

DE LA SALLE UNIVERSITY

AN ADAPTATION OF LYNCH-BOUCHER TECHNIQUE OF CONTENT ANALYSIS IN THE IDENTIFICATION OF THE TRADITIONAL FILIPINO VALUES

A Thesis

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A B S T R A C T

What makes a Filipino a Filipino is a question which social scientists have been trying to answer for the past decades. Part of the answer lies in knowing the values which the Filipino holds. This paper presents a technique by which such values could be systematically analyzed.

To exemplify the use of the technique, local studies on Philippine cultural values are presented. This is followed by a critical comparison of techniques evolved by foreign authors against the technique developed by Lynch and Boucher (of which this study is closely patterned). A discussion is also presented with regard to the values identified in this study as well as the type of people who accept these values.

