience as a valid source of knowledge. However, a wide range of basic and important concepts such as cause, time and space are not based on experience.

Secondly, positivism assumes that all types of processes can be perceived as a certain variation of actions of individuals or relationships between individuals.

Thirdly, adoption of positivism in business studies and other studies can be criticized for reliance on status quo. In other words, research findings in positivism studies are only descriptive, thus they lack insight into in-depth issues.

Fourthly, positivism placed emphasis on universalism. Universal laws postulated by positivist have seldom been found to be universal in reality.

Fifthly, positivism has been criticized from hermeneutical sciences which states that human imagination and human interpretation are important part of social processes not recorded nor recordable quantitatively

Sixthly, positivism is considered by few people as a fundamental misunderstanding of social reality and it has failed to consider the historical and social conditions affecting the representation of society.

Seventhly, critical rationalists believe that making a pure observation is impossible. Positivism is not a suitable foundation for creating scientific theories. Critical rationalists believe that observation is always made within a frame of reference, with certain expectations in mind.

Media and Communication Studies,Quantitative(Positivism) and Qualitative(Interpretative) Methods of Inquiry

Communication researchers over time had wanted to systematically study the social world, they employed the physical sciences for their model. Those in the physical sciences -physics, chemistry, astronomy, etc. believed in positivism,that is,the idea that knowledge could be acquired only through empirical, observable, measurable phenomena examined through the scientific method (Baran& Davies, 2010, p. 12).

Comte's position is that for knowledge to be termed authentic, it must be scientific and thus must emerge strictly from positive affirmation of theories through the gathering of observable, empirical and measurable data which is subjected to specific principles of reasoning.

This view is in line with current research practices in the discipline of media and communication where societal phenomenon is identified, observed, measured and analyzed using statistical methods. This approach emphasizes the importance of positivism as a school of philosophy in knowledge inquiry in the social sciences and in this context, to the field of media and communications (Alakwe, 2017,para . 7)

As a result, social scientists were committed to the scientific method practice ofpost positivist theory. This theory is based on empirical observation guided by the scientific method, but it recognizes that humans and human behaviors are not as constant as elements of the physical world. In other words, positivism favoursquantitative approach to research to the detriment of qualitative approach. This is where the positivist and the post positivist disagreed. However, media and communication research can be situated in both ways. Zukauskas, Vveinhardt and Andriukaitiene (2018, para.23) confirm the usefulness of the both research approaches thus:

The basic (quantitative and qualitative) research philosophy is based on the perception of research data significance, importance for the public and the principle of objectivity. In order to eliminate subjectivity and guarantee reliability and the possibility of further discussions, quantitative research finding are based on conclusion (statistical generalization) and qualitative contextual understanding (analytical generalization). Both research results are presented in detail openly showing the research organization and implementation process.

Furthermore, both qualitative and quantitative data gathering and data reporting proposed for in communication and media research would reduce the disadvantages inherent in any of the approaches. In fact, mixed method design is growing more in popularity and is a way to combine the strengths of both qualitative(Analytical) and quantitative (Positivism) research while at the same time compensating for the weaknesses of

each other (Nwankwo&Emunemu, 2015, pp. 151-152). That is, quantitative research design which is positivism oriented and use of numbers can be strong as it allows greater precision in reporting results in those areas where qualitative research design which is interpretative in nature is weak and vice versa. The combination of the two methods would give two sets of strengths while also compensating for the weaknesses of each other. Supporting the assertion, Wimmer and Dominick (2011, p. 49) submit that:

Most researchers have now come to realize that both methods are important in understanding any phenomenon. In fact, the term triangulation, commonly used by marine navigators, frequently emerges in conversations about communication research. If a ship picks up signals from only one navigational aid, it is impossible to know the vessel's precise location. However, if signals from more than one source are detected, elementary geometry can be used to pinpoint the ship's location. ... the term **triangulation** refers to the use of both qualitative methods and quantitative methods to fully understand the nature of a research problem.

Moreover, despite the differences that might be spotted in the two approaches, Wimmer and Dominick (2011, p. 118) still posit that the two approaches could be used in order to understand the phenomenon better because the qualitative approach focuses more on depth while the quantitative approach focuses on breadth. It is safe to therefore employ these combined methodology for Media and communication research in order to have a robust investigation and better understanding of the phenomenon at hand.

They further hint at the difference between qualitative and quantitative research approaches lies in the questioning style, the former is flexible while the latter uses standardized questioning method. Punch cited in Nwankwo&Emunemu(2015, pp. 152) lends weight to the use of mixed method design by suggesting that:

the...quantitative research brings the strength of conceptualising variables, profiling dimensions, tracing trends, and relationship, formalizing comparisons and using large and perhaps representative samples . On the other hand, qualitative research brings the strength of sensitivity to meaning and context, local groundedness, the in-depth study of small samples, and greater methodological flexibility which enhances the ability to study process and change.

