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**Methodology**

Proposed topic: Memes and News Headlines: A solution to Filipino’s reading comprehension or a factor to the problem?

The study will use corpus-based analysis to investigate the implications of memes and news headlines on Filipino’s reading comprehension. In this method, the data will be collected from a corpus of 50 public comments under 5 different meme original posts from Facebook, and 50 public replies under 5 different News Headlines posted on Twitter. The study deemed it necessary that qualitative analysis is appropriate to analyze how memes and news headlines determine if it’s going to be the solution or not for Filipino’s reading comprehension.

The data will be manually analyzed aided by spreadsheets. For memes, to measure if the commenter grasped what the memes originally convey, the researcher will seek out the original poster of the meme to ask about the meme and its explanation. It will be ten comments per meme. For news headlines, the researcher will summarize each respective news article and analyze the replies collected if they match or not. Since most of the news headlines are baits and not necessarily related to their content. It will be ten replies per news headline.

Table 1: Memes

|  |  |
| --- | --- |
| Meme1 | What is the meme trying to convey (from the original poster) |
| comment1 | Did the comment grasp what the meme is trying to convey? (Did they respond positively/negatively like they were supposed to? etc.) |
| comment2 |  |

Table 2: News Headlines

|  |  |
| --- | --- |
| News Headline1 | Summary of the news article |
| reply1 | Did the reply convey that they understood the headline by reading the entire news article? |
| reply2 |  |