

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Type of Research

The writer determines that this research should be done as a qualitative research. Qualitative research describes and explains persons' experiences, behaviors, interactions, and social contexts without the use of statistical procedures or quantification stated by (Fossey et al., 2002).

3.2 Method of Data Collection

The source of this research is only an RPG genre game which in this case is entitled *Fallout 3*. The qualitative method helps the writer to get information to explain every player's reasons in the process of character creation.

The method of data collection that were used in this study is an interview. An interview is data collection techniques through a question and answers session in a unilateral manner and system based on research objectives. An interview can be done in a well-structured, direct (face to face), even in an indirect way via social media, email, etc. In order to achieve the best results, the writer chooses a non-probability sampling method specifically known as convenience sampling (also known as availability sampling). Convenience sampling is selecting participants because they are often readily and easily available. Typically, convenience sampling tends to be a favored sampling technique among students as it is inexpensive and an easy option compared to other sampling techniques (Ackoff, 1953). Convenience sampling often helps to overcome many of the

limitations associated with research. In this case, the writer uses 6 friends divided by the same exact of gender which are 3 males and 3 females. The participants correlate to the main objectives which is the players who are experienced in playing *Fallout 3* as part of a sample is easier than targeting unknown individuals. The reason for choosing the technique mentioned above is because the writer will have an in-depth interview with the sample participants in order to achieve the best results of the study.

3.3 Method of Data Analysis

After collecting all data required, the researcher will analyze the phenomenon by qualitative method using gender role theory in thesis entitled “*A Gender Role Theory Examination of the Relationship between Gender Identity and Video Game Players’ Avatar Choices*” Young (2018) found that females play video games as often as males, and are willing to use a female avatar instead of a male avatar. Gender role theory is used in order to identify gender roles in video games, in which the cycle of gendered roles, careers, and activities remain repetitive (Williams, Consalvo et al., 2009; Shen et al., 2016).

So, the writer will have those theories mentioned above to prove that whether gender role is applicable in *Fallout 3* especially on the difference between male and female players on creating character creation.