CHAPTER III
RESEARCH METHODOLOGY

The method used to answer two questions in this research will be described in this chapter. The research procedure to answer what are students' perceptions of the use of Facebook group in SAP course, and what are the disadvantages and the disadvantages of it, including the use of certain method, site participants, data collection and analysis will be elaborated in this chapter.

3.1 Reseach Design

Qualitative approach was employed to answer research questions in this research. The approach was best chosen since its function is to investigate situations and to view the situation from the perspective of those involved (Gillham, 2000). This notion is supported by Creswell (2003) who states that the understanding of research situation is possible to be gained as long as researchers observe the process which is being investigated.

The research used case study as research design in relation to qualitative approach. According to Yin (2003), case study is applicable to be used as a research strategy if the characteristic of research situation was free from control and happened in a natural way. This research suits to the characteristic of case study, which there is no control in gaining the perspective of the students toward the process of using Facebook in teaching SAP course. Case study is an empirical inquiry that tries to elaborate a real-context phenomenon and generate understanding of its own context (Nunan, 1992; Yin, 2003). Cohen *et al.* (2007) states that case study gives a unique example of real people in real situations. In relation to this research, case study aims to describe students' perceptions toward the use Facebook group in SAP course.

3.2 Research Site and Participants

A class taking English for Academic Purposes course in one of state universites in Bandung was the place where the research was conducted. Twenty seven sophomores and one lecturer made up the class. The decision of this class was based on the lecturer's agreement to participate in the research to use Facebook in teaching.

The selection on the site and participants was due to the fact that one of the lecturers in the university used Facebook group as one of the media in teaching SAP course. Based on the discussion with the lecturer, the aim of using Facebook group was to establish a space for students to prepare their speech by brainstorming and having pre-discussion. The lecturer expected that the Facebook familiarity with Facebook would make them able to use language in a less threatening ambiance.

3.3 Research Procedure

The research began with the discussion with the lecturer who used Facebook in teaching SAP class about how Facebook group was implemented. The initial discussion also requested research permit to gain data by employing questionnaire and interview to the students. In an attempt to seek the convergence of answering research questions, other data were collected (Creswell, 2003). The other data were gained by document analysis. The documents were collected from Facebook group. The posts, comments, and everything which are related to the use of Facebook group by the students were analyzed when the data collection was complete.

When the data were all collected, the next phase of the research was labelling them. The purpose of this process is to ease the interpretation of the vast amount of information (Algozzine & Hancock, 2006). Algozzine & Hancock (2006) suggest

Hendra Nurperdana, 2014
The use of facebook group in speaking for academic purposes course
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

categorizing and interpreting the data when the process of coding had already been done.

In analyzing the data, the framework had been made to be a guideline to answer the research questions. The framework was developed from Jordan (2009), Thornbury (2009), Zahidi *et al.* (2011) and Yunus & Salehi (2012) which involved process, advantages and disadvantages of using Facebook in teaching Speaking for Academic Purposes, and also the aspect of Speaking for Academic Purposes in the ongoing process.

3.4 Data Collection

The research administered three kinds of data collection methods in accordance with triangulation approach proposed by Gillham (2000). The approach suggests the use of multiple data methods of data collection in validating raw data. Thus, the methods in the approach which the research follows were questionnaire, interview and document analysis.

In this research, questionnaire was administered for collecting survey information (Cohen *et al.*, 2007) of the students regarding to the first research question which deals with the perception of the use of Facebook group in SAP course. As the aim of the questionnaire was to collect survey information and it was given to all students of the class, closed and structured questionnaire type is administered (Cohen *et al.*, 2007) as its nature is able to generate frequencies of response. The research used *Likert Scale* in response to the type of questionnaires since the data were described in the form of simple quantitative description. The scale in the questionnaire consists of 20 items regarding the perception toward the use of Facebook group in SAP course. The questionnaire, which was distributed to 27 students who made up the class, provides responses to a given statement (see Appendix D for details).

Interview was conducted with the participants of the research to answer the second research question. The lecturer and 7 students are made up the participants who were being interviewed. The decision of 7 students based on random sampling as suggested by Creswell (2003) who stated that randomization of sample from a population represents a generalization of the population. The students, who were chosen to be the respondents, were labelled as Respondent of numbers (1 to 7).

