

2. Campaign Thesis

- Advertising campaign, PR campaign
- It requires an output (video, collaterals)
- It has a research component-the campaign is based on the research
E.g. To increase awareness on MTRCB to parents, etc., do a survey if they are aware, then promote awareness; produce campaign materials.

3. Video Production Thesis

- What you will shoot should be research-based

Examples:

- The reason on why there's a decline of farmers in Nueva Ecija
- Film/short film about the youth in Boy's town
- Coffee Table book
- Information Manual on Reference Modules

Sources:

<https://www.formpl.us/blog/applied-research>

Gallant, George. *Video Production as a Pedagogical Tool For 21st Century Learners*. ROYAL ROADS UNIVERSITY May, 2014.

<https://research-methodology.net/research-methodology/research-types/applied-research/>