

CHAPTER THREE

METHODOLOGY

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 of the study was 120 students aged between 19-22 years old from Phetchaburi Rajabhat University in Phetchaburi province. The sample group was 60 first to third year English major undergraduates from Phetchaburi Rajabhat University. They were selected to complete the questionnaire in the survey.

3.2 MATERIALS

The research instrument of the study was a questionnaire written in Thai and English which consisted of 27 items. The questionnaire was designed to determine the factors affecting the reading habit of English major undergraduates at Phetchaburi Rajabhat University with regard to English language materials.

The questionnaire consists of two parts as follows:

Part I: Closed-ended questions were created to collect both respondents' personal data and that of their parents such as their gender, age, education, parents' occupation and monthly income of parents. The interpretation was:

Frequency for reading English language material

Means	Opinion
4.21 – 5.00	Strongly agree
3.41 – 4.20	Agree
2.61 – 3.40	Neutral
1.81 – 2.60	Disagree
1.00 – 1.80	Strongly disagree

Part II: Five rating Likert's scale questions were used to measure what kind of material they often read and the factors affecting the reading habit of English language material through 3 related topics: competency in English, the reading environment and interest in the materials. The five rating Likert's scales were:

Opinion for reason to reading English materials

Means	Opinion
4.21 – 5.00	Strongly agree
3.41 – 4.20	Agree
2.61 – 3.40	Neutral
1.81 – 2.60	Disagree
1.00 – 1.80	Strongly disagree

3.3 PROCEDURE

3.3.1 Research Design

This study was focused on the factors affecting the reading habits of English major undergraduates at Phetchaburi Rajabhat University with regard to English language material. The researcher chose the English major stream at the university by “purposive.”

In the English major stream, there were 120 undergraduates. Twenty undergraduates from each year of study were drawn randomly. The questionnaire was given to the undergraduates who had an even number. The total of the sample was 60 undergraduates.

3.3.2 Data Collection

Thai questionnaires were given to 60 English major students. The researchers explained the instructions to respondents of first-third year students. The respondents were asked to rate the factors affecting their reading habits of English language material. After completing the questionnaire, the data was fed into a computer and the results were computed.

3.4 DATA ANALYSIS

After collecting the data, it was analyzed by descriptive statistic methods:

3.4.1 Statistical Package for Social Sciences(SPSS) version 10.0.5

3.4.2 Mean and Standard Deviation (S.D.)

3.4.3 F-test

In summary, this chapter has shown the research methodology consisting of the subjects, materials, procedures, and data analysis of the study. In the next chapter, the results of the study will be presented.