

CHAPTER III

RESEARCH METHOD

3.1 Research Design

Research design can be considered as the structure of research it is the “Glue” that holds all of the elements in a research project together, in short it is a plan of the proposed research work (Md. Akhtar, 2014).

There are some types of research design, one of them is interpretivism. Interpretivism is often placed in dichotomy with positivist approaches such as hard sciences versus social sciences, numbers versus discourse, generalisability versus situatedness (Dean, 2018).

The interpretivist paradigm can often be found conflated with terms such as post-positivism, qualitative inquiry, naturalistic paradigm, qualitative research and constructivism. It has been described as an umbrella term subsuming several different schools of thought, including phenomenology, hermeneutics, critical theory, symbolic interaction and ethnomethodology, as well as featuring ideas that align with late nineteenth- to early twentieth-century pragmatism and later twentieth-century feminist theories (Yanow, 2006) in (Dean, 2018).

This study uses interpretive paradigm as the research design in order that the researcher describes qualitatively the appraisal systems employed by Bo Seo in Open Grand Final of the World University Debating Championship Thessaloniki 2016.

3.2 Research Method

Research methods are a range of tools that are used for different types of enquiry, just as a variety of tools are used for doing different practical jobs, for example, a pick for breaking up the ground or a rake for clearing leaves (Walliman, 2014). There are 2 methods in research, qualitative and quantitative. Quantitative research use number as the data, while qualitative use sentences or descriptive as the data. Descriptive Qualitative is a method to describe the detail of qualitative data.

Descriptive Qualitative method is the method used in this study. This may mean that the goal of descriptive qualitative method is to describe with a rich collection of data upon the phenomenon and its characteristics of appraisal system found in Bo Seo's arguments.

3.3 Unit of Analysis

The unit of analysis is defined statistically as the "who" or "what" for which information is analysed and conclusions are made (Sedgwick, 2014). Unit of analysis in language can be divided into some unit, text, paragraph, sentence, phrase, and word. Sentence unit of analysis can be defined in some unit there are expression, utterance, clause, turn, and chunk. In this research, the unit of analysis is utterance. This mean the researcher segmented Bo Seo's arguments into utterances which are supposed to be analyzed based on appraisal theory.

3.4 Scope of the Study

The focus of this study are appraisal system and Bo Seo's arguments. White and Martin (2005) say that appraisal is one of three major discourse semantic

resources construing interpersonal meaning (alongside involvement and negotiation). Appraisal itself is regionalized as three interacting domains – ‘attitude’, ‘engagement’ and ‘graduation’. Argument has stereotypically been portrayed by logic textbooks as an externally manifested set of proposition “designated” as premises and conclusion. But often, at least in initially describing what an argument is, the texts do some hand waving to the effect that the conclusion is a “claim” based on “reasons” given in the premises (Walton, 1990). Bo Seo’s arguments in Open Grand Final of World University Debating Championship Thessaloniki 2016 has become viral in the debating community. His arguments about the world’s poor pursuing marxist revolution make the researchers interested to analyze his arguments using appraisal theory.

Bo Seo’s arguments are utterances Originally spoken by Bo Seo in Open Grand Final of World University Debating Championship Thessaloniki 2016. The arguments are about the world’s poor pursuing marxist revolution debated as the motion in the competition. The arguments could be found in Youtube with the official channel Livemedia <https://www.youtube.com/watch?v=tngaDNSICpU>.

3.5 Technique of Data Gathering

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes (Megel & Heermann, 1994). The source of data in this research is Youtube with the address <https://www.youtube.com/watch?v=tngaDNSICpU>. The data were collected as follows:

- a) Visiting the sites.
- b) Downloading the video which contains Bo Seo's arguments.
- c) Watching the video and listening the arguments.
- d) Transcribing the arguments.
- e) Segmenting the subtitle into utterances as the unit of analysis.

3.6 Technique of Data Analysis

The researcher collects the data by transcribing and segmenting into utterances. After that, the researcher identified which utterances that contain Attitude, Engagement, and Graduation as theorized by Martin and White (2005). Then, the researcher tabulated the analysis as well as elaborated how the arguments were positioned that they become viral in debating community.