

## **CHAPTER III**

### **METHODOLOGY**

This chapter presents the procedures of the research which are used to investigate types of maxim violation, types of non-observance of maxim, and examine reasons from *Ask.fm* users who broke the maxims. This includes research design (3.1), participants and contexts of the study (3.2), data collection (3.3), framework of data analysis (3.4), and concluding remarks (3.5).

#### **3.1 Research Design**

This research uses a qualitative method because it aims to describe and interpret the phenomena of non-observance maxim. This is in line with the statements of Denzin and Lincoln (1998) , Hancock (1998), and Sandelowski (2000) who believe that a qualitative method is used to describe social phenomena as they occur naturally which involves human behavior and aims to identify opinions, experiences, and feelings of individuals thus producing subjective data. Therefore, this qualitative design is suitable for this study as this study focused on the interactions between people in social media which involve their reaction on question which express their experiences, feelings and point of views.

#### **3.2 Participants and Contexts of the Study**

The participants of the present study were five male *Ask.fm* users and five female *Ask.fm* users. The use of similar number of male and female users in social media *Ask.fm* is to keep the data balanced and to minimize gender bias. This study involved Indonesian participants for more accurate interpretation of the conversation. Also, there is no age limit for the participants. All of the names in this study were replaced by pseudonyms to respect and maintain participants' privacy. The ten participants were selected purposely because

they are famous among some internet citizen in social media, *Ask.fm* (*Seleb Ask*). The implication of involving *Seleb Ask* as the participants of this study is creating several interactions from anonymous to analyze. Only ten participants were taken due to the time constraint and it counts as an adequate number for this research as Sandelowski (1995) suggests that,

Adequacy of sample size in qualitative research is relative, a matter of judging a sample neither small nor large per se, but rather too small or too large for the intended purposes of sampling and for the intended qualitative product. (Sandelowski, 1995, p.179)

### **3.3 Data Collection**

This section discusses the information regarding data source and procedure of data collection. The elaboration of each part is presented below.

#### **3.3.1 Data Source**

The data in this study were in the form of screenshots and interview answers. The screenshots were rewritten to a list of questions-answers interactions between *Ask.fm* users and anonymous in a new blank page. Yet, it should be noticed that *Ask.fm* has upgraded their interface application, so that the screenshots from this study look different from the newest interface of *Ask.fm*. The other data which were in the form of interview between the researcher and the *Ask.fm* users were used to investigate reasons in which they broke the maxims in social media *Ask.fm*. The interviews were using open-ended questions to explore participants' answers, regarding their experiences and behaviors. The interactions in *Ask.fm* were taken from February until June 2016. Ten answers from each *Ask.fm* users were taken in order to see the variety of the answers and to compare it with some other answers which do not fail in observe the maxims.

#### **3.3.2 Procedure of Data Collection**

In order to collect the data, several steps were performed as in the following. First, ten interactions were chosen and the screenshots were taken from each *Ask.fm* users. The ten answers were the interactions that involved anonymous questions only. Second, the screenshots were rewritten in a new blank page

and put into a table to make it easier to categorize. Third, interviews were conducted with the participants by using an application named 'Line: Free Calls and Messages chatroom' because the participants are living in different cities. Last, the similarities between the interactions in *Ask.fm* and the result of interview were investigated and examined to find the reasons why *Ask.fm* users broke the maxims. An example of a screenshot which contains anonymous question only is shown below,



**Figure 3.1 Sample of Screenshot**

### **3.4 Framework of Data Analysis**

The process of data analysis in this study was accomplished in several steps, namely identifying and categorizing maxim, quantifying, interpreting findings and drawing conclusion. The elaboration of each step is presented below.

#### **3.4.1 Identifying and Categorizing Maxim**

In the process of identifying, the classification was started by separating the discovered conversations into table of answers that fulfilled the maxim and

answers that broke the maxims. The data were re-typed and put into the column of the table.

