CHAPTER III

METHODOLOGY

Since this recent study intends to examine newsgroup movie reviews on www.imdb.com, the Internet Movie Database, this chapter mainly comprises four main sections that are: 1) Background of the IMDB; 2) Data collections; 3) Research instruments; and 4) Data analysis.

Background of the IMDB

As stated in the chapter 2, according to Chaovalit and Zhou (2005), www.imdb.com is the website that offers professional movie reviews. This database contains information about television programs, movies, and games products. However, this site is popular in terms of giving information about movies and for being a good source of movie reviews written by members in the Usenet newsgroup rec.arts.movies who are professional in writing movie reviews which are formally kept in the database of the IMDB domain. (Wikipedia, the free encyclopedia)

In addition, Kats *et al*. (2002) and Melville *et al*. (2002) mention that IMDB is a movie database, that contains detailed information about movie products, recommendations and feedback that is visualized in the form of movie reviews.

Data Collection

Since examining genre is very closely related to analysing linguistic forms and contents that are cognitively used and reacted to within discourse settings, the analytical approach has to be based on the researcher's interpretative subjectivity, which is the primary notion of qualitative investigation.

Therefore, because interpretative qualitative investigation longs for discovering the possible common phenomenon (Creswell, 1998), data selected are