CHAPTER III

RESEARCH METHOD

This chapter discusses the Research Design, Data and Data Source, Technique of Data Collection, Technique of Data Verification and Data Analysis.

A. **Research Design**

Research design is a plan for collecting and analyzing evidence that will make it possible for the investigator to answer whatever questions he or she has posed (Flick, 2004: 146). Research designs may ultimately be described as the means of achieving the goals of the research. They link theoretical frameworks, questions, research, generalization and presentational goals with the methods used and resources available under the focus of goal-achievement. The realization of research design is the result of decisions reached in the research process (Flick, 2004: 152).

The purpose of the research design is to provide the most valid and truthful possible answer to research question. In qualitative research, the researcher has an authority in elaborating what has been found in the source and applying the suitable theory to answer the research question, and the researcher has a role as the key instrument. The design of this research is content analysis because the researcher studies about recorded material within its own context, and the material is YouTube video blogs (vlogs). Content analysis can be carried out with any written material, from documents to interview transcriptions, from media products to personal interviews (Cohen, et. al., 2007: 475). By using this design, the data of

the research are collected from printed or recorded material through document analysis.

Content analysis is a research method for studying documents and communication artifacts, which might be texts of various formats, pictures, audio or video. The goal of content analysis is the systematic examination of communicative material (originally from the mass media in particular). This does not have to consist exclusively of texts; musical, pictorial, plastic or other similar material may also be analyzed. The essential part of this type of study is that the communicative material should be recorded. Content analysis is a technique that derives from the communication sciences (Flick, 2004: 266). Qualitative content analysis can be used to analyze various types of data, but generally the data need to be transformed into written text before analysis can begin.

Nowadays, new devices for recording activities and processes have been developed. Internet formats like Facebook, Twitter, Blog and YouTube are adopted to catch relevant aspects of the life worlds in the twenty-first century. The changing ways of communicating in new media and channels and through new technological devices produce new forms of data. From YouTube video blogs made by American teenage vloggers, the researcher analyzes slang words used by them. Thus, the researcher analyzes slang words used by American teenage vloggers by using content analysis design with qualitative approach.

B. Data and Data Source

The data are information collected by the writer to answer research problem. Data include materials the people doing the study actively record, such as

interview, transcripts, and participant observation field notes. The qualitative data are in the form of text like newspapers, movies, sitcoms, e-mail traffic, folktales, and life histories (Bernard & Ryan, 2000). The data of this study are words, phrases or sentences from selected American teenage vloggers' utterances containing slang language along with their situational context. Data sources were sources where the data were taken from.

The source of the data is very important in the research because without it, the information is unable to be obtained by the researcher. The data source of this research is selected American teenagers' vlogs that have been uploaded in their YouTube channels. The researcher chooses American teenage vloggers based on these following criteria:

1. American citizen

2. 14-19 year-old

3. Have at least 10.000 subscribers on their own YouTube channel

4. Speak English

5. Often use slang language in their vlogs

C. Technique of Data Collection

Data collecting technique is the researcher's way of collecting the data in the research. In this research, the researcher uses qualitative approach in which the data are in the form of utterances. The researcher uses some steps of collecting the data:

1. Selecting American teenage vloggers that match to the criteria.

2. Watching American teenagers' vlogs**.**

3. Selecting American teenagers' vlogs. Only vlogs that contain slang words are chosen by the researcher.

4. Using YouTube CC to see the transcription.

5. Identifying out all the words, phrases and sentences that contain slang words as the data.

6. Classifying the slang language based on their types and characteristics. From the compiled data, the researcher will analyze it.

D. Technique of Data Verification

Verification is the process of checking, confirming and making sure so that the research will be trustworthy. There are four techniques in verifying the data in qualitative research. They are credibility, transferability, dependability and conformability. This study uses credibility and dependability as the technique of data verification.

