

CHAPTER III

RESEARCH METHOD

This chapter deals with the method that the researcher applies in this study. It comprises research design, data sources, data collection, and data analysis.

3.1 Research Design

The aim of this study is to gain understanding about the characteristics between males and females language in the case of teenagers and it is also highly associated with language which has a relationship with society. Looking upon that, the researcher chose the descriptive qualitative study in accordance to Miles and Huberman (1994) who stated that qualitative study is conducted through an intense work with a field of life situation. Furthermore, it is more relevant to use qualitative approach to conduct this research since the data sources are in the form of utterances which are taken from the teenagers' conversation in the video.

This study used document or content analysis because it observed and analyzed the teenagers' language differences in particularly male and female teenagers. Ary et al. (2002, p.29) stated that content analysis focuses on analyzing and interpreting recorded materials to learn about human behavior. Thus, the researcher transcribed the utterances of the teenagers' conversations from the video which resulted to the data in the form of words.

3.2 Data Source

In this study, the source of the data is the teenagers' in the Teens React video. The type of the data is the utterances spoken by the teenagers in responding to the questions about bullying which contained language and gender. The reason why the researcher chose this video was because it is quite popular nowadays for people to record themselves reacting towards some particular issues. In this case, the thing about teenagers reacting to bullying is likely to be phenomenal because bullying has never been discussed before especially from the teenagers' perspective where they experience bullying from the very first time in the society.

The researcher used criterion sampling that is defined as "The researcher sets of criterion and includes all cases that meet that criterion" (Ary et al., 2010 p.431). As for the criteria, the researcher took the teenagers' utterances within the ages of 14 until 18 years old. Moreover, the researcher selected four most active for each male and female teenagers reactor in the video.

3.3 Data Collection

In collecting the data, the researcher took the role as the main instrument. Therefore, the researcher collected, analyzed the data and answered the research problems by herself. In addition, the writer became the research instrument who actively and directly participated in data collection and data analysis. The researcher used document analysis as the method to collect the data. In order to collect the data, the researcher conducted the steps as follow:

1. Downloaded the video of Teens React to Bullying (Amanda Todd) (<https://www.youtube.com/watch?v=VF6cmddWOgU>).
2. Watched the video.
3. Transcribed the utterances spoken by the teenagers in the video.
4. Reviewed the video and re-checked the transcription to make sure that the transcription matches the video.
5. Categorized the utterances into male and female teenagers' categories.
6. Highlighted the four most active teenagers for each male and female category.

3.4 Data Analysis

After the data were collected and organized, the researcher moved to the final activity in the qualitative research, which are analyzing and interpreting the data. The procedures done by the researcher are as follow:

1. Analyzed the data by categorizing male and female teenagers into their tables. Next, the researcher categorized male and female teenagers into four classifications based on Adelaide Haas (1979) such as form, topic, content, and use. The table as shown below:

Teenagers	Form			Topic	Content		Use
	C	D/I	S/L		N	P	
Male 1							
Male 2							
Male 3							
Male 4							

Table 3.1 Male teenagers' language

Teenagers	Form			Topic	Content		Use
	C	D/I	S/L		N	P	
Female 1							
Female 2							
Female 3							
Female 4							

Table 3.2 Female teenagers' language

Notes:

C : Coarse word

D/I : Direct/Indirect

S/L : Short/Long answer

N : Negative Value Judgement

P : Positive Value Judgement

2. Analyzed the data that have been arranged in the table based on the theory from Haas (1979).
3. Drew a conclusion based on the findings and the result of the analysis.