CHAPTER 3
RESEARCH PROCEDURES

This chapter provides a detailed description of the methodology employed in this research. The methodology covers the description of the research method, focus of the research, setting and participants, data gathering technique, and data analysis technique.

3.1 Method of the Research

The research objective was achieved by employing qualitative content analysis. This method enables the researcher to get reliable and accurate conclusions by analyzing the text and applying them to a different context. (Marying, 2014; Spurgin & Wildemuth, 2017; Xiang & Yenika-Agbaw, 2019). The initial purpose of this method was to establish criteria for quantification in advance and analyze various types of materials, including documents, books, journal articles, newspapers, transcribed interviews, and replies to surveys (Santosa, 2020; Spurgin & Wildemuth, 2017). This research's methodology has also been utilized prior to the technological age to examine visual, audio, video, film, and textual communication messages (Derakhshan, 2021) as well as the internet (Spurgin & Wildemuth, 2017). Qualitative content analysis enables researchers to gain subjective yet scientific insights on social issues.

Given the objective of this research, which is to examine the language features employed by women and men in a debate, a qualitative content analysis is a suitable research design. In addition, this research employs a deductive analytic approach, wherein the initial categorization of data is based on existing studies or ideas (Y. Zhang & Wildemuth, 2017). Initially, the researcher examines various conceptual frameworks from language and gender study, such as the language features associated with women (Lakoff, 1975) and the language patterns observed in men (Coates, 2015). The researcher uses the theory put forward by Lakoff (1975) and Coates (2015) to investigate the language used in a debate between women and men. Furthermore, this study is classified as qualitative as its main objective is to

gain a thorough knowledge of the language features of women and men in a political setting.

3.2 Focus of the Research

This research focuses on the language features used by women and men on the "Vice-Presidential Debate 2020; Kamala Harris & Mike Pence" video from ABC News channel on YouTube.

3.3 Data and Source Data

The researcher chooses a real-life situation such as debate video from social media platform YouTube; Vice-Presidential Debate 2020 that was held on Wednesday, October 7, 2020, from 9:00 p.m. to 10:30 p.m. EDT in Kingsbury Hall at the University of Utah in Salt Lake City. The candidates at that time, Kamala Harris and Mike Pence, as the object of this research. The researcher focuses on the utterances that were used by Harris and Pence throughout the debate. After that, the researcher identified and analyzed their utterances using the theory proposed by Lakoff (1975) and Coates (2015).

3.4 Technique of Collecting the Data

The researcher uses a documentation method to collect the data. Documentation method means that the collected data are from the internet, video, and transcription. Sugiyono (2015) defines documentation as a process for gathering data and information from books, archives, papers, numbers, and photographs in the form of reports and information that may be utilized to support study. The data to analyze in this research is in the form of verbal language, which are words, clauses, and sentences taken from the vice president candidates' utterances. The researcher chooses to use this method because the research uses the transcript of the debate video as the object of collecting the data. The researcher watched the video more than twice to analyze and read the script frequently to get valid data. This method attempts to trace the source of information in the form of documents which are relevant to be researched.

3.5 Technique of Analyzing the Data

The data of this research was taken from the utterances of women and men in the Vice-Presidential debate. More specifically, the researcher applied content analysis to help the researcher to answer the research questions. After collecting the data, the researchers proceed to evaluate it with spiral data analysis, as described by Creswell and Poth (2007). Due to the constant and interconnected nature of the data collection process, the steps revolve within academic circles. Therefore, the most suitable method for data analysis is a spiral picture (Creswell & Poth, 2007). A data analysis spiral involves the researcher in a continuous process of analyzing data, rather than following a rigid linear approach. The data analysis spiral technique consists of five steps. Tasks here include managing and organizing of data, reading and writing emergent ideas, categorizing and classifying of codes into themes, developing and assessing the interpretations, and lastly, representing and visualizing the data. Steps that follow were followed in conducting the analysis by the writer:

1. Managing and Organizing the Data

The initial loop of the spiral data analysis conducted by Creswell & Poth (2007) involves the management and organization of the data. The researcher processes the video data by converting it into written form to be input in the datasheets. Simultaneously, the researcher devises a file naming system to systematically arrange the data for placement within the designated folder. During this phase, the researcher arranges the video transcript by assigning names to the data and determining its location, in order to locating the data so the data can be easily found and used.

