

CHAPTER THREE

METHODOLOGY

This chapter describes the research design 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 this study was office based staff in MSD (Thailand) Ltd. because they have more communication both via e-mail and FTF channels between employees in the office than field based staff who mostly work outside the company. The total number was about 336 staff, broken down into field based staff (216) and office based staff (120). The study covered 100% of office based staff, which numbered 120 people. Therefore, the sample size in this study was equal to the population.

3.2 MATERIALS

The research instruments in the study were questionnaires distributed to office based employees as mentioned above. The questionnaire was in English only as the employees in MSD (Thailand) Ltd. typically read and write messages in English. Therefore, they were able to answer English questionnaires. The questionnaire was divided into three parts with closed-ended questions. The first part of the questionnaire asked about demographic data such as gender, age, education and length of employment in MSD (Thailand) Ltd. Part two asked about employees' satisfaction with communication via email in terms of quality of information, feedback and communication climate, both at the personal level and the organizational level. The final part, or part three, asked about employees' satisfaction with communication via FTF communication in terms of quality of information, feedback and communication climate, both at the personal level and the organizational level.

A 5-point rating scale was used ranging from “Strongly agree” to “Strongly disagree”. The criteria and meaning of the rating scale is clearly presented in the following table:

Rating score	Interpretation of the score
5	Strongly agree
4	Agree
3	Neutral
2	Disagree
1	Strongly disagree

Satisfaction level	Mean
Extremely satisfied	4.21-5.00
Satisfied	3.41-4.20
Neutral	2.61-3.40
Dissatisfied	1.81-2.60
Extremely dissatisfied	1.00-1.80

3.3 PROCEDURES

3.3.1 Research Design

A cross-sectional design was used for studying this research. A Likert 5-point scale was used to measure the degree of satisfaction of the employees with the communication channel via electronic mail and face-to-face communication.

3.3.2 Data Collection

The design of this study was a cross-sectional survey. The researcher collected data by distributing the questionnaires, the instrument of this study, to 120 office based employees by hand from the fourth week of December 07 to the first week of January 08. The participants were informed about the purpose for conducting this research after the participants returned the questionnaires to the researcher by hand.

3.4 DATA ANALYSIS

The Statistical Package for the Social Sciences (SPSS) version 12.0 was used to analyze the data, including percentage, frequency, scale, mean and mode.

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