The above explanation suggests further the place and the beauty of mixes methods of enquiry in communication and media studies where two set of strengths are combined and compensate for each other's weaknesses. In view of scholarly submissions in favour of the adoption of a mixed method for media and communication studies, Prosek (2019, p. 8) declares that quantitative data lend well to outcome measure while qualitative data are useful for the understanding of the functioning of the phenomenon. In a nutshell, a combination of qualitative and quantitative method approach create the best picture of a phenomenon (Patton cited in Prosek, 2019, p. 5)

II. Conclusion

It clear that the positivistic paradigm has a significant place in generating scientific knowledge in both natural and social sciences. Positivism as a research paradigm of inductive research strategy with its particular ontological and epistemological assumption exerts significant influence on the methodology to be used in research. Positivism as a research philosophy in spite of its shortcomings could still be located or applied to Media and communication research. Also, among media professionals, principles of objectivity in the delivery or their duties is ensured. Positivism promotes the notion of fairness and accuracy. However, for a robust inquiry into media and communication phenomenon, a further step needs to be taken to incorporate qualitative inquiry in the field of communication and media studies in order to create the best picture of a phenomenon, that is, as an interpretative paradigm that provides how to understand how people in everyday natural settings create meaning and interpret the events of their world.

References

- [1]. Alakwe, K. O .(2017). Positivism and knowledge inquiry: From scientific method to media and communication research. Science Arena Publication Specialty Journal of Humanities and Cultural Science. 2017, Vol, 2 (3): 38-46 Retrieved from www.sciarena.com on 21/02/2021
- [2]. Bansal, P(2008). Positivism and its critique. <https://abhipedia.abhimanu.com/Article/sociology/MTAzNjM3/Positivism-and-its-critique--Fundamentals-Of-Sociology-sociology> on 11/03/2021
- [3]. Baran, S. J. & Davis, D. K.(2010) Communication theory -Foundations , ferment and future, 6th Edition. Australia: WADSWORTH CENGAGE Learning.
- [4]. Business Research Methodology(n.d). Positivism research philosophy. Retrieved from <https://research-methodology.net/researchphilosophy/positivism/#:~:text=In%20positivism%20studies%20the%20role,that%20lead%20to%20statistical%20analyses> on 02/03/2021
- [5]. Feigl, H.(2021). Positivism. Retrieved from <https://www.britannica.com/topic/positivism> on 05/03/2021 <https://deepaktriplibrary.wordpress.com/2008/01/21/the-relevance-of-positivism-in-social-science/> on 05/03/2021
- [6]. Ihebuzor, A. L(2014). Introduction to sociology of communication. Ibadan: College Press, Lead City University.
- [7]. Johnson, J.(2012). Understanding mass communication research. Lagos: Covenant Shol

- [8]. Mojeed, I.(2019). Understanding positivism in social research: a research paradigm of inductive logic of inquiry. *International Journal of Research in Social Sciences* Vol.9 Issue 11, November 2019, ISSN: 2249-2496 Retrieved from <http://www.ijmra.us> on 03/03/2021
- [9]. Nwankwo,J.I., and Emunemu,O.B.(2015). *Handbook on research in education and the social sciences*.Ibadan: Giraffe Books.
- [10]. Paper, S and Tripathi.D. (2003). The relevance of positivism in social science. Retrieved from
- [11]. Sultana, A. M (n.d).A distinction between 'positivism' and 'post positivism. Retrieved from https://www.cbpbu.ac.in/userfiles/file/2020/STUDY_MAT/POL_SC/28-05-20/POITIVISM-%20POST%20POSITIVISM-converted.pdf on 02/03/2021
- [12]. Prosek, E. A.(2019). An introduction to mixed methods design in programme evaluation. ISSN: 2150-1386 (Online) *Journal homepage*, DOI:10.1080/21501378.2019.1590688. Retrieved on October 19, 2021 from <https://www.tandfonline.com/loi/uore20>
- [13]. Trochim,M.K.(2020).Positivism and post positivism. Retrieved from <https://conjointly.com/kb/positivism-and-post-positivism/on-21/02/2021>
- [14]. Zukauskas, P., Vveinhardt, J., and Andriukaitiene, R. (2018).Philosophy and paradigm of scientific research. *IntechOpen* .Retrieved from <https://www.intechopen.com/books/management-culture-and-corporate-social-responsibility/philosophy-and-paradigm-of-scientific-research> on 03/03/2021
- [15]. Wimmer, R.D & Dominick, J. R (2011).*Mass media research.An introduction*, 9th Edition.WadsworthCengage Learning
- [16]. Wimmer, R.D & Dominick, J. R (2014).*Mass media research.An introduction*, 10th Edition.WadsworthCengage Learning