

CHAPTER THREE

METHODOLOGY

This chapter describes the research methodology and its design and consists of the following sections: (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 the researcher focused on was working men and women who drove a vehicle to their work daily. The samples for this study were single men and women aged between 25-45 years old whose work places are located in Bangkok. The samples were selected from companies located on Rama I Road, Wireless Road, Silom Road, Sathorn Road, Rama III Road, Rama IV Road, Phaholyothin Road, and Bangna Road by using quota sampling design. That is, the researcher selected participants by gender, marital status and age. If the participants were single men or women aged between 25-45 years who drove to work, they could be asked to participate in the study.

3.2 MATERIALS

A questionnaire was the instrument of this study. The questionnaire consisted of closed-ended questions in the first 2 parts and Likert scale in the last part. Moreover, an open-ended question was added to assess the respondents' opinion about traffic regulation compliance.

The questionnaire was divided into three parts as follows:

Part I General Information of the Respondents

The first part consisted of questions about demographic data of respondents that included gender, age, education, and driving experience.

Part II General Knowledge about Some Traffic Regulations and Traffic Signs

In the second part, respondents were asked about general knowledge about traffic regulations, which composed of some traffic regulations and traffic signs.

Questions in this part were taken from Learning Rule and Regulation of Road Traffic (Traffic and Transportation Department, Bangkok, 2003).

One point was given to those who answered a question correctly and 0 was given to a question answered incorrectly.

Part III Driving Behavior of the Respondents

The final part consisted of Likert scale and an open-ended question as the last question. The respondents were asked about their driving behavior from the beginning of this part. Some questions were modified and taken from a research, พฤติกรรมจราจรในเขตกรุงเทพมหานคร, conducted by งามพิศ สัตย์สงวน (งามพิศ สัตย์สงวน, 2545, น. 410-411). Respondents were required to answer questions reflecting their beliefs, behaviors, and opinions. For the positive questions, points from the responses were given as follows:

Very often	= 4 points
Often	= 3 points
Sometimes	= 2 points
Rarely	= 1 point
Never	= 0 point

For negative questions, points from the responses were given as follows:

Very often	= 0 point
Often	= 1 point
Sometimes	= 2 points
Rarely	= 3 points
Never	= 4 points

3.3 PROCEDURES

3.3.1 Research Design

This research study was a cross-sectional design to describe the differences between men and women in complying with driving traffic regulations in Bangkok.

3.3.2 Data Collection

Data collection started from November 26, 2007 and ended on December 28, 2007. Questionnaires were distributed to working men and women who drove a vehicle in the areas mentioned above via the researcher's networks. The questionnaires were gathered back by the networks after the respondents had completed it. The researcher then collected all of the questionnaires back from those networks for editing and verifying for accuracy and completeness before entering the data for analysis using the SPSS program.

3.4 DATA ANALYSIS

The Statistical Package for Social Sciences (SPSS) version 12.0 was used to analyze the data using percentile, frequency, and cross-tabulation.

3.4.1 General Information of the Respondents used frequency and percentile.

3.4.2 General Knowledge about Some Traffic Regulations and Traffic Signs was assessed by knowledge scale and cross-tabulation.

3.4.3 Driving Behavior of the Respondents was assessed by frequency and percentile.

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