

## **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 for this study consisted of American, Japanese, and Thai employees who are working at international organizations in Thailand.

The main reason for choosing American and Japanese employees who were working in international organizations as a sample population is because American and Japanese employees make up the majority of foreigners applying for and receiving work permits in Thailand. According to Ministry of Labor (2007), at the end of 2006, the number of American and Japanese employees who applied for and received work permits in Thailand was 7,234 and 22,976, respectively. However, since there is no record for Thai employees who are working in international organizations in Thailand, a sample population of Thai employees is unavailable in this study.

Therefore, to determine the size of the sample in this research, the method of determining sample size by Taro Yamane was used. The precision level used in this research is  $\pm 5\%$ , so the whole population to be sampled for this research should be at least 400 people (ชานินทร์ คิลป์จารุ, 2548, น. 49). Therefore, the entire sample of 402 people was divided into 134 American employees, 134 Japanese employees, and 134 Thai employees.

#### **3.2 MATERIALS**

The research instruments used to analyze and satisfy the objectives for this study were as follows:

### 3.2.1 Questionnaires

A questionnaire was used as an instrument to analyze in this study because it was less expensive, saved time, and it helped the respondents feel more comfortable when answering sensitive questions in some situations (Kumar, 1999, pp. 110, 114).

The sample population for this research consisted of American, Japanese, and Thai employees, so the questionnaire was in English, Japanese, and Thai. The questionnaire in Thai was designed by the researcher and approved under the guidance of a senior lecturer in a public university. The questionnaire in English was checked by a language expert and the questionnaire in Japanese was translated by Japanese experts. The questionnaire was composed of five parts:

- (1) Personal information and the respondents' level of experience with foreigners.
- (2) The factors that affect intercultural communication success in terms of relationships, communication climates, and time.
- (3) The intercultural communication barriers in terms of communication skills and attitudes.
- (4) Intercultural adaptation in terms of how to improve empathy, to encourage feedback, to acquire social and cultural knowledge, and to increase contact.
- (5) Suggestions from the respondents.

Five copies of the questionnaires were distributed to two American employees, one Japanese employee and two Thai employees who were working in international organizations in Thailand in order to find any problems in the questionnaire as well as to get suggestions from the respondents. After analyzing those problems and suggestions, the questionnaire was revised and tested as a pilot study.

In addition, 30 questionnaires, which were distributed to 10 American employees, 10 Japanese employees, and 10 Thai employees who were working in international organizations in Thailand, were tested as a pilot study during August-September 2007. Cronbach's alpha was used to analyze the reliability of statistics from the pilot study. The score of reliability checking of the pilot study was .804.

### **3.2.2 Personal Interviews**

The personal interview was used for analysis in this research because it provided standardized information, and observation of non-verbal reactions could be used as supplementary information. Questions could also be explained if necessary (Kumar, 1999, pp. 109, 115).

The 20 open-ended questions for interviewing three respondents were prepared by the researcher. The questions were provided in two languages: English for the American and Japanese employees and Thai for the Thai employee. The questions for the personal interview in this study asked about personal information, the respondents' experience of foreigners, relationships, communication climates, time, communication skills, attitudes and the ways to adapt in working with people in different cultures.

### **3.2.3 Documentary Research**

Thammasat University library, Chulalongkorn University library and The Internet were used to find out information as secondary data in order to satisfy the objectives of this study.

## **3.3 PROCEDURES**

The procedures used in the collection and analysis of the study were as follows:

### **3.3.1 Research Design**

Quota sampling was used for this study because it was a very useful technique for reaching the sample from a location wherever a person with the relevant characteristics was selected as a participant in the research until the required sample size had been reached (Kumar, 1999, p. 161).

### **3.3.2 Data Collection**

After checking the reliability of the pilot study, 776 questionnaires were distributed by e-mail, by hand and by post from October 2007 to March 2008 to 69 international organizations in Thailand (see Appendix B).

While 419 questionnaires were returned, some incomplete questionnaires were also discarded. Therefore, only 402 complete questionnaires were used for analysis in this study.

Moreover, personal interviews were conducted in order to support the findings of this study. Three respondents (an American journalist, a Japanese from a travel agency, and a Thai working at a foreign embassy) were interviewed during June – July 2008.

### **3.4 DATA ANALYSIS**

The data collected was both quantitative and qualitative in order to be analyzed in this study:

#### **3.4.1 Quantitative analysis**

The findings of this study were analyzed using Statistical Package for the Social Science program (SPSS) version 12. Frequency, percentage, mean, standard deviation and one-way Analysis of Variance (ANOVA) were presented in order to analyze the findings of the research.

The statistically significant level was labeled at 5% ( $p=0.05$ ) in order to test the hypotheses of this research. If the calculated *p-value* is equal or less than 0.05 ( $p=0.05$  or  $p<0.05$ ), the findings are consistent with the hypotheses. On the other hand, if the calculated *p-value* exceeds 0.05 ( $p>0.05$ ), the results reject the hypothesis.

Likert scale was used to analyze the questionnaire in terms of factors that affect intercultural communication success, intercultural communication barriers and intercultural adaptation.

Table 3.1 explains the five-point rating scales of the questionnaire. The scores for positive questions range from 5-1 and the scores for negative questions range from 1-5.

TABLE 3.1  
RATING SCALES

Degrees of Opinion	Scores	
	Positive Questions	Negative Questions
Strongly agree	5	1
Agree	4	2
Neutral	3	3
Disagree	2	4
Strongly disagree	1	5

The measurement criteria of the rating scales were presented:

$$\begin{aligned}
 \text{Class interval} &= \frac{\text{Range}}{\text{The width of class}} \\
 &= \frac{\text{The highest width} - \text{The lowest width}}{\text{The width of class}} \\
 &= \frac{5-1}{5} \\
 &= 0.80
 \end{aligned}$$

Strongly agree	=	4.21 - 5.00	points
Agree	=	3.41 – 4.20	points
Neutral	=	2.61 – 3.40	points
Disagree	=	1.81 – 2.60	points
Strongly disagree	=	1.00 – 1.80	points

### 3.4.2 Qualitative analysis

Personal interviews were conducted as qualitative analysis in order to verify and support the findings of this study.

In summary, this chapter has shown the details of the subjects of the study- American, Japanese and Thai employees who were working in international

organizations in Thailand. Moreover, the materials of this study were constructed to collect primary data in three languages: English language for Americans, Japanese for Japanese, and Thai for Thai people. In addition, the procedures used in data collection and data analysis and the statistical tools used to analyze the findings of this research were presented in this chapter. In the next chapter, the result of the research will be provided.