

CHAPTER THREE

METHODOLOGY

As shown in previous chapters, this survey study examined the needs of third year students studying Communicative Business English II, Thammasat University, in academic year 2009. This chapter mentions populations and subjects, questionnaire, data collecting, procedures and data analysis.

3.1 POPULATION

The population of this survey study were the third year students studying Communicative Business English II, Thammasat University in academic year 2009. The total number of students who took the course of Communicative Business English II in the second semester, academic year 2009 was 300 students, so the population was 300 students. Due to the large number of students, the distribution could not be done to all students; only 172 questionnaires were distributed and the students returned all 172 questionnaires, so the total number of subjects was 172 students.

3.2 MATERIALS

In order to find out the needs of students and fulfill the needs of students, the questionnaires were used as an instrument in this survey study. The questionnaire is separated into 2 sections: the general background information of students and opinions on needs of listening, speaking, reading and writing skills in English study.

3.2.1 Contents of Questionnaire

Section I: The subjects' personal background

In this section, there were 10 questions involved with sex, age, present G.P.A., fields of study at senior high school, domicile, English study in formal education, duration and opportunity to communicate in English abroad and self-evaluation in English proficiency. The questions were multiple choice and fill in the space provided.

Section II: The subjects' opinions on needs of four skills in English study

In this section, the subjects had to rate their needs in four different skills: listening, speaking, reading and writing, in order to show the range of needs. This section is split into two subsections: question 1 and question 2. In subsection 1, the

question was asked to demonstrate their own needs in four skills in general and in subsection 2, the question was asked to indicate the extent of needs in separated four skills; there were activities in each skill provided for the respondents and they had to mark the activities in each skill in the scale which was pertinent to them. In section II, the five-point Likert scale was used in the questionnaires according to the scales as follows:

5	=	Very extensive need
4	=	Extensive need
3	=	Moderate need
2	=	Little need
1	=	Very little need

3.2.2 Pilot Study

In order to be certain about the correctness of the questionnaire and avoid mistakes, a pilot study was conducted because the respondents had to understand all questions in the questionnaire clearly. This could lead to a good research. In addition to this, the pilot study might show the researcher how to improve the questionnaire.

In the pilot study, the researcher randomized the populations and got 2 subjects and these 2 subjects were excluded from the 172 subjects. The subjects were from groups of students who were taking the course of Communicative Business English II, Thammasat University, second semester, academic year 2009. The two questionnaires were distributed to two subjects of the pilot study. They were asked to complete the questionnaires, show the unclear statements and give comments to the researcher. From the result of the pilot study, there were no mistakes and unclear statements in the questionnaire, so the questionnaires were used without change.

3.3 PROCEDURES

First, the questionnaires were translated into the Thai language. Secondly, 172 questionnaires were distributed by hand to 172 subjects and collected them within one day at Thammasat University, Rangsit Campus. The total number of questionnaires

was returned (100%). Thirdly, the questionnaires were checked and cross-checked for certainty of data. Finally, the data were put into a computer and then translated.

3.4 DATA ANALYSIS

In this step, the researcher utilized the Statistic Package for Social Science (SPSS) to analyze the data from the questionnaires, so the statistic devices were employed as follows;

3.4.1 In the section I, percentage was used in the analysis of the data concerning the subject personal information.

3.4.2 In the section II, Arithmetic Means and Standard Deviations were employed to help analyze the subjects' opinions of needs in English study so as to be a guide for developing English courses at Thammasat University and Thailand.

Finally, data collected were analyzed, tabulated and interpreted as revealed in chapter four.