

## **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 learners working at Sub-district Administrative Organizations (SAO) in the Department of Local Administration (DLA) throughout the country, who have enrolled in distance English learning through printed and multimedia materials plus a personal tutor provided by JPM Multimedia Co., Ltd. from 2006 until present. The total number was about 1, 598 learners. However, this survey recruited only 10 % of the 1,598 learners. Therefore, the quota sampling technique was used as the sampling procedure in this study. Thus, there were only 150 respondents in this study who were given the questionnaires.

#### **3.2 MATERIALS**

A self-administered questionnaire, which was designed by using documents, textbooks and research reports related to the objectives of the study, was developed as the instrument for data collection in this survey. The questionnaire was divided into 9 main parts. *Part 1* consists of both closed-ended and open-ended questions on personal information of the samples: their gender, age, marital status, education background, and computer experience. *Between part 2 and 7*, closed-ended questions are used to measure learners' satisfaction with the course content, the textbooks and supplementary teaching materials, the personal tutor, the evaluation and testing, the distance learning approach, and the application of knowledge by using the 5-point Likert scale. Then in *Part 8* and *Part 9*, open-ended questions were used to examine the problems that the learners encounter while learning English at a distance from

JPM Multimedia and their suggestions for JPM's English course improvement, respectively.

The overall questions used in part 2 to 7 were developed to find out the degree of learners' satisfaction toward distance English learning. The respondents marked in the blank according to their opinions. The 5-point rating scale, ranging from "Strongly agree" to "Strongly disagree", then, was used. 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            | Undecided                   |
| 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

The quota sampling technique was the sampling procedure used in this study. Thus, the expected participants in this study were only 150 students of the present learners or DLA students of the JPM Multimedia Co., Ltd. since they were able to provide the essential information to achieve the objectives of the study.

### 3.3.1 Data Collection

In order to make the survey reliable and practical, before conducting the survey, the researcher had studied related thesis, books, and questions of other studies. The researcher applied knowledge from such literature reviews to develop the questionnaire of the researcher. Finally, a self-administered questionnaire, which was designed by using documents, textbooks and research reports related to the objectives of the study, was used to collect the data from this specific group of learners. That is, the participants were asked to answer the questionnaire by themselves.

The survey was conducted from June 2007 – February 2008. The copies of the questionnaires were distributed to the target learners through the post after finishing their English course provided by JPM Multimedia. In the cover page, the respondents were informed about the purpose for conducting this research and provided with instructions to complete the questionnaire. The data collection process was that the researcher submitted the postal questionnaire to the learners, and the learners submitted the completed questionnaire by post or fax. In case the required amount of returned questionnaires was not received, new questionnaires would be re-distributed to other learners until the required amount had been met.

## 3.4 DATA ANALYSIS

The data gained from the respondents were analyzed by using 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 Percentage, Mean, Mode, Scale and Standard Deviation, T-Test, and One-way ANOVA.

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

1. **Cronbach's Alpha Coefficient** was used to calculate the reliability of the questionnaire regarding to the items based on a Five-Point Likert Scale.
2. **Frequency Distribution and Percentage** were used to analyze answers in the form of a checklist concerning the sampled learners' demographics such as gender, age, marital status, education background, and computer experience.

3. **Arithmetic Mean and Standard Deviation** were used to calculate the average level of the sampled learners' degree of satisfaction with course content, textbooks and supplementary materials, personal tutor, evaluation and testing, learning approach, and application of knowledge.

4. **T-test Scores** was used to find out the relationship between learners' gender and marital status, educational background, and the degree of their satisfaction with the course.

5. **One-Way ANOVA** was used to find out the relationship between learners' age, and the degree of their satisfaction with the course.

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.