2. Reading and Memoing Emergent Ideas

During this step, the researcher examines and reviews the transcript of the 2020 Vice Presidential Debate between Kamala Harris and Mike Pence to see whether the textual data may be subjected to analysis. During the process of memoing, the researcher rapidly scans the transcript to obtain a broad understanding of the context. Next, a thorough review of all the data is conducted

in order to find the specific data that addresses the language features. This is achieved by identifying and highlighting the phrases or utterances of both subjects.

3. Describing and Classifying Codes into Themes

The researcher applied coding. The identification covered six focuses on language features. In this analysis related to debates, researchers select particular language features like lexical hedges, hypercorrect grammar, avoiding strong swear words, nonstandard grammar, declarative sentences, and interruptions because of their significance in influencing the dynamics and efficacy of political communication. The choice of these language elements for discourse analysis of debates sheds light on how politicians employ rhetorical techniques to influence public opinion, uphold policies, and successfully engage in adversarial discourse. The researcher underlined the utterances and marked each category of the features. Besides using color to classify the data, the researcher also provided the initial form to indicate the types of argumentative statement and the types of language features used by women and men. After that, the researcher counted total features and determined the total amount and percentage of each feature. The initial forms can be seen as follows:

Table 3.1. The Classification of Language Features used by Kamala Harris and Mike Pence

No.	Data	Type of Statement	Language Features					
			LH	HG	NG	AST	DS	IT

Notes:

Type of Statement		Language Features	
C	: Claim	LH	: Lexical Hedges
G	: Ground	HG	: Hypercorrect Grammar
W	: Warrant	NG	: Non-Standard Grammar

B	: Backing	AST	: Avoidance of Swear & Taboo Words
Q	: Qualifier	DS	: Declarative Sentences
R	: Rebbutal	IT	: Interruption

Table 3.2. The Total Amount and Percentage of the Women's Language Features

Language Features	Total Amount		Percentage
	Women	Men	
Lexical Hedges (Fillers)			
Hypercorrect Grammar			
Non-standard Grammar			
Avoidance of Strong/Swear Words			
Declarative Sentences			
Interruption			
Total Features			

$$\frac{n}{\sum N} x 100\%$$

Note   : N= total amount of all features
          n= total amount of each feature

4. Representing and Visualizing the Data

This loop represents the outcome of the data. The data is presented in the form of findings and discussion. The researcher draws conclusions and interprets the meaning acquired from the data. All the findings are revealed to ensure that all research questions are addressed. The data is displayed by displaying excerpts of the language features used by the subjects.

5. Developing and Assessing Interpretations

To identify the common language features employed by Kamala Harris and Mike Pence during the Vice-Presidential Debate, the researcher deduced the data by utilizing the theories proposed by Lakoff (1975) and Coates (2015). The longest phase of this study is to achieve sufficient consistency in the coding procedure and

ensure reliable coding of all data. The result of the data analysis was again reviewed to avoid coding errors due to coder fatigue.

3.6 Step of the Research

The research steps were as follows:

1. Organizing and preparing the data for analysis by checking and transcribing the data.
2. The researcher read the data while watching the video and marked the words and phrases on the data that supported the study.
3. Rechecked and validated the data to ensure that the statements were in a correct classification.
4. The researcher presented the data in the form of table and narration; the table contained the amount of language features used by the subjects and the percentage; the narration discussed detailed description of each category.
5. Interpreted the data findings. The researcher compared the interpretation based on the data with the theories of types and function of women's and men's language features.
6. The researcher drew conclusions based on the analysis.

3.7 Time and Place of the Research

The data and information collected through online media (YouTube), the researcher does not need a specific location to conduct this study because the qualitative content analysis is flexible. In addition, this research is conducted from March 2024 until June 2024. The following table shows the timeline for undertaking this research.

Table 3.3. Time of the Research

Activities	Months 2024			
	March	**April**	**Mei**	**June**
Research Proposal Writing	■	■		
Research Proposal Examination			■	
Data Collection			■	
Data Analysis			■	
Thesis Examination				■