1. Credibility

Credibility can be defined as the methodological procedures and sources used to establish a high level of harmony between the participants' expressions and the researcher's interpretations of them (Given, 2008: 138). Credibility or truth value includes how well the researcher has established sureness in the findings based on the research design, participants, and context. Credibility in qualitative research concerns to the truthfulness accuracy of the findings. The researcher can use these following methodological procedures to increase credibility (Given, 2008: 139):

a) *Time:* Establish enough contact with the participants and the context to get the information one needs.

b) *Angles:* Look at the data from different perspectives and viewpoints to get a holistic picture of the environment.

c) *Colleagues:* Use support networks knowledgeable in the area to review and critique the research and data analysis findings.

d) *Triangulation:* Seek out multiple sources of data and use multiple data-gathering techniques.

e) *Member checks:* Use the participants to make sure that the data analysis is accurate and consistent with their beliefs and perceptions of the context being studied.

In this study, the researcher uses triangulation to increase credibility. There are four kinds of triangulation (Patton, 2002: 556-562; Given, 2008: 893):

a) *Methods triangulation:* Checking out the consistency of findings generated by different data collection methods. When designing and conducting research, qualitative investigators frequently combine methods such as interviewing, surveys, and observation across variable times and in different places in order to collect data about their research phenomena from multiple perspectives and in different contexts. Researchers may also vary their methods within each type of approach.

b) *Triangulation of sources:* Checking out the consistency of different data sources within the same method. The researcher may gather evidence from interviews, participant observation, written documents, archival and historical documents, public records, personal papers, and photographs.

Each type of source of data will yield different evidence that in turns provides different insights regarding the phenomena under study.

c) *Analyst triangulation:* Using multiple analysts to review findings. This can be done by deploying more than one investigator in the collection and analysis of data.

d) *Theory/perspective triangulation:* Using multiple theories or different theoretical perspectives to interpret the data. Examining the research findings using different theoretical lenses can also aid researchers in overcoming their own personal biases or ideological blinders. Different facets of the research problem can be explored by examining research results using analytical frameworks related to different theories.

This study uses some theories of experts as the reference to analyze the data. Therefore, the researcher decides to use theory/perspective triangulation. The researcher watches vlogs many times while reading YouTube closed caption (YouTube CC). Furthermore, to make sure that the identification of slang language used by American teenage vloggers is accurate, the researcher uses the theory of Mattiello, Eble, Partridge, Dumas and Lighter in identifying the data.

2. Dependability

Dependability is considered as the suitability between the data of research and what actually occurs in the research. It is equated with trustworthiness or reliability (Flick, 2004: 186). Ensuring the study's trustworthiness entails many of the strategies used in qualitative research in general. These may include data triangulation (drawing on multiple sources of data), prolonged engagement in the

community or study setting, member checking (consulting with study participants on the accuracy and validity of the data and the study findings), and maintaining an audit trail (documenting analytic decisions during the study) (Given, 2008: 10).

This research uses audit trail to establish the dependability of the research. Audit trail is transparent description of the research taken in the research. There are some categories for reporting data such as raw data, data reduction and analysis product, data reconstruction and synthetic products, process notes, materials relating to intention and disposition, instrument development information that can be used when developing audit trail. Consequently, the researcher delivers the importance theory in the process of collecting and analyzing the data systematically.

E. Data Analysis

The model of data analysis that the researcher uses is interactive model by Miles and Huberman. The flow of analysis follows an interactive analysis model. In this research, the process analysis is done through 4 stages, they are:

1. Data collection

The data is obtained from vlogs available in YouTube.

2. Data reduction

After the data has been collected, the data will be reduced to determine the relevant data. In the process of data reduction, only the findings that related to the research problem are taken. However, data that are irrelevant with the research problem is discarded. The researcher uses the dictionary and the theory of Eble, Dumas and Lighter to decide whether it is slang or not. In this study, the

researcher only selects the vlogs and utterances that contain slang language, and the irrelevant data are not taken.

3. Data presentation

After reducing the data, the researcher will present the result.

4. Withdrawal Conclusion

The conclusion is made during the research, such as data reduction process after the data has been collected. Then, it will be obtained a tentative conclusion. After the data is completely complete, it can be obtained the final conclusion.