

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

In this study, the selected approach to analyse the data is qualitative. According to Creswell (2003, p. 198), a qualitative research occurs in natural settings, based on assumptions, the data that emerge are reported descriptively, and interpretation is utilized. Thus, interpretation is importantly needed in this study to broaden the findings of the use of punctuation marks in the written comments in photo portal on Yahoo! OMG!

3.2 Population and Sample

The study consisted of thousands comments which were too many and big to be analysed. Therefore, the writer took a sample from a number of comments that are posted in one most commented photo where pictured Obama nuzzling a ball on his head (See appendix 2). So far, the total of available written comments on this photo was 4,659 comments during its publication on March, 27, 2013 (See appendix 3). The sample taken was limited on three hundred which is regarded as representative enough to support the result of the study (See appendix 4).

The chosen sample used purposive sampling which is a type of non-probability sampling in which the units to be observed are selected on the basis of the researcher's judgment about which ones will be the most useful or representative (Babbie, 2007). Therefore, the sample chosen were selected from

the writer's given criteria. The writer decided to select one of the most popular photos in which automatically appeared in the initial order list of the page; the photo was expected to have a large number of comments; the comments might violate or not toward the use of standard punctuation marks; and the length of the written comments was limited on one to three sentences.

3.3 Technique of Data Collection

The writer collected the data using a computer and internet connection on visiting OMG! from Yahoo! news network site at <http://omg.yahoo.com>. In this research, the writer did not need to sign in to a Yahoo! account since it is an accessible web for the public. The writer clicked the photo portal and selected the most popular galleries. Firstly, the writer visited the page on March 29, 2013 and then did regularly with the aim of observing and ascertaining the increasing number of the comments. The photo derived has been displayed on the web page on March 27, and still be the most popular and commented photo up to a week of its publication. Before continuing to the next step, the writer bookmarked the page that contains the selected photo and commentaries, to ease accessing these data later. Then, the writer scrolled the page down to reach the commentaries that were below the photo as a platform on amassing various punctuation marks used to be analysed. Other users, therefore, can reply the existing comments the writer only focused on the first comments. Subsequently, to record the data gained, the writer copied the comments that appropriate with the criteria mentioned and pasted them into Microsoft Word.

3.4 Technique of Data Analysis

In analysing the data, the writer conducted several steps. Essentially, in this investigation, the writer would like to analyse the data by proposing questionnaire and interpreting. In accessing this website and publish a comment, a user does not need to log into an account, thus the writer of the study tried to get contact to the writers of the comments. On the page, the link that automatically appeared was via flicker in which enable to connect with the writers of the comments. However, only a little number of them have flicker accounts and many more of them are free users who are unable to be contacted. Thus, it made little obstacle for the writer in gaining further analysis. In fact, it is unlikely to get a reply from those contacted participants. Therefore, the writer cancelled the first option and used the self-interpretation as well.

In this research, the writer classified the result based on the frequent punctuation used by the writers of the comments and the most used violated punctuation used in the written comments. The writer analysed them using a book from Biays, et.al (2007) entitled *ALONG THESE LINES: Writing Paragraphs and Essays*. It is used as an exemplary guide and reference in analysing the data derived since it is a good handbook for students' writings as well. Moreover, it has been in the fourth edition and published from a good imprint. There are also several additional prominent sources used such *The Blue Book of Grammar and Punctuation* (Straus, 2008) and *Oxford Advanced Learner's Dictionary* (Hornby, 1995) to provide comprehensive analysis and evaluation of the data. The last step

is the writer made interpretation of the result in which regarded as the new functions of punctuation marks used in the written comments on photo portal on Yahoo! OMG!