CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents the methodology conducted in this study in which the research design, data collection, and data analysis are elaborated in detail.

3.1 Research Design

This study applies a qualitative approach in the form of a case study. Qualitative studies are characterized by the use of qualitative case study, such as speeches from the nine motivational speakers. According to Hammarberg, K., Kirkman, M., and de Lacey, S. (2016), qualitative methods are used to respond to questions regarding meaning, perspective, and experience, generally from the researcher's perspective. Further, Denzin and Lincoln (2005) clarify by discussing events in the context of their surroundings, qualitative research aims to understand or interpret events through an examination of the meanings that individuals assign to a variety of events. As a result, employing this method makes it possible to collect data, do research, then identify the types and functions of stories used in motivational speeches.

A case study methodology additionally implemented in this study through the use of a qualitative approach, which is particularly suitable for exploring the storytelling strategies used by motivational speakers in their speeches. According to Creswell (2007), a case study is a qualitative research method in which the researcher investigates an enclosed framework across time using in-depth data collected from a wide range of sources, including observations, interviews, and other types of information collection. Therefore, the theoretical framework used for this study is J.R. Martin and David Rose's family of story genres.

3.2 Data Collection

The data in the form of stories were used by motivational speakers in their talks. This story was taken from 9 motivational speakers, those are Les Brown, Lizzie Velasquez, Brian Tracy, Nick Vujicic, Turia Pitt, Warren Macdonald, Jamie McDonald, Ben Saunders, and Dave Cornthwaite. The study uses purposive sampling. Hence, there are several considerations as to why these sample data were purposively selected for this study, specifically: 1) these nine speakers were chosen from three English-speaking countries, in which, America, Australia, and United Kingdom; 2) the speakers are American, Australian and the United Kingdom motivational speakers who are quite well-known in their fields, such as motivators, authors, professional speakers, politicians and businessman; 3) the speeches contain stories that have a

potential to be analyzed. Since they are motivational speakers, the topic they bring is about motivating others, yet they use stories to motivate them, and mostly the stories come from the speakers' experiences. The following **Table 1** is the sample of nine motivational speakers based on purposive sampling.

Table 1

Sample of nine motivational speakers based on purposive sampling

No	Country	Speaker	Video Title	YouTube Channel	Time Stamp	URL
1	America	Les Brown	IT'S POSSIBLE (Les Brown's Greatest Hits)	Les Brown	58:49	https://www.youtube.com/watch?v=gXuSMjrx_e8&list=WL&index=22
2	America	Lizzie Velasquez	How do you define yourself? | Lizzie Velasquez |TEDxAustinWomen	TEDx Talks	13:11	https://www.youtube.com/watch?v=QzPbY9ufnQY &list=WL&index=19
3	America	Brian Tracy	Secrets Of Self Made Millionaires by Brian Tracy	R.E.M	46:35	https://www.youtube.com/watch?v=KAGn_k1jHs Y&list=WL&index=14
4	Australia	Nick Vujicic	ENGLISH SPEECH | NICK VUJICIC: How to Stop A Bully (English Subtitles)	English Speeches	20:25	https://www.youtube.com/watch?v=jkZizIN5aEg &list=WL&index=13
5	Australia	Turia Pitt	Unmask your potential | Turia Pitt | TEDxMacquarieUniversity	TEDx Talks	18:55	https://www.youtube.com/watch?v=kZLW47FtRt0 &list=WL&index=11
6	Australia	Warren Macdonald	Find Your Connection | Warren Macdonald | TEDxAjman	TEDx Talks	16:17	https://www.youtube.com/watch?v=sC7Gnpqddyo &t=737s

7	UK	Jamie McDonald	Adventureman: Anyone Can Be a Superhero | Jamie McDonald | Talks at Google	Talks at Google	38:49	https://www.youtube.com/ watch?v=3G6zVNHPr SY&list=WL&index= 7
8	UK	Ben Saunders	Ben Saunders: To the South Pole and back – the hardest 105 days of my life	TED	17:09	https://www.youtube.com/ watch?v=agTZLKF UKEY&list =WL&index=3
9	UK	Dave Cornthwaite	How to Create a Life You Don't Need a Holiday From | Dave Cornthwaite | TEDxBrussels	TEDx Talks	13:21	https://www.youtube.com/ watch?v=VS5CCbya p5Q

After nine motivational speakers have been chosen, the data collected by choosing which talks from each speaker will be used based on whether or not the talk contains a story. The data collection stages are as follows: (1) choosing the video talks that will be used as a data source, (2) transcribing the chosen talks, (3) selecting parts of the talk in a form of stories, to be analyzed further.

3.3 Data Analysis

After the data were collected, the proses of data analysis went through three important phases, namely (1) identifying the types of story genres based on the categorization proposed by Martin and Rose (2008), (2) mapping the distribution of the story genres based on different motivational speakers, and using simple descriptive statistics, (3) unpacking the functions of the stories in the talks delivered by the motivational speakers. The first phase is identifying the types of story genres based on the categorization proposed by Harris and Barnes (2006) and Salmaso (2017). The data collected in this phase takes the form of stories transcribed from the speech of the nine speakers and then classified each of them to determine the story genres. There are five story genres, namely recount, anecdote, exemplum, and narrative. The second phase is mapping the distribution of the story genres based on different motivational speakers, using simple descriptive statistics. In this phase, mapping out means assigning story genre categories for each speaker to see the stories embedded in each speaker and to see which story genres are used the most in the speech. The third phase is unpacking the functions of the stories

in the talks delivered by the motivational speakers. In this phase, the functions of each story in the motivational speakers' talks will be unpacked by identifying the speech context each speaker uses.