CHAPTER THREE

METHODOLOGY

This study aims at studying the videogame playing behaviors of Mathayom 3 male students. 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 population in this study was composed of two groups of Mathayom 3 students. One group was from a private boy's school located on Pramuan Road while another group was from a government boy's school located on Charoenkrung Road. Due to the time constraint and limited resources, only a 150 sample was selected. The accessible sampling method was employed to get a sample of 75 from each school.

3.2   MATERIALS

A questionnaire was the research instrument for this study. It was divided into 3 main parts with closed-ended question formats such as dichotomous, multiple choice and Likert scale questions. The questions in each part were grouped as follows:

The first part consisted of 8 questions asking about the general information about the sample, such as age, school, allowance and their ownership of videogame systems.

Part two covered the sample's gaming habits. It consisted of 12 closed-ended questions most of which only the gamer could answer, so the first question in this part was a contingency question asking the respondent if he was a gamer or not in order to answer the subsequent ones. The respondent who was not a gamer was required to skip some questions and describe their attitudes toward videogame playing in the last parts.

In the last part, the respondents would be asked about their opinions on videogame playing. It consisted of 13 questions to which the Likert scale format was

added to ask for the respondents' opinions, and the non-gamer respondents could answer some of these questions as well. However, in the last question, only the non-gamer would be asked to their reasons for not playing videogames.

3.3 PROCEDURES

Procedures in the study can be divided into 2 topics as follows:

3.3.1 Research Design

150 questionnaires or 75 questionnaires for each school were submitted to the schools' teachers who helped distribute the questionnaires to their Mathayom 3 students. The distribution started on December 20, 2007 and the researcher received all questionnaires back on January 5, 2008.

3.3.2 Data Collection

To collect data, the researcher needed to receive permission from the schools first. Therefore, the letters issued by Language Institute at Thammasat University were submitted to each school to ask for permission. After receiving approval from the headmasters, the teachers of each school would help distribute the questionnaires to their Mathayom 3 students by using the accessible design. Therefore, the researcher gave clarification of any unclear questions to the teachers to assure that they could conduct the survey correctly. The researcher returned to the schools to collect all the questionnaires after two weeks.

3.4 DATA ANALYSIS

The Statistical Package for Social Sciences (SPSS) program version 12.0 was used to analyze the data. Descriptive statistics illustrating frequency and mean were used to present the result findings.

For the questions regarding attitudes toward videogames, respondents gave values ranging from 1-5 for each statement according to the Likert scale format. This range was broken down as follows:

Degree of Agreement	Values for both positive and negative statements
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

The degree of agreement for each statement was indicated by the mean and interpreted from the interval scale on which the mean was. This scale was calculated as follows.

$$\text{Interval Scale} \quad = \quad \frac{\text{Maximum} - \text{Minimum Value}}{\text{Number of Interval}}$$

$$= \quad \frac{5-1}{5} \quad = \quad 0.8$$

Therefore, the attitudes of the respondents towards videogames could be interpreted from the following interval scale.

$\overline{X}$	Degree of Agreement
1.00 – 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Strongly Agree