

CHAPTER THREE

METHODOLOGY

This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data, and (4) the data analysis.

3.1 SUBJECTS

In this study, the respondents were the parents of the schoolchildren at a school in Bangkok. One-hundred and five parents were selected as subjects of this study by using the accidental sampling technique. They were 25 parents of the students in each Grade ranging from Grade 1 to Grade 6. The subjects or respondents consisted of parents who came from different backgrounds. The aspects of the backgrounds shown in the results were gender, age, education level, occupation, and monthly household income.

Most respondents (68.70%) were females, and 60.00% of the respondents were aged between 31 to 40 years old. Most of them (49.30%) graduated with secondary school, vocational certificate and diploma while private company officers were the occupation of the majority (24.70%). Most of the respondents (65.30%) had a monthly household income less than 20,000 baht.

3.2 MATERIALS

The purpose of this section was to describe the materials and techniques employed in the gathering of the data. The research instrument in this study was a questionnaire. The guidelines from books, website article, and research studies were used to create the questionnaire which was divided into 3 parts.

Part 1 included both close-ended and open-ended questions asking demographic information of the respondent. The demographic information consisted of gender, age, education level, occupation, and monthly household incomes.

Part 2 included parents' knowledge of junk food and parents' awareness of the harmful effects of children's junk food consumption. In the part of the parents' knowledge of junk food, parents' knowledge of the kinds and the nutritional values of junk food was measured. Regarding the part of knowledge about the kinds of junk food, the various kinds of food including both junk food and non-junk food were included in this part in order to assess the parents' real understanding, but the research brought only the parents' answers on junk food to analyze. For the part of knowledge on the nutritional value of junk food, the answers to the questions in this part reflected the real knowledge of nutritional value of junk food. The answers to each question in the part of knowledge of the kinds and nutritional value of junk food was in the form of 'Yes', 'No', and 'Undecided'. The part on the parents' awareness of the harmful effects of children's junk food consumption used the Likert's scale in the data analysis, and the answers to each question in this part was in the form of 'strongly agree', 'agree', 'undecided', 'disagree', and 'strongly disagree'.

Part 3 of the questionnaire was used to measure the parents' concerns about their children's junk food consumption. The answers to each question in this part was in the form of 'Yes', 'No', and 'Undecided'.

The questionnaire was test-piloted on 5 subjects who were parents of schoolchildren, all of whom were comparable with the subjects of this study. They were asked to answer the questionnaire in order to evaluate its contents, indicate unclear terms, and give comments on the questionnaire in general. Then, the questionnaire was revised by using the information and comments attained from the pilot test.

3.3 PROCEDURES

This section describes the procedure for

3.3.1 Research Design

This study used the accidental sampling technique in the sampling procedure. The expected participants in this study were 150 parents of schoolchildren at a school in Bangkok.

3.3.2 Data Collection

The data collection was conducted from the middle to the end of December 2008, a total period of 2 weeks. One hundred and fifty sets of the questionnaire were distributed to the subjects of the study through their schoolchildren. Then, the schoolchildren returned the completed questionnaires to a teacher who was part of the research network. On the cover page, the respondents were informed about the purpose of this study and provided with instructions to answer the questionnaire. When the required number of returned questionnaires was not completely received, new copies of the questionnaire were re-distributed to other respondents until the number of returned questionnaires was a total of 150 sets.

3.4 DATA ANALYSIS

The Statistical Package for Social Science (SPSS) program, version 13.0 was used to analyze the data or output of the questionnaire. Statistical methods were used in this study to clarify the research questions as follows;

3.4.1 Frequency and Percentage were used to analyze the answers contained in the questionnaire Part 1, Part 2, and Part 3

3.4.2 To analyze the answers to Part 2, which measured the parents' awareness of the harmful effects of children's junk food consumption, the Likert Scale was used in the data analysis. The rating of the parents' awareness was based on a five point scale, as follows:

Answer to Part 2	Rating Score (Point)
Strongly agree	5
Agree	4
Undecided	3
Disagree	2
Strongly disagree	1

Then, the mean score obtained from each statement was interpreted according to the following range of the degree of awareness:

Mean Score	Degree of Awareness
4.21-5.00	Highly aware
3.41-4.20	Aware
2.61-3.40	Undecided
1.81-2.60	Unaware
1.00-1.80	Highly unaware

After the data analysis, the study results were then reported in Chapter Four.