

CHAPTER THREE

METHODOLOGY

This study is a cross-sectional design, based on the survey approach that attempts to find out the teen novel book reading behavior and its effects on different aspects of life of teenage readers in Bangkok Metropolis. This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data analysis.

3.1 SUBJECTS

The population of this study was teenagers in Bangkok Metropolis, aged between 12 and 18 and studying at secondary school level or high school level. The population must also read teen novel books. Because there are a large number of teenagers in Bangkok Metropolis, cluster sampling (double stage) was used to select the samples of the study.

Stage one: Three districts out of fifty were drawn by using simple random sampling – fishbowl draw. As a result, the chosen districts were Bangkoknoi, Phayathai, and Chatuchak.

Stage two: One school was selected from each chosen district. The selected schools were Mathayom Watdusitaram School, Samsen Withayalai School, and Howang School.

As a result, the students, both at secondary school level and high school level, of the three schools were selected as the samples of the study. Due to time constraints, only 180 samples were selected, 60 of which were from each school.

3.2 MATERIALS

A Thai questionnaire, developed from those of Sujetra's "The behavior of children in Bangkok on reading youth's literary, amusement" (สุจิตรา ศรีสุธีวงศ์, 2544) and of Jirada's "The Study of Behaviors and Effects of Online Game Exposure among

High School Students in Muang district, Nakhonpathom province” (จิรดา มหาเจริญ, 2547), was the research instrument of the study. It was formulated with both closed-ended and opened-ended questions and divided into three parts as follows:

The first part consisted of five questions asking the general information of the respondents, including gender, age, education level, GPA, and weekly allowance.

The second part was about teen novel book reading behavior of the respondents. This part contained 12 questions. The respondents were asked to mark the answers most appropriate to them.

The third part was concerned with the effects of teen novel book reading behavior on different aspects of the lives of teenage readers. This part consisted of 16 questions designed in Likert scale to ask for the respondents’ opinions. These questions could be grouped according to different aspects of life as:

Health: questions number 17 to 19

Economy: questions number 20 to 22

Education: questions number 23 to 26

Relationship with family: questions number 27 to 29

Relationship with friends: questions number 30 to 32

The fourth part was about the readers’ comments and suggestions.

3.3 PROCEDURES

The procedures of the study can be comprised of two topics as follows:

3.3.1 Research Design

180 questionnaires or 60 questionnaires for each school were distributed to teenage students. In order to access the samples, two library teachers, who were from Mathayom Watdusitaram School and Samsen Withayalai School, helped distribute the questionnaires to their students who visited the libraries, whereas the researcher distributed the questionnaires to the students at Howang Schools herself. The distribution started on 8 December 2008, and the researcher received all the questionnaires back on 19 December 2008.

3.3.2 Data Collection

In order to collect the data, the researcher needed to receive permission from the schools first. Therefore, the letters asking for permission were issued and submitted to each school. After receiving permission from the headmasters to collect data from their students, the researcher was allowed to distribute the questionnaires at Howang School during lunch time, while the library teachers from Mathayom Watdusitaram School and Samsen Withayalai School helped distribute the questionnaires in their libraries. The researcher could collect the questionnaires at Howang School in two days and returned to collect the questionnaires at Mathayom Watdusitaram School and Samsen Withayalai School after two weeks.

3.4 DATA ANALYSIS

The Statistical Package for the Social Sciences (SPSS) program for Windows version 12.0 was used to analyze the data obtained from the questionnaire. The data analysis was based on frequency and percentage to present the result findings.

In the next chapter, the results from the data analysis will be described in details to review the teen novel book reading behavior and its effects on teenage readers.