

CHAPTER THREE

METHODOLOGY

This chapter illustrates the methodology used in this study. All procedures can be divided into four topics: (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 target populations of this study were adolescents who were 15-24 years old. However, since this research focuses on cyber love in view of intimate relationships, which is a sensitive issue for Thai people, target populations were limited to adolescents who were legally competent. As a result, this study was carried out on young people aged 18-25 years. With the limited budget and time constraint, the 250 participants living in Bangkok were selected as representatives of adolescents. The quota sampling design was used in this study. All participants were identified as Internet users.

3.2 MATERIALS

The self-completed questionnaire was the instrument of this study composed of four main parts: demographic data, cyber relationship experience, the Internet usage, and attitude towards cyber love. The first part was closed-ended questions asking about demographic information of respondents which were gender, age, education, and occupation. The second and third parts were closed-ended and open-ended questions concerning respondents' experience of cyber relationships and their Internet usage. Finally, a 5-point scale of Likert Scale was used in the last part to examine participants attitudes about cyber love by indicating how they agreed or disagreed with provided statements. A questionnaire pretest was done on 11 persons to test the reliability and understandability of questions.

3.3 PROCEDURES

3.3.1 Research Design

As the technology and social development are moving forward rapidly, to examine adolescents' current attitude towards cyber love, this study used a descriptive cross-sectional design to collect information on young Internet users. A multipart questionnaire consisting of closed-ended questions, open-ended questions, and 5-point scale of Likert Scale was used as data collection instrument.

3.3.2 Data Collection

The research was conducted during December 2007 and January 2008, asking respondents who were willing to participate in the study to complete the self-administered questionnaire. The researcher submitted the questionnaire by hand and returned to collect the questionnaire 15 minutes later. The copies of questionnaires were distributed at three types of area in Bangkok which were:

- Business areas: Silom, Sathorn, Rama I, Rama IV, and Sukumvit road.
- Educational areas: Chulalongkorn University, Thammasat University, Srinakharinwirot University, Chamber of Commerce University, and Bangkok University.
- Shopping area: Siam Square

3.4 DATA ANALYSIS

The Statistics Package for Social Science (SPSS) program version 12.0 was used as statistical device to analyze the data gained from the participants. The descriptive statistics such as frequency, mean, and percentage were examined. In the part of attitudes, each rating scale was interpreted as follows:

<u>Attitudes</u>		<u>Rating Score</u>
Strongly agree	=	1
Agree	=	2
Neutral	=	3
Disagree	=	4
Strongly disagree	=	5

<u>Attitudes</u>		<u>Mean Score</u>
Strongly agree	=	1.00 – 1.80
Agree	=	1.81 – 2.60
Neutral	=	2.61 – 3.40
Disagree	=	3.41 – 4.20
Strongly disagree	=	4.21 – 5.00

In summary, this chapter has described the methodology of this research regarding the subjects, the materials, the procedures used in the collection and analysis of the data, and the data analysis. In the next chapter, the results of the survey are presented.