

## **CHAPTER THREE**

### **METHODOLOGY**

This chapter describes: (1) the subjects, (2) the materials, (3) the procedures used in the collection and analysis of the data, and (4) the data analysis.

#### **3.1 SUBJECT**

Four hundred in-flight managers and air pursers of Thai Airways International public company limited (THAI) are used as the population of this study. The subjects were selected using the random sampling technique from the in-flight managers and air pursers who are currently flying on European and North American routes, which are long-haul flights. The reasons why these two categories of flight attendants are chosen as the subjects are that they are the chiefs of the flight and take responsibility for any circumstances happening during the flight. Therefore, the in-flight managers and air pursers are the ones who have much more opportunities to interact with and dealing with complaints of the passengers than the cabin attendants.

The total number of subjects in the pilot study was fourteen, divided into seven in-flight managers and seven air pursers. The total numbers in the main study were twenty in each category.

#### **3.2 MATERIALS**

The research instrument used in the study was a questionnaire. The questions were designed by the researcher from reading the theories of human communication and were edited by advisor and native speakers.

The questionnaire is divided into four parts; personal data, English exposure experience, the frequency of confronting communication problems, and types of the problems. Part one through part three is a combination of choosing the correct choices and filling in the blanks, whereas the fourth part consists of 4-scale Likert Method items. In the last part, the types of problems are divided into four main categories, according to the theories of communication, which are cultural problems, accent problems, productive problems, and receptive problems.

### 3.3 PROCEDURES

3.3.1 For the first pilot study, ten questionnaires in English language, were distributed to the five in-flight managers and five air pursers. The researcher was assisting and waiting for the respondents in completing the questionnaires. It was found that the respondents spent too much time in completing each question. It was also suggested that the questions should be in Thai since the English version could lead to ambiguity. The questionnaire was, consequently, translated into Thai.

3.3.2 Fourteen Thai questionnaires were distributed to seven in-flight managers and seven air pursers in the second pilot study. It was found that some items were still difficult for the respondents to respond promptly and without doubt. This might have been due to the direct translation from English to Thai. There are also some technical terms which were not perfectly interpreted. The language of some items was, therefore, adapted and adjusted to be easier and more understandable.

3.3.3 One hundred questionnaires were distributed to the subjects, fifty for in-flight managers and fifty for air pursers, in the main study. There were only forty completed questionnaires returned.

### 3.4 DATA ANALYSIS

All forty completed questionnaires were collected and analyzed using the computer programs as follows;

3.4.1 Part I: **personal data**, which consists of position, work experience, and educational background, was analyzed and presented in *frequency* and *percentage*.

3.4.2 Part II: **experience of English exposure**, consists of attending English courses, living or staying in an English speaking country, interacting in English with family members, interacting with English speaking persons in the family, and living or staying in a family using English as a first language. The data in this part was analyzed and presented using *frequency* and *percentage*.

3.4.3 Part III: **communication problems** consist of the experience of encountering communication problems and the frequency of encountering such problems. The data obtained in this part was analyzed and presented using *frequency* and *percentage*.

3.4.4 Part IV: **types of communication problems**, which are cultural, accent, productive, and receptive problems. The data in this section was analyzed and presented by *Mean, Standard deviation, and, degree of problem*. Since the items in this part are combination of positive and negative questions, the degree of the problem is therefore presented in four ranges as followed;

Positive items	Negative items	Degree of problem
1.00-1.74	3.25-4.00	very high
1.75- 2.49	2.50- 3.24	high
2.50- 3.24	1.75- 2.49	low
3.25-4.00	1.00-1.74	very low

For the total average score (Mean) and standard deviation (S.D.) in each communication type, the negative scores are converted into positive scores prior to being ranked.

3.4.5 Part V: **relationship between experience of English exposure and types of communication problems**. The data was analyzed and presented using *Mean, Standard deviation and, degree of problem*.