CHAPTER THREE
METHODOLOGY

This chapter describes the research methodology including: (1) the subjects, (2) the materials, (3) the procedure used in data collection, and (4) the data analysis.

3.1   SUBJECTS

This research was a cross sectional study mainly focusing on investigating the reasons why working men and women in Silom sub-district decided to read or not to read mobile phone user manuals. The population in this study were men and women who worked in Silom sub-district, and 100 respondents were selected by using non-probability sampling, the accidental sampling method. This group of working people was the focus because they had their own income and could buy mobile phones. Moreover, the area, "Silom sub-district", was framed due to its location where a number of governmental and private organizations are situated. As a result, its diverse population was a salient attribute which facilitated the process of data collection by distributing questionnaires to the respondents who were working in the target area.

3.2   MATERIALS

To complete this study, the questionnaires were developed as the research instrument and were distributed to people who were working in Silom sub-district by accidental sampling. That is, each working man and woman who was working in government organizations or private organizations in Silom area were approached by volunteers who had been contacted by the researcher. Those who had an interest in the study were invited to join the research project.

This questionnaire was divided into four parts as follows:

Part 1:   General information of respondent

This part focused on getting general information of the respondents which included gender, age, level of education, occupation, and level of income per month.

Part 2:   Information about mobile phone usage and the manual reading behavior of respondents

The second part, which consisted of nine items, was designed to collect the information about the behavior of working people in Silom sub-district in using mobile phone and reading mobile phone user manuals. In this part, the respondents were asked about their mobile phone usage (question no. 6 and 7) and their manual reading behavior (question no. 8-14). In addition, this part was further separated into two sub-parts. Namely, questions 9-12 were for the respondents who read the manuals to answer, whereas questions 13-14 were for those who did not read the manuals.

Part 3:   Factors motivating respondents to read user manuals for mobile phones

The third part was formulated by using a five-point Likert scale to find out the motivating factors in the mobile phone manuals which influenced the subjects to read the user manuals. As stated in the definition of terms, the motivating factors in this study were content, language, manual size, font size, font style, binding of manual, illustrations, symbols, and color. Therefore, this part of the questionnaire consisted of 18 items, all of which involved the motivation factors being studied.

Part 4:   Other suggestions for improving mobile phone user manuals

This part provided a blank space for respondents to give their suggestions in improving manual quality.

Before being distributed, the questionnaire was pilot tested with 20 people who were comparable with the subjects in this study and adjusted according to the comments. Then 100 copies of the questionnaire were sent to the volunteers who agreed to distribute the questionnaire to the respondents.

3.3   PROCEDURE

3.3.1   Research Design

This research study is a cross-sectional design to identify the reasons why working people in Silom sub-district decided to read or not to read user manuals for mobile phones

3.3.2   Data Collection

All of the questionnaires were returned two weeks after being distributed. Ten copies were incompletely answered, so 10 additional copies were sent to the volunteers again and received five days later.

3.4   DATA ANALYSIS

After 100 copies of the questionnaires were collected, the Statistical Package for Social Sciences (SPSS) program version 11.5 was used to analyze the data by using frequency, percentage, and mean. Moreover, a Likert scale was used in data analysis. The rating was based on five-point Likert scale. The criteria and meaning are described as follows:

Most influential	=	5 points
Very influential	=	4 points
Moderately influential	=	3 points
Slightly influential	=	2 points
Least influential	=	1 point

The interval scale of each level of influence was calculated by the formula below:

$$\text{Interval} = \frac{\text{Range (R)}}{\text{Class (C)}}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

Then the mean value of data derived from each statement was interpreted according to the range below:

4.21-5.00	=	Most influential
3.41-4.20	=	Very influential
2.61-3.40	=	Moderately influential
1.81-2.60	=	Slightly influential
1.00-1.80	=	Least influential

After that the data was completely analyzed and described in both the explanations and the tables in the next chapter.