

CHAPTER THREE

METHODOLOGY

The case study of reading habits of year 5 students at Watbangteoi School has been studied by utilizing qualitative research as an important methodology as well there are specified methodologies and information compilation as follows:

3.1 MAIN CONCEPTS OF THE CASE STUDY

This case study of reading habits of year 5 students at Watbangteoi School has studied reading habits and non-reading habits of year 5 students looking at reading habits, reading attitudes, reading reasons, and people who promote their children's reading habits, as well as study of methods for promoting reading habits of parents. Also the research covers factors which inhibit reading habits for parents and young readers, and parents of young non-readers. Moreover, suggestions from young readers and young non-readers and parents of young readers and young non-readers are included in the study

3.2 MATERIALS

This case study is a qualitative research study focused on practical information by utilizing in-depth interview as well as information compilation from books, documents, dissertation, term papers, and research from different institutes and organizations, journals, articles, and relevant printing media.

3.3 TARGET GROUPS AND INFORMANTS

There were four target groups used in this case study utilizing in-dept interview.

1. Three students were chosen and they are designated the "reading lover group" from year five students who have good reading habits at Watbangteoi School.
2. Parents of the three students chosen from year five students who have good reading habits. The parents are designated "parents of reading lover group"
3. Three students were chosen and classified the "non-reading lover group" from year five students who do not have reading habits.

4. Parents of the three students chosen from year five students who do not have reading habits. The parents classified as “parents of non-reading lover group”

3.4 WAYS OF IN-DEPT INTERVIEW

The case study of reading habits of year five students at Watbangteoi School utilized in-dept interviews which were developed to correspond to the objectives of the study and information compilation. There were several topics included in the in-dept interview as follows:

Part 1: Questionnaire consisting of 20 questions for selecting reading habit group and non-reading habit group by randomizing year five students from 3 classrooms out of 10 classrooms. There were 30 students in each classroom. In the questionnaire, three students who mostly answered “yes” have been selected to be the reading lover group and three students who mostly answered “no” have been selected to be the non-reading lover group.

Part 2: Interview information of the 2 target groups is as follow:

2.1 Basic information and background of reading lover and non-reading lover.

2.2 Reading habits

2.2.1 Attitude and point of view

2.2.2 Reasons for reading and not reading

2.2.3 Promoting reading habits

2.2.4 Suggestions

Part 3: Interview parents of the 2 example groups by using concepts of in-dept interview as follow:

3.1 Basic information and background of 2 groups of parents.

3.2 Methods in promoting and not promoting reading habits

3.3.1 Attitudes and point of view in reading and not reading.

3.3.2 Methods in promoting and not promoting.

3.3 Difficulties in promoting reading habits

3.3.1 Suggestions

3.5 DATA COLLECTION

1. Questionnaire

Questionnaires were used to select year five students to give information in this case study. There are 2 example groups. The first group was 3 young readers and 3 parents of young habitual readers. The second group was 3 young-non readers and 3 parents of the young-non readers.

2. Interview

In-depth interview and qualitative research was used in the case study. The interviewer had face to face interaction with interviewees by way of questions, and conversations to gain information from the interviewees. Also the interviewer observed and took notes.

3.6 DATA ANALYSIS

All information was compiled from note taking, books, observation, and interview. Then all information was categorized according to objectives. After that all information was analyzed corresponding to logic and context theory in order that the analysis has obvious completion. Descriptive statistics is used to analyze and summarize information. Triangulation technique was used to examine information reliability.