

## **CHAPTER THREE**

### **METHODOLOGY**

This chapter explains the research designs in this study which are

- 3.1 The subjects
- 3.2 The materials
- 3.3 The procedures used in the collection and analysis of the data
- 3.4 The data analysis

#### **3.1 SUBJECTS**

The population of the survey was the parents whether they are fathers, mothers, grandparents, siblings or non-relative guardians who residing in a family with children in the Bangkok area. Parents will be classified into three groups pertaining to their children's age ranges:

- A. Parents of pre school children to elementary children (0 year to 6 years)
- B. Parents of primary children (6 years to 12 years)
- C. Parents of pre-teenage to early teenage children (12 years to 18 years)

#### **3.2 MATERIALS**

A self-administered questionnaire, designed by integrating the contents from documents, textbooks and research reports related to the objectives of the study, was developed as the instrument for data collection in this survey. From primary sources, data was collected through 180 questionnaires distributed to parents in the food centers at department stores and market places in Bangkok. The questionnaire comprised of 35 questions divided into five groups as designed below:

- Part 1 contained 10 closed-ended questions to explore the demographical

data of the parents in terms of their children's age range, education, relationship with children, average hours per day watching television of parents and their children, television set in children's bed room and belief of televisions influence on children.

- Part 2 was designed to measure the understanding and knowledge of parents regarding the Thai television rating system by asking 5 closed-ended questions. The questions were about the labels of each rating; Gor Gai (ก), Dor Dek (ด), Thor Taharn (ท), Nor Nhu (น) and Chor Ching (จ). The parents were supposed to give correct answers to all questions provided.
- Part 3 contained 10 Likert scale questions to collect information about parents' usage of the rating in terms of frequency and manner of use. The respondents ticked the blank space provided to indicate the frequency of usage. The ranks were identified as Always, Often, Sometimes, Rarely and Never.

Rating score	Interpretation of the score
5	Always
4	Often
3	Sometimes
2	Rarely
1	Never

- Part 4 was designed to measure parents' satisfaction and attitudes toward ratings in terms of its functionality and effectiveness through 5 items of Likert scale questions. In this part, the respondents indicated their attitude toward the rating effectiveness, reliability, contribution to decision making with the degree of feeling. The degree ranks were Very much, Much, Undecided, Little, and Not at all.

<b>Rating score</b>	<b>Interpretation of the score</b>
5	Very Much
4	Much
3	Maybe
2	Little
1	Not at all

- Part 5 is for collecting comments that parents require from the TV rating system through 4 rankings of the most urgent matters which the respondents wish to be improved.

Ten questionnaires were pre-tested with a pilot group who were not the parents in the real subject group. The results returned enabled a revision of some minor errors in spelling, typing and word choices. However, the overall understanding of the questionnaire was acceptable.

### **3.3 PROCEDURES**

#### **3.3.1 Research Design**

The accidental sampling technique was the sampling procedure used in the study. Thus, the expected participants in this study were only 200 parents living in Bangkok area. The sampling was mid-age adults whom can be expected to be fathers and mothers or guardians of children.

#### **3.3.1 Data Collection**

The participants were asked to answer the questionnaire by themselves. The survey was conducted from November 2007 – February 2008. The sampling was from the areas of Onnut, Bangna, Pinklao and Sukhumvit. The main locations for

distributing questionnaires were food centers at department stores; Tesco Lotus Onnut, Central and Big C Bangna, The Emporium Sukhumvit and Tesco Lotus, Pata and Central Pinklao. Moreover, the respondents were questioned at the market places where seating available. They were asked orally if they had children living in their family or not and respondents would be asked further questions only if their answers was positive. Before conducting further questions, the parents were informed by the researcher to stop answering at anytime if they felt uncomfortable.

### **3.4 DATA ANALYSIS**

The data gained from the respondents were analyzed by using the SPSS program (Statistical Package for the Social Science) version 12.0 for statistical analysis. Also, basic statistics were used in the data analysis such as Percentages, Means, and Standard Deviations.

Statistical devices were used in this study to clarify the research hypotheses as follows:

- 1. Frequency Distribution and Percentages** were used to analyze answers in the form of a checklist concerning the sampled parents' demographics such as ages of children under their control, gender, relationship to child, education, television viewing behavior for parents and children, television in a child's bedroom, co-watching and belief of television influence.

- 2. Arithmetic Means and Standard Deviations** were used to calculate the average level of the sampled parents' frequency of usage of the television rating to control their children's viewing and their attitude toward the rating system.

In summary, this chapter illustrated the methodology of this research concerning subjects, materials, procedures, and data analysis.