

## CHAPTER THREE

### METHODOLOGY

This chapter describes: (1) the subjects (2) the materials (3) the procedures used for data collection and analysis, and (4) the data analysis.

#### 3.1 SUBJECT

Ninety-one Thai employees working for Benchmark Electronics Company were used as the population for this research study. The subjects were selected by using the random sampling technique. The reason that the employees of this company were chosen as the subjects is that Benchmark Electronics Company is a multinational company where both Thai and foreign employees are working together. Moreover, English is mainly used as a medium of communication in this company. Hence, the Thai employees there have more opportunities to deal with oral communication problems.

#### 3.2 MATERIALS

The questionnaire was used as the research instrument of the study. Its content was modified from the questionnaire used for “*Communication Problems of Thai Airways International In-Flight Managers and AIR Pursers with English Speaking Passengers*” by Duangamon Punyasirikul (2006). The modified version was edited by the advisor and native speakers.

The information contained in the questionnaire is divided into five parts. The first and second parts are Thai employees’ personal data, which consist of gender, age, marital status, educational level, graduation year, current position, working experience, and experience of exposure to English. The questions in these parts are both close-ended and open-ended questions.

The third part displays the degree of Thai employees’ opinions regarding their English communication problems with the foreign employees and supervisors working with them by using a four-point Likert scale. The four-point rating scale ranges from “*Totally agree*” to “*Totally disagree*” as follows:

$$\frac{\text{Maximum Score}-\text{Minimum Score}}{4-1} = 1$$

<b>Opinion</b>	
<b>Score</b>	<b>Opinion</b>
4	Totally agree
3	Agree
2	Disagree
1	Totally disagree

According to the third part, communication problems that Thai employees in Benchmark Electronics Company have to confront are divided into two main parts; problems of English usage in communication and cultural problems.

The fourth part of the questionnaire provides other types of communication problems to select, apart from the second part, such as the lack of confidence when communicating with the foreigners, age gap, lack of knowledge of unfamiliar topics, being afraid of making mistakes when communicating with the foreigners, etc.

The last part is an open-ended question that asks Thai employees of Benchmark Electronics Company to suggest their solution when communication problems occur in their company.

### **3.3 PROCEDURES**

A hundred questionnaires were randomly distributed to Thai employees who work in various departments of Benchmark Electronics Company located in Ayutthaya province. The respondents were informed as to the purpose of the study and the confidentiality of the answers given before filling out the questionnaires. There were only ninety-one completed questionnaires returned.

### Duration of the Study

The study took 4 months (October2007 - January2008) to complete. The data collection started in November 2007 and ended in December 2007. Analysis and writing up of the results took 1- 2 months as shown below:

Activities	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
<b>A Planning phase</b>																
-determine the samples																
-pre-test questions																
-revising questions																
-post test questions																
<b>B Implementation phase</b>																
- conduct questionnaire																
- collect questionnaire																
<b>C Analysis phase</b>																
-data verification																
-data processing & analysis																
<b>D Reporting phase</b>																
-report writing																
-report printing																
-report dissemination																

### 3.4 DATA ANALYSIS

The data gained from the completed questionnaires were analyzed by using the Statistical Package for Social Sciences (SPSS) version 10.0.5. The results of the study were presented in frequency, percentage and mean scores.

In short, this chapter has exhibited the methodology of this research which consists of materials, procedures, and data analysis. In the following chapter, the results of the research are presented.