CHAPTER III
RESEARCH METHOD

This chapter outlines the methodology of the study. It consists of statement of the

problems and research method. The formulated research questions are elaborated

in statement of problems of the recent study. Moreover, research method

elaborates research design, participants, data collection, and data analysis.

3.1 Statement of the Problems

By considering gender comparison, the statement of the problems of the non-

observance of maxims in Facebook conversation is formulated in the following

research questions:

1. What types of maxims are not observed by male and female Facebook

   users in their conversation?

2. How do male and female users fail to observe a maxim in their

   conversation?

3.2 Research Design

The study is a qualitative case study. Qualitative approach is concerned with

explaining the social phenomena of certain human behavior and has a goal in

identifying unexpected phenomena and influences, and developing concepts and

theories (Hancock, 1998). In other words, people can understand why they behave

in the certain condition and how they are influenced by the situation around them.

In addition, case study is used in describing the particularity and complexity of a

case such as people, institution, organization, or community (Stake, 1995 cited in Dornyei, 2007). Dornyei (2007) emphasizes that case study presents a depth of analysis and creates new understanding of certain phenomena.

Qualitative approach is applied in this study because it is the most appropriate approach in explaining the implicature phenomenon occurring in Facebook. Since the data are collected in the form of conversations in Facebook, this can generate different possibilities of implicature. These different possibilities of implicature are mapped based on the failures in observing a maxim by male and female Facebook users in their interaction. The use of additional information by users, for instance, is one of the samples of implicature phenomenon occurring in social networking. Male and female users' activity here is considered as the social phenomenon that is influenced by their behavior. By using qualitative approach, it can develop concepts and theories of implicature occurring in social networking from gender perspective.

Furthermore, the study is a case study since the data are collected from a sample of several students majoring in English at one university in Bandung. 16 male users and 15 female users are considered as sample of units in this study. In addition, the case of this study is language used by male and female users based on types of maxims that are not observed by them in their conversation.

3.3 Participants

The students majoring in English at one university in Bandung from the ninth semester who have signed up as Facebook users are chosen as the participants of this study. The participants consist of male and female Facebook users who post

status and get comments on it. The total of male participants is 16 users, and the total of female participants is 15 users.

There are several reasons in choosing the above characteristics of participants. The main reason is the study represents the gender comparison in Facebook. Both men and women are chosen because they are active users in Facebook. Then, those participants are chosen because they fail to observe a maxim and perform such non-observance of maxims in their conversation.

3.4 Data Collection

The data which are in the form of conversations in Facebook were collected first. Those conversations were downloaded from August 2012 until December 2012. Afterward, the conversations were separated with the types of maxim and without the types of maxim. The conversations that contain non-observance of maxims were identified based on types of maxim that are not observed by users. The data collections were taken from 16 male and 15 female users as participants in this study. Furthermore, those data were changed into transcription format in order to help the process of analysis. In addition, the data were full script of conversations that consisted of male and female status which included several comments from other users.

3.5 Data Analysis

The collected data were analyzed afterward through several procedures of identifying, classifying, calculating, and interpreting. As mentioned earlier in the process of collecting the data, the identification was started by choosing several male and female users' conversations that contained non-observance of maxims.

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The identified conversations were presented in the table based on types of maxims that are not observed by users.

In the process of identifying, the use of symbol was used in this study. The checklist (√) symbol was used in order to indicate the expression that fails in observing Grice's maxims. All names of participants were changed into initial based on the conversation. For example, A1 and A2 were symbols of participants' name in conversation 1. Both male and female users were also differentiated by using symbol (m) which stands for male and (f) which stands for female. Moreover, the bold sentence in identified conversation was indicated as the sentence that was not observed by users in their conversation. Afterward, the use of abbreviation of maxims was used: (1) QL (quality); (2) QN (quantity); (3) RT (relation); and (4) MN (manner). Moreover, the use of abbreviation of non-observance of maxims was also used: (1) FLO (flouting); (2) VIO (violating); (3) INF (infringing); (4) OPT (opting out); and (5) SUS (suspending). Table 3.1 concerning the failures in observing the maxims and types of non-observance of maxims is described as follows:

Table 3.1
The framework of detail analysis on non-observance of maxims

Context	Status and Comments Transcriptions	Failures in observing Grice's CP				Non-Observance of Maxims					Implication
		QL	QN	RT	MN	FLO	VIO	INF	OPT	SUS	
		√				√					

The next step was classifying the data. The classification was started by separating those identified conversations into table of maxims and non-observance of maxims. In this step, there was no longer a full script conversation because the

analysis in this step only focused on the status and comments that were classified into non-observance of maxims data. The table of maxims and non-observance of maxims by different genders is described as follows:

Table 3.2
Maxims and non-observance of maxims by male users

Status and Comments Transcriptions	Non-Observance of Maxims					Maxims
	FLO	VIO	INF	OPT	SUS	
	√					Quality
		√				Quantity
			√			Relation
				√	√	Manner

Table 3.3
Maxims and non-observance of maxims by female users

Status and Comments Transcriptions	Non-Observance of Maxims					Maxims
	FLO	VIO	INF	OPT	SUS	
	√					Quality
		√				Quantity
			√			Relation
				√	√	Manner

The next step was calculating the occurrences frequency of non-observance of maxims based on its maxims. That calculated data were classified into table of frequency in order to find out the most frequent non-observance of maxims performed by male and female Facebook users in their interaction. The frequency of non-observance of maxims by different genders was calculated into table 3.4 concerning distribution of non-observance of maxims based on types of maxims:

Table 3.4
Non-observance of maxims distribution based on types of maxims by different genders

Non-observance of maxims	Male					Female				
	QL	QN	RL	MN	Total	QL	QN	RL	MN	Total
Floating										
Violating										
Infringing										
Opting out										
Suspending										
Total										

After calculating the occurrences frequency of non-observance of maxims based on its maxims, the next step was interpreting the occurrences patterns in order to figure out the tendency of those occurrences patterns. There are several occurrences patterns that are interpreted in this study. First, the data were interpreted based on types of maxims that were not observed by male and female users in their conversation. Second, the data were interpreted based on how male and female users failed to observe a maxim in their interaction. Last, the findings were interpreted based on gender perspective.

In interpreting the types of maxims that are not observed by male and female users in their conversation, the calculated occurrences frequency was used in order to find out the most frequent maxim and the least frequent maxim that were not observed by users. Afterward, the occurrences patterns of those calculated data were interpreted based on different genders.

In interpreting how male and female users fail to observe a maxim in their interaction, the study focuses on the way they break a maxim such as by giving more or less information than is required, by telling a lie, or by answering

irrelevant object of question. This study also focuses in interpreting the implication behind users' utterances. In addition, since the implication of utterances by users is specifically intended, this study outlines the analysis of particularized conversational implicature occurs in Facebook conversation.

Afterward, in interpreting findings based on gender perspective, the study considers how male and female users fail to observe a maxim and what maxims that are not observed by them in their interaction. The use of linguistics features and the content of conversation are also considered in interpreting gender realization of non-observance of maxim. In this step, it reveals a comparison between male and female language in social networking especially in Facebook.