Chapter III
Research Method

3.1 Research Design

To examine The Influence of Reading Comprehension of Humor, researcher used a survey method with a quantitative approach to analysis. The reason why researcher use a quantitative approach is because this study tested the variables of Reading Motivation, Reading Strategy and Reading Amount towards Reading Comprehension of Humor. Creswell et al., (2017:241) argues that quantitative design is a method for measuring certain theories by researching the correlation between two or more variables. So, the type of survey in this research was a written survey which used questionnaire. According to Creswell et al., (2017:242) survey designs are procedures in quantitative research in which you administer a survey or questionnaire to a small group of people (called the sample) to identify trends in attitudes, opinions, behaviors, or characteristics of a large group of people (called the population). The data in this study were analyzed using *Partial Least Square*. This research was analyzed using SmartPLS.

3.2 Operational Variable

Operationalization of variable is important as not all the variables can be easily measured. It also helps down to define the exact variable increasing the quality of variable and efficiency of design. Operationalizing also makes the hypothesis strong,

clear and standardize the variables being used in the research. To understand the difference between the variables the research difference first must be understood to use the variables properly within the research framework. The variables are then operationalized by finding a measurable, valid and quantifiable index for the variable including both independent and dependent variables.

In this study, variable are Intrinsic and Extrinsic Motivation, Reading Strategy and Reading Amount towards Reading Comprehension of Humor.

Table 3.1 Operational Variable

Variable	Dimension	Indicator	Items	Questionaries
Intrinsic Motivation (Schiefele et al., 2012a)	Curiosity	To learn more about topics of one's interest	3	I read Willy's (@cursedkidd) tweets because they allow me to learn about interesting things. I read Willy's (@cursedkidd) tweets because they help me learn new things (interesting things). I read Willy's (@cursedkidd) tweets because I enjoy his content.
	Involvement	To experience positive states of feeling, such as getting lost in a story or experiencing imaginative actions	3	I read Willy's (@cursedkidd) tweets because the content is often interesting. I read Willy's (@cursedkidd) tweets because it's fun. I read Willy's (@cursedkidd) tweets because of the characters.
	Challenge	Preference for difficult or complex reading materials	3	I learn difficult things by reading Willy's (@cursedkidd) tweets. If a tweet is interesting, I don't mind how difficult it is to read. If a tweet is interesting, I am able to read and understand it even if the material is difficult.
Extrinsic Motivation	Social Recognition	To get praise for frequent reading	3	I share Willy's (@cursedkidd) tweets on other social media platforms.

Variable	Dimension	Indicator	Items	Questionaries
(Schiefele et al., 2012a)				I often like (use the Like button) Willy's (@cursedkidd) tweets. I often retweet Willy's (@cursedkidd) content.
	Emotional and Relaxation	To cope with negative emotions, such as anger or sadness	3	I often quote tweet Willy's (@cursedkidd) content. I read Willy's (@cursedkidd) funny content on Twitter as a way to cope with negative emotions such as anger or sadness. I believe that reading humor on Twitter can help manage negative emotions.
	Relief from Boredom and Filling time	To overcome boredom and to fill in time because other, more preferred activities are not available	3	I read Willy's (@cursedkidd) funny content on Twitter to relax or take my mind off things I'm thinking about. I read funny tweets to overcome boredom. I read funny tweets to pass the time when preferred activities are not available.
Strategy (Schiefele et al., 2012a; Wang et al., 2020b)	Memorization	Memorize the topic	3	I sometimes remember funny tweets or content from Willy (@cursedkidd). I talk to my friends about jokes from Willy (@cursedkidd). I make Willy's (@cursedkidd) tweets a topic of conversation.
	Elaboration	Elaboration the Topic	3	I relate to Willy's (@cursedkidd) joke material. I try to understand Willy's (@cursedkidd) joke material by connecting it with my own experiences. I try to understand the content of Willy's (@cursedkidd) tweets in relation to real-life situations.
	Control	Control the Topic	4	I sometimes ask my friends about jokes from Willy (@cursedkidd). I have to reread Willy's (@cursedkidd) jokes. I previously knew about Willy's (@cursedkidd) account because it went viral on Twitter. I search for jokes on Twitter and came across Willy's (@cursedkidd) account.

Variable	Dimension	Indicator	Items	Questionaries
Amount (Schiefele et al., 2012a; Wang et al., 2020b)	Frequency of Reading	how many tweets or thread they read in their spare time during the last 3 months	2	How many tweets have you read during your free time in the past 3 months? Do you read because you're interested in specific topics or because there are viral topics on Twitter?
	Length of Reading	how long they usually read every day	1	How long do you usually read a tweet without taking a break?
Comprehends Humor (Spector, 1990) and (Green & Pepicello, 1978) and (Pepicello & Weisberg, 1983)	Morphological and Syntactic	Morphological humor is a type of humor that is based on the manipulation of words and their morphological structure, such as affixes, prefixes, and suffixes. Syntactic humor refers to a type of humor that is based on the manipulation of the structure or syntax of a sentence.	6	***Each question will be included in a humorous tweet so that respondents can choose an answer!*** Do you still understand every sentence that Willy @cursedkidd types even if he uses irregular words? Do you still understand every sentence that Willy @cursedkidd types even if it has contradictory meanings? Do you still understand every sentence that Willy @cursedkidd types even if he uses new words or changes the meaning of existing words? How is the use of non-standard or humorous words by Willy @cursedkidd in creating funny effects? Do you understand the jokes that Willy @cursedkidd types in his tweets even if they don't follow sentence structure? