

CHAPTER THREE

METHODOLOGY

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

3.1 SUBJECTS

The sample consisted of 120 parents who were supporting their children to learn at *Clay Works*, *The Crystal*, and have children between the ages of 3 and 15 years. They were selected from 1,060 people who were customers of *Clay Works*.

The period of the study was from December 2009 to March 2010. The respondents were selected using the accidental sampling method.

3.2 INSTRUMENTS

The research instrument in this study was a questionnaire. The researcher designed the questionnaire in accordance with the objectives. It consisted of four parts as follows:

Part (1) Parents' demographic information. This part consisted of questions about the respondent's personal details such as gender, age, education, and income. This part consisted of 6 closed-ended questions.

Part (2) Parents' knowledge and opinions about art and children's development. This part investigated the parent's knowledge such as multiple intelligences, spatial temporal skill, and fine motor skill. This part consisted of 11 closed-ended questions.

Part (3) Parents' attitudes towards art learning. This part explored the parent's attitude which may affect their behavior to support their children's development. Seventeen statements were given together with a 5-point rating scale of strongly disagree, disagree, not sure, agree and strongly agree, to assess the parents' attitudes.

Part (4) Suggestion. This part gave the opportunity for parents to give any suggestions.

After all questions were designed, ten questionnaires were distributed to parents who are customers of *Clay Works* at a different branch. The questionnaire was revised following the results of the pre-test.

3.3 PROCEDURES

3.3.1 Research Design

The descriptive study is a cross sectional design, in which subjects were assessed at a single time in the study. A cross sectional study can study a large number of participants, and is efficient at describing the characteristics of variables studied. This study mainly focused on parents' knowledge about and their attitudes towards art learning, specifically relating to clay activities at *Clay Works*, The Crystal branch.

3.3.2 Data Collection

The primary data were derived from the questionnaires, which was used to collect the data from the research participants, while the secondary data was compiled based on public databases, journals and the Internet.

The respondents were approached at the shop. After they left their children at the class, they were informed of the purpose of this study and asked if they were willing to be volunteers in the study. The data collection occurred from 12:00 to 20:00, Tuesdays to Fridays and 10:00 to 20:00 on Saturdays and Sundays. Each questionnaire took about 5-10 minutes to complete.

The data collection ceased as soon as all 120 samples were completely collected.

3.4 DATA ANALYSIS

The data from the questionnaires was processed using the Statistical Package for the Social Science or SPSS Program for Windows version 13.

Descriptive report has been used in analyzing statistics-based data such as frequency, percentage, mean and standard deviation. Quantitative analysis was performed using SPSS to measure the level of parent's levels of importance of *Clay Works* to their children. The mean range and definition of mean are shown in the Table 1 below:

Table 1: Mean range and definition of mean towards the importance of *Clay Works*

Mean range	Definition
1.00-1.90	Least important
1.91-2.80	Less important
2.81-3.70	Very low important
3.71-4.60	Low important
4.61-5.50	Fairly important
5.51-6.40	Important
6.41-7.30	High important
7.31-8.20	Very High important
8.21-9.10	More important
9.11-10.00	Most important

Source: Burns, A. C. & Bush, R. F. (2005). *Marketing research: Online research applications*, (4th ed.). NJ: Prentice Hall.

In addition, the mean range and definition of mean on parents' attitude towards art learning at *Clay Works* are shown in Table 2 below:

Table 2: Mean range and definition of mean on attitude toward art learning at *Clay Works*

Mean range	Definition
1.00-1.80	Strongly disagree
1.81-2.60	Disagree
2.61-3.40	Not sure
3.41-4.20	Agree
4.21-5.00	Strongly agree

Source: Burns, A. C. & Bush, R. F. (2005). Marketing Research: Online research applications, (4th ed.). NJ: Prentice Hall.

In summary, this chapter has shown the scope of the population and the sampling methods. The composition of the questionnaire was discussed here and also the method of the study was described. In addition, the chapter explained how the data was collected and analyzed. In the next chapter, the results of the study will be presented.