

CHAPTER THREE

METHODOLOGY

Research designs of this study are explained in this chapter. The designs can be categorized as follows.

3.1 Subjects

3.2 Materials

3.3 Procedures used in the collection and analysis of the data

3.4 Data analysis

3.1 SUBJECTS

The study population comprises Toyota Motor Thailand employees who have taken TOEIC preparation courses provided by company in collaboration with Berlitz Language Center. Since this TOEIC preparation course is provided to employees at supervisory and management levels only, the total number of employees enrolling in this course in the year 2007 was 120 people. Therefore, the sampling size of this study was 100 people which account for 83% of overall registered employees. Simple random sampling was used to draw the study population from list of employees registering for the TOEIC course. Questionnaires were to be sent to employees through the company's e-mailing system.

3.2 MATERIALS

In this study, the materials were divided into two items.

1. The questionnaire is modified from Robb and Ercanbrack's questionnaire, 2004. It consists of 16 items: 12 items concerned questions about the TOEIC preparation course, 3 items deal with questions about English in daily personal life. Respondents will be given 15 questions about their attitudes towards the impact of the TOEIC preparation course on their English language development and they are to indicate the intensity of the impact according to a five-point Likert scale as demonstrated in the tables below.

RATING OF SCORE

| Rating score | Interpretation of the score |
|---------------------|------------------------------------|
| 5 | Strongly agree |
| 4 | Agree |
| 3 | Undecided |
| 2 | Disagree |
| 1 | Strongly disagree |
| | |

MEANING OF SCORE

| Positive level | Mean |
|-----------------------|-------------|
| Extremely positive | 4.21-5.00 |
| Positive | 3.41-4.20 |
| Uncertain | 2.61-3.40 |
| Negative | 1.81-2.60 |
| Extremely negative | 1.00-1.80 |

Questions about the TOEIC course will primarily concern:

1. Curriculum and Content
2. Length of the course
3. Class atmosphere
4. Teaching method
5. Material
6. Reading skill improvement
7. Listening skill improvement
8. Ability to understand communicative English
9. Assignment
10. Pace of the class
11. Practicality of content to be applied in daily work
12. A possibility to gain a higher TOEIC score thanks to the course

Questions about English in daily personal life will be about:

1. English courses taken other than the one given by the company
2. Use of English in daily life
3. Overseas experience

2. A post TOEIC exam was held for employees who finished the TOEIC course so that pre and post TOEIC scores could be compared.

3.3 PROCEDURES

3.3.1 Research Design

To explore and investigate the effectiveness of TOEIC preparation program at Toyota Motor Thailand in terms of an increase in TOEIC scores and employee attitudes towards their own English language development after the training, two methods will be used.

- 1) Pre- and post TOEIC tests will be held to see the effectiveness of the course in terms of TOEIC score increases
- 2) A questionnaire will be the instrument to assess their attitudes towards their English proficiency development after finishing the English programs provided by the company. The questionnaire will include a covering letter informing respondents of purpose of this study and will be handed out to employees who have taken the TOEIC preparation courses provided by the company. The questionnaires filled in by the respondents will be collected by the researcher.

3.3.2 Data Collection

A plan for data collection of TOEIC scores was scheduled to start on November 1, 2007. Distribution of questionnaires was expected to be given out in November 2007 and finished in January 2008. The TOEIC exam was held in March 2008. Therefore, March and April was the duration for data analysis and writing up of the results of this research.

3.4 DATA ANALYSIS

The data analysis was made by using the Statistical Package for Social Sciences (SPSS) version 12 to calculate the frequency, percentage and mean. The hypotheses were tested by using an F-test or One-way ANOVA and t-test.

This chapter presented all the necessary items which were used to elicit the findings or results. They were vital and significantly related to the next chapter showing the results of this study.