

CHAPTER THREE

METHODOLOGY

This chapter illustrates the research methodology used in exploring the opinions on online games in terms of pictures and content, as well as online game playing behaviors among elementary pupils and high-school students.

3.1 SUBJECTS

The population of the survey was elementary pupils and high school students in the Bangsue district. The questionnaires were given to 180 respondents: broken down into 90 elementary pupils and 90 high school students in the Bangsue district.

3.2 MATERIALS

The instrument for collecting data was the questionnaires which included both closed-end questions and opened-end questions. To make the questionnaires more effective; the researcher tested sample groups who were at the elementary and high-school level. Then adjustments were made to unclear wording and irrelevant questions were deleted. Ultimately, there were seventeen questions divided into 4 parts as follows:

Part I: Demographic Information of the Respondents

This part consisted of closed-ended questions and opened-ended questions in order to collect demographic data on the subjects such as gender, age, educational background, and school.

Part II: Online Game Playing Behavior

In the second part, closed-ended questions were designed to measure online game playing behaviors. The questions were about the frequency of online game playing per week, the number of online game playing hours per week and the amount of money spent per week.

Part III: Opinions about Violent Online Games in terms of Pictures

In this part, the respondents looked at pictures and responded to closed-ended questions. Each of the questions contained a Likert-type scale of four levels:

Level	Score Value
Not Violent	4
Slightly Violent	3
Very Violent	2
Extremely Violent	1

Part IV: Opinions about Violent Online Games in terms of Pictures and Contents

This part used closed-ended questions to investigate opinions about violent online games. It also used a Likert-type scale of four levels:

Level	Score Value
Strongly agree	4
Agree	3
Disagree	2
Strongly Disagree	1

3.3 PROCEDURES

The population of the survey was elementary pupils and high school students in the Bangsue district, and the questionnaires were therefore distributed at the elementary schools and secondary schools located in the Bangsue district. The elementary schools were Phadungsitwittaya and Songsermwittaya, and Ratchanantacharn Samsenwittayalai 2 and Phadungsitwittaya were the secondary schools. The questionnaires were distributed not only online game players at the schools, but also at internet shops.

3.4 DATA ANALYSIS

The data was analyzed by using SPSS program (Statistical Package for the Social Sciences) for statistical analysis. Furthermore, to find out the results of each objective, percentage and frequency were used in the analysis.