CHAPTER THREE
METHODOLOGY

The research methodology in this study contained with the details concerned the subject of the study, materials, procedures, and data analysis.

3.1 SUBJECTS

The subjects of this study are eleven Thai teachers who teach English at RMUTTO, Chakrabongse Bhuvanat Campus.

3.2 DATA COLLECTION

3.2.1 INSTRUMENTS

3.2.1.1 Material

In this study, the questionnaires are used as the research instrument and the following secondary resources had been studied for the preparation of the questionnaire.

a. The present curriculum of the English language at the university level and the course books used in the university
b. The text books, periodicals, articles, research studies and report in Thai and English related to the use of instructional media in teaching English.

3.2.1.2 Instrument construction

The questionnaire for the survey study consisted of four main parts:

Part I: General Information about the respondents in the form of the check list and gap filling.

Part II: The use of instructional media in the form of check list, gap filling and rating scale in four areas as follows;

(i) Types of instructional media using in teaching English.
(ii) The purposes of the use of instructional media in teaching English
(iii) The limitations in the use of instructional media in teaching English.
(iv) The factors influenced the use of instructional media in teaching English

Part III: The suggestions toward the use of instructional media in teaching English in the form of open-ended question.

3.2.1.3 Instrument validation

The advisor of the study and a few experts in the field of research methodology and TEFL were asked for their comments about the drafted questionnaire in term of:

(1) content validity

(2) the clearness and conciseness of the instructions and survey

(3) the appearance,layout,and sequence of the questions.

Then the questionnaire was improved according to the suggestions given.

3.2.1.4 The pilot study

In order to develop and refine the questionnaire, a pilot study was conducted with thirty teachers at college or university level who were not included in the final sampled group. Then the Reliability Coefficients were compute: Number of cases are 30, Number of items are 102 and Alpha is 0.72.

3.2.2 PROCEDURE

The following steps were taken to collect the data:

3.2.2.1 Distributed the 11 sets of questionnaire and the cover letters, specifying the purpose and significance of the study, and instructions on completing the questionnaire in the mid of February. The date and time of collecting the questionnaire were appointed (not later than three weeks after the delivery date)

3.2.2.2 Collected the questionnaires at the university on the appointed date and time.

3.3 DATA ANALYSIS

The SPSS (Statistical Package for the Social Science) for Windows program was utilized to calculate the means, standard deviations, and frequencies as follows:

3.3.1 Calculated the percentage of the returned questionnaire.

$$\text{Percentage} = \frac{\text{the total number of the returned questionnaire}}{\text{The total number of the delivered questionnaire}} \times 100$$

3.3.2 Categorized and calculated the data from Part I of the questionnaire to find the frequencies and percentage value. The scores presented the demographic information and the experience and skills of the use of instructional media of the studied group.

Percentage = the frequencies of the responses in an item x 100

The total number of the responses

3.3.3 For Part II which was the rating scales, the mean **($\bar{X}$)** and the standard deviation (S.D.) of the scored were computed and the range of scores was describe as follows:

The level of the use of instructional media;

Scale Value	**Level of Performance**
2.51-3.0	often use
1.51-2.50	sometimes use
0.51-1.50	rarely use
0-0.50	never use

The level of the purposes when using instructional media;

Scale Value	**Level of Performance**
2.51-3.0	often use
1.51-2.50	sometimes use
0.51-1.50	rarely use
0-0.50	never use

The level of the problems when using instructional media;

Scale Value	**Level of the problem**
2.51-3.0	High
1.51-2.50	Medium
0.51-1.50	Low
0-0.50	None

The level of the factors influencing the use of instructional media;

Scale Value	**Level of influence**
2.51-3.0	High
1.51-2.50	Medium
0.51-1.50	Low
0-0.50	None

The formulas for the calculation were:

$$\overline{X} = \frac{\sum fX}{N}$$

$\overline{X}$ = the mean of scores

$\sum fX$ = the sum of scores

N = the sum of the response

$$S.D = \sqrt{\frac{[\sum fX^2]}{N} - \frac{[\sum fX]^2}{N}}$$

S = standard deviation

$\sum fX^2$ = the square of the sum of scores

$\sum fX$ = the sum of scores

N = the sum of the response

3.3.4 Conclusions of the results of the study will be summarized and the data results of the study presented in tables, figures, and descriptions.