Chapter 3

Methodology of research

This chapter presents the methodology of the present study. It consists of four sections. Section 1 presents the statement of the problem. Section 2 elaborates the research method. Section 3 presents the procedures for the data collection, and section 4 presents the framework for data analysis.

3.1. Statements of the Problem

This study aims to answer the following questions:

1. How do the users of social networking realize Cooperative Principle in their Facebook?

2. How do the users of social networking realize Cooperative Principle in their Twitter?

3. How do the Facebook users cooperate in their communication according to Grice's Cooperative Principle?

4. How do the Twitter users cooperate in their communication according to Grice's Cooperative Principle?

5. Of the two social networks, which has more violations of Grice's Cooperative Principle?

3.2   Method of Research

This research used a conceptual analysis, one of the two types of content analysis. Content analysis is a research tool used to determine the presence of certain words or concepts within texts or sets of texts (www.writing.colostate.edu). In content analysis, the researchers use documents and/or texts as their major source.

To conduct a content analysis on any such text, the text is coded or broken down, into manageable categories on a variety of levels--word, word sense, phrase, sentence, or theme, and then examined using one of content analysis basic methods: conceptual analysis or relational analysis (Berelson, 74).

According to Berger (1982, cited in Ramdani 2010) the advantages of content analysis are;

1. Inexpensive.

2. Relatively easy to get material.

3. Allows closeness to text that can alternate between specific categories and relationship and also statistically analyzed code the coded from the text.

4. It can deals with current events of past events, or both.

Conceptual analysis is one of the two types of content analysis. In conceptual analysis, a concept is chosen for examination, and the analysis involves qualifying and tallying its presence.

This research also applied a qualitative method in order to conduct in depth study. As stated by Miles and Huberman in 1994, qualitative data analysis might help the researcher to generate or revise conceptual frameworks of a certain perception.

Thus, related to the topic being raised, this method should be the most appropriate to fulfill the early aims of study.

There are three steps to conduct a qualitative data analysis, which are noticing, collecting, and thinking. In the first step, noticing means making observations, writing filed notes, tape recording interviews, gathering documents. The second step is collecting. It means separating things by the type of the object. And the last, thinking means examine the things that we have collected. This process has goals to make some type of sense out of each collection, to look for patterns and relationships both within a collection, and also across collections, and to make general discoveries about the phenomena you are researching (Seidel, 1998).

3.3   Design of the Study

This research applied descriptive method in order to provide a systematic description of a situation or condition of a phenomenon as factual as possible.

3.3.1   Data Collection

The samples for the data as well as the procedures of data collection are explained as follow:

3.3.1.1 Sampling

The samples from this study used purposive sampling. Purposive sampling is particularly relevant when you are concerned with exploring the universe and understanding the audience (www.psychology.ucdavis.edu).

The sample used in this study were randomly chosen and each member in the group do not have the same opportunity to be a respondent. The selected respondents in this study are those who actively create Facebook status and tweets on the list of Facebook and Twitter's writer. Moreover, they are also vary in age, social and educational bacground, and profession and also have close contact with the writer. This was done with the aim to facilitating the research.

This study was based on the transcribed Facebook and Twitter conversation of twenty active Facebook users and twenty active Twitter users on my list. The Facebook conversations and Twitter conversations contain Gricean Cooperative Principle. Each conversation consist of several people which vary in age, social background, and profession.

3.3.1.2 Procedures of Data Collection

Before analyzing the data, the writer did some activities which were aiming to the data identification, classification, calculation, and discussion. Therefore, the writer observe the conversation in Facebook and Twitter for three months before come to decision to pick twenty conversations in Facebook and twenty conversations in Twitter as the sample of study. The decision is made by consideration of cooperative principle content within the conversations.

3.4   Data Analysis

The data analysis includes several procedures of identifying, classifying, calculating, analyzing, and discussing. After identifying all data from the transcribed twenty conversations in Facebook and twenty conversations in Twitter, the writer classified each cooperative principle into the headings it is under. The

46

classification is based on the four types of cooperative principle proposed by Grice which are maxim of quality, maxim of quantity, maxim of relavance and maxim of manner.

Following the data classification, the writer calculated them into a table of frequency in order to figure out the most frequent cooperative principle used by the users of facebook and Twitter. Comprehensing the data classification, here are the example taken from anylising failures maxims in Facebook

Facebook status	Types of maxim			
	Qt	Qn	Rv	Mn
H1: On the way to Bandung, take a bath first				
H2: Like you love to take a bath	V			
H1: I'll take a bus so feels scented when sitting beside a girl		V		

From the example above, it is found that H2 is observing maxim of quality as she questioned the bathing habit of H1. It is implicate that H1 and H2 have a close relationship and as H2 know that H1 is lazy to take a bathe. And the replies from H1 respond to H2 statement was the observance maxim of quantity and relevance. H1 gives too much information than is required (maxim of quantity) and fulfills of the reason why he took a bathe.

After calculating the data, the writer then analyzed them in order to get answers to the congruent research questions. Leech's politeness maxims within his Politeness Principle were used to figure out the reason why the speakers used such cooperative principle. Moreover, Brown and Levinson's politeness theory was used to find out the effect of such inference either to the speaker or the hearer.

47

Discussing is the final process. In this section, the writer would have clear description about the result. Afterward the writer elaborated the result, thoroughly on the basis of the analysis, supported by some related theories.

3.5   Closing Remark

This chapter has described the methodology of the study. It consists of the description of the design of the study, sampling, procedures of data collection and data analysis. To be sure, the method described in this chapter will be applied in undertaking the aimed study.