In the process of categorizing, a symbol is used in this study. The checklist (✓) symbol is used in order to point out the expression that broke the Grice's maxims. All of the participants' names were changed into (M) for male and (F) for female. To differ the first male participant with the second male participant, researcher used numbers, for instance, M1 and M2 are representing the first and second male participant. Table 3.1 shows the framework of the types of maxims and the non-observance of maxims as follows:

**Table 3.1**

**The Framework of Types of Maxims and Non-observance of Maxims**

*S1 (Sample One)*

Context	Question Answer <i>Ask.fm</i>	and in	Failures in observing Grice's maxims.					Maxim	Implications
			Flouting	Violating	Opting out	Infringing	Suspending		
An anonymous ask S1 about his favorite band.	My Favorite Band is ... Band... *shows picture which written as 'Bandung'*		✓					Relation S1 wants to create joke	

As can be seen in table 3.1, sample one failed in observing maxim of relation, and he performed flouting the maxim. The context of the interaction was a person asked him what his favorite band. Band is a group of people play music instrumentals together. Instead of mentioning his favorite band, he used ‘Band’ word to create a pun. There is a city named Bandung in Indonesia, and he took it as a word that perfectly fit his pun. This interaction creates additional meaning that is to create joke to the reader.

In this study, 100 answers that were collected in the *Ask.fm* are categorized based on types of maxims that they broke and the types of non-observance of maxims.

### 3.4.2 Quantifying

The next step was quantifying the data. This table used abbreviation of maxims: (1) QL (quality); (2) QN (quantity); (3) RL (Relation); and (4) MN (Manner). Afterwards, the data were calculated and the frequencies were put into the table 3.2 and table as follows:

**Table 3.2**  
**Frequencies of Non-observance of Maxims by S1 (Sample one)**

Non-Observance of Maxims	S1 ( <i>Sample one</i> )				Total
	QL	QN	RL	MN	
Floating	-	-	1	-	1(10 0%)
Violating	-	-	-	-	0 (0%)
Infringing	-	-	-	-	0 (0%)
Opting Out	-	-	-	-	0 (0%)
Suspending	-	-	-	-	0 (0%)
Total	0 (0%)	0 (0%)	1(10 0%)	0 (0%)	1(10 0%)

In this step, the frequencies of non-observance of maxims from S1 (*Sample one*) is calculated. Based on the findings, the maxim of relation is

not observed and the type of non-observance of maxims that is used is flouting the maxim. This study use percentage formula to count the occurrences of non-observance maxim in each *Ask.fm* users, as follows:

$$P = \frac{F}{N} \times 100\%$$

P stands for percentage, F stands for frequency of occurrences, and N stands for overall number of occurrences. If there is a type non-observance of maxim that breaks two types of maxim, it will be counted as two non-observance maxims. The next step is calculating the total frequencies of all ten *Ask.fm* users in this study which are put into the table 3.3 below:

**Table 3.3**

**Total Frequencies of Non-observance of Maxims by *Ask.fm* Users (Sample)**

Non Observance of Maxims	<i>Ask.fm</i> Users				Total
	QL	QN	RL	MN	
Flouting					
Violating					
Infringing					
Opting out					
Suspending					
Total					

The results which are collected from *Ask.fm* users are summed into one table. This step reveals the frequency of the most frequent and the least frequent types of maxims and non-observance maxims that are broken by the users.

### **3.4.3 Interpreting Findings**

Once the data were calculated, the next step was interpreting the patterns in order to reveal the tendency of the patterns which are used by *Ask.fm* users. First, the data were interpreted based on type of maxims which the users mostly broke. And last, the data from the interview of the participants were interpreted to find out the reasons why they broke the maxims as Christoffersen (2005), (as cited in Tupan & Natalia, 2008) stated that in real life situation, people tend to tell lies for different reasons. The reasons include, hiding the truth, saving face, feeling jealous about something, satisfying the hearer, cheering the hearer, avoiding to hurt the hearer, building one's belief, and convincing the hearer. In interpreting the types of the maxim, the interview results revealed the reasons why users deliberately broke the maxims. After analyzing the types of maxims which the participants broke, the types of non-observance of maxims, and interview result obtained from the previous step, the results were elaborated into more detail explanations. The explanation was intended to answer all the research questions in this study.

### **3.4.4 Drawing Conclusions**

The last step in data analysis was drawing conclusions. This step is necessary in interpreting the results of the analysis as it tries to triangulate the types of maxims and non-observance of the maxims with the interview results to answer all the research questions in this study.

## **3.5 Concluding Remarks**

The research design, participants and context of the study, data collection, and framework of data analysis have been presented throughout this chapter. The next chapter will present findings and discussion of this study.

