

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

The subjects of this survey were 100 Thai parents in Bangkok area with children aged 0-3 years or children aged more than 3 years or without children or plan to have children. Due to time constraints, these subjects were selected from parents who worked in major business areas of Bangkok such as Silom, Sathorn, Sukhumvit area, by using accidental sampling method.

3.2 MATERIALS

The instrument for the survey was a self-administered questionnaire. The participants were asked to answer a 25-item-questionnaire. The questionnaire was divided into four parts and designed to explore their opinion. In part one, which consisted of six questions, the respondents were asked to fill out their personal data. In part two, which consisted of eleven questions, they were asked to express their opinions towards the importance of pre-kindergarten schooling. In part three, which had six questions, they were asked to express their major considerations in choosing a pre-kindergarten school for their children. In the last part, which had two open-ended questions, they were asked to express their opinions on the advantages and disadvantages of pre-kindergarten schooling.

Before the distribution of the final version questionnaire to respondents, the questionnaire was pilot-tested with 10 parents in order to check their understanding of messages in the questionnaire. Then it was adjusted according to the comments.

3.3 PROCEDURES

This section describes the procedure for collecting required data.

3.3.1 Research Design

This study was a cross-sectional descriptive design using the accidental sampling technique. The instrument for this survey was a self-administered questionnaire. The 25-item-questionnaires were distributed to 100 participants who were parents who worked in Bangkok.

3.3.2 Data Collection

200 questionnaires were distributed by hand and email to Thai parents who lived in Bangkok but focused only on parents who work in major business areas (Silom, Sathorn, Sukhumvit area). Fifty questionnaires were distributed in soft file format through email. The respondents were informed about the objectives of this study and estimated return date verbally or written format on the cover page of questionnaire. The 100 completed questionnaires were returned within two weeks after being distributed. Printed format questionnaires were collected while soft file format ones were returned by email.

3.4 DATA ANALYSIS

After all questionnaires were completed, all data was entered and calculated to find percentage, frequency, mean by SPSS V.11 program in order to analyze the data.

3.4.1 Frequency and percentage calculation were used to analyze parents profiles (Part 1)

3.4.2 Likert Scale was used to analyze parents' opinion on the importance of pre-kindergarten schooling (Part 2) and Parents' consideration in choosing pre-kindergarten schools for children (Part 3). Five-point Likert scale was used to analyze the data. The rating can be described as follows:

Strongly agree	=	5 points
Agree	=	4 points
Neither agree nor disagree	=	3 points
Disagree	=	2 points
Strongly disagree	=	1 point

To analyze and interpret the data and mean score obtained from each statement, the level of agreement was divided into 5 levels:

1. Strongly agree	Mean score	= 4.30 – 5.00
2. Agree	Mean score	= 3.50 – 4.29
3. Neither agree or disagree	Mean score	= 2.70 – 3.49
4. Disagree	Mean score	= 1.90 – 2.69
5. Strongly disagree	Mean score	= 1.00 – 1.89

In summary, this chapter has shown the methodology of this research concerning subjects, materials, procedures and data analysis. In the next chapter, the research results will be presented.