Thirteen questions were given to the lecturer and students. The questions which were designed from Jordan (2009), Thornbury (2009), Zahidi *et al.* (2011) and Yunus & Salehi (2012) try to elaborate research theme. There are three topics which covered the elaboration of research questions i.e. how Facebook group was used in SAP course, what were the advantages and disadvantages of using Facebook group in SAP course (see Appendix A for details).

To complete triangulation approach, document analysis was employed in order to be used as textual evidence from the process of using Facebook. The forms of document in the research are:

1) Posting: there are three types of posting namely text, document, and picture.
2) Comment: comment is the text which provided below a posting to indicate that the text function is to comment the post.
3) Like: like is the function in Facebook group to show that the users of the group agree or in favour of the posting.

To gasp the meaning of the document in relation to both research questions, the document will be classified in order to ease the process of interpreting the data (Algozzine & Hancock, 2006). To see a clear depiction of the document, the example of Facebook Group is shown below:
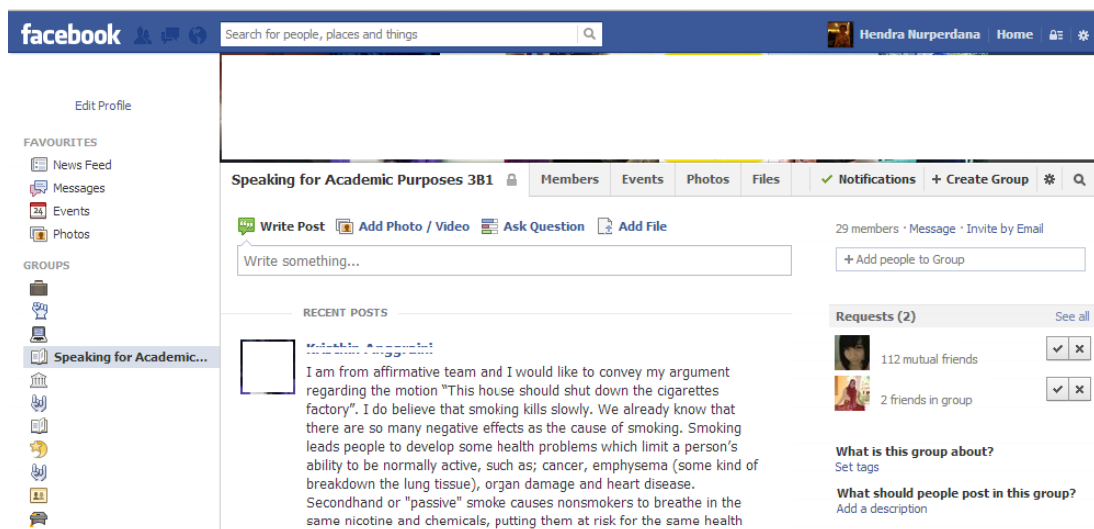
Figure 3.1. Speaking for academic purposes facebook group

3.5 Data Analysis

Students' perceptions toward the use of Facebook group in supporting the study of Speaking for Academic Purposes were recorded and processed in data analysis, in which the process of categorization is implemented. There were three kinds of data gathered in this research and they were treated differently. Data from questionnaire were interpreted according to the type of the questionnaire used. In this research, *Likert Scale* was used as the rating scale question. It is treated as ordinal data. This research acquires modal scores from the data in order to analyse it (Cohen *et al.*, 2007).

Interview was used as the main source to find out the answer of second research question. The aim of conducting interview was to find out deeper information about what are the advantages and disadvantages of using Facebook in SAP course as perceived by the students. The data from interview were coded using codes developed by Jordan (2009), Thornbury (2009), Zahidi *et al.* (2011) and Yunus & Salehi (2012) (see Appendix C).

The last, data from document analysis were treated by showing them to confirm the result from questionnaire and interview. In the end of the day, the data were able to confirm research's general theme, and Chapter IV was responsible to discuss the result of document analysis.

3.6 Concluding Remark

The methodological way of conducting the research had been presented in this chapter, including the description of research site and research participants. As the research aims to find out students' perception toward the use of Facebook Group in Speaking for Academic Purposes course and the advantages and disadvantages of it, the related literatures were used as a framework to elaborate those things. The framework was developed from Jordan (2009), Thornbury (2009), Zahidi *et al.* (2011) and Yunus & Salehi (2012). It covers the notion of how Facebook Group is used in SAP course and what speaking for academics characteristics which are learnt through the Facebook group. The discussion of the findings will be elaborated in the next chapter.