CHAPTER 3

RESEARCH METHODOLOGY

This chapter describes the research methodology used for this study. It includes the detail of population and how to select the participants, followed by the method of data collection, and data analysis with the explanation of data coding, data categorization and analyzing data with the statistics required.

3.1 Population and Subjects

The population of the study included the hotel staff and the hotel guests who stayed in the hotels all over Thailand and visited the tourist attractions in Thailand during the period of February to May 2011.

The subjects of this study were 40 interlocutors who produced the greetings and replies to greetings while talking at the front desks. They were selected by purposive sampling technique based on their social status (gender) as shown in Table 3.1

Table 3.1 Patterns of the Strategies Used in Greeting and Replies to Greetings.

Social Factor	Patterns		Number of Situations
	MHS ⟶ MHG		5
	MHS ⟶ FHG		5
	FHS ⟶ MHG		5
Gender	FHS ⟶ FHG		5
	MHG ⟶ MHS		5
	MHG ⟶ FHS		5
	FHG ⟶ MHS		5
	FHG ⟶ FHS		5
	8 Patterns		40

Note: M = Male   F = Female
       H = Hotel   S = Staff   G = Guest

As shown in Table 3.1, the 8 patterns of greetings and replies to greetings situations was occurred in the hotel business in social factor of gender. All rthe greeting situations included the male hotel staff greet and the male hotel guest reply to greetings, the male hotel staff greet and the female hotel guest replies, the female hotel staff greet and the male hotel guest reply, the female hotel staff greet and the female hotel guest reply, the male hotel guest greet and the male hotel staff reply, the male hotel guest greet and the female hotel staff reply, the female hotel guest greet and the male hotel staff reply and the female hotel guest greet and the female hotel staff reply, respectively. In addition, each pattern was to collect 5 situations of greeting conversations, in a total of 40 situations.

3.2 Method of Data Collection

Greetings and replies to greetings are the daily life expressive acts that people use when they meet each other or when they want to start conversation. Greetings and replies to greetings are always called for when the communication is required. According to Firth (1972), greeting should not be treated as a spontaneous emotional reaction to people meeting. Very often, greetings create the first impression between the interlocutors and allow the conversation to go smoothly.

In the field of interlanguage pragmatics (ILP), the methods used to collect data in speech act studies has been widely debated and rather limited. Golato (2003; cited in Prachanat. 2006) lists and gives an overview of the advantages and disadvantages of the five collection data methods, namely discourse completion tasks (DCT), role plays, field observation, recording of naturally occurring take-in-interaction, and recall protocols. Of these methods, 'field observation' and recording of naturally occurring take-in-interaction are obviously the best method (Prachanant. 2006). Cohen (1996) claims that these two methods are appropriate for speech act data because the data is spontaneous and reflects what the speakers say rather than what they would say, the speakers are reacting to a natural situation rather than to a contrived and possibly unfamiliar situation, and the communicative event has real world consequence and may be a source of rich pragmatic structures. In contrast, the disadvantages of these two methods are that the collecting and analyzing of data are extremely time-consuming, the use of recording equipment may be intrusive, and the use of note taking relies on memory (Bardovi-Harlig & Hartford. 1991; cited in Cohen. 1996). However, the researcher decided to use the recording of naturally occurring take-in-interaction and field observation as observing and taking notes

while the greetings and replies to the greeting situations happen since the present investigation requires the naturally occurring data.

3.3 Data Collection

The data were collected from hotels in Thailand during the time period of February to May 2011. The data of greeting situations were obtained from front desks by recording. The data were recorded during the conversations and the recorder was placed beside the front desks. The recording of the study was done by the researcher and the hotel front desk staff helped to collect the data. The recording continued until the conversation of participants ended. After the recording was completed, the audiotapes were transcribed and coded by the researcher.

3.4 Data Analysis

The data collected through the natural setting situation are analyzed. The analysis was based on an independent examination of each reply. The data was coded. Also, it described the statistical procedures used to analyze the data. The details of the data analysis of the greeting and replies to the greeting are as follows:

3.4.1 Coding

The data collected from the two groups were analyzed using semantic formulas as "units of analysis" (Prachanant. 2006). The researcher coded the main discourse components into the relevant categories for greetings and replies to greetings i.e. words, phrases, clauses, or sentences meeting a particular semantic criterion necessary to perform a speech act based on the greetings and replies to greetings. All data from the natural occurring situations were coded according to the greetings and replies to greetings taxonomy developed on Van Ek and Alexander

(1976), Schegloff (1972), Schegloff and Sacks (1973), and Suzuki (1968). To confirm that the coding of data was correct, the intercoder reliability measure was performed. That is, two experts in English worked independently and recorded all of the strategies in each of greetings and replies to greetings according to the initial coding completed by the researcher. After the coding was completed, the researcher will tabulated, quantified, and compared the main discourse components between the two groups. Frequency was chosen as the primary endpoint of this study.

3.4.2 Categorization

The unit of analysis was used for categorizing the utterances produced by two groups of participants. When a particular greetings and replies to greetings strategy was used more than once in a single response, each use was counted independently.

Based on the greetings and replies to greetings taxonomy developed on Van Ek and Alexander (1976), Schegloff (1972), Schegloff and Sacks (1973), and Suzuki (1968) and Takao (1968), the strategies of greetings and replies to greetings employed in the present study are categorized as follows:

3.4.2.1 Greeting strategies

1) To greet people – Hi/ Hello/ Good morning/ Good afternoon/ Good evening.

2) To meet people – Hi/ Hello. How are you?/ (I'm fine, thank you) how are you?/ I'm very well, thank you, and how are you?, etc.

3) To introduce people and to be introduced - This is...../ I'd like you to meet ...../ May I introduce you to..../ or *Responding as* : Hello, how do you do?/ How do you do?/ Hello, etc.

4) To request for information - Did you just get home?/ Do you have some brochures?, etc.

3.4.2.2 Replies to greeting strategies

1) The word that cannot be analyzed into meaningful subparts such as, *"hi"*, *"hello"*, etc.

2) The identifiable subparts, or to put it another way those which have literal as well as pragmatic meanings and the greeting of this type have the characteristics or ritualized convention formulas, for example, "good morning", "good-bye", see you, etc.

3) The utterances at special occasions such as words of congratulation or condolence.

In addition, new types of strategies (semantic formulas) were identified based on this study. To make sure the semantic formulas suited the data in the light of the classification provided by Van Ek and Alesander (1996), four independent raters, two English native speakers and two Thai native speakers, were purposively selected to analyze the coding.

3.4.3 Statistical Procedures

In order to determine the significance of any differences, frequency data was analyzed both quantitatively and qualitatively as a function of the two subject groups. Statistical analysis was performed using SPSS for WINDOW packages.

An initial analysis of the numerical distribution of greetings and replies to greeting strategies demonstrated by each was quantified. The descriptive statistics defined as frequency and percentage were employed.

For comparisons between the two groups of participants classified by gender, in terms of the frequency of greetings and replies to greetings strategies used, a one-way analysis of variance (ANOVA) was performed. If this demonstrates an overall significant difference, the post hoc analysis is performed by the Scheffe' test.

Also, to analyze the frequency of greetings and replies to greetings strategies used by the two groups of participants, the interpretative method as unit of analysis is employed.

For all analyses, differences is considered statistically significant if $p \leq .05$.

3.5 Summary of the Chapter

In summary, the present investigation has proposed a research procedure. It was conducted with two groups of participants in equal numbers. The method used to collect the data is the natural setting situation of this study. The results of the data analyses for all the two groups of natural setting situation will be presented in the next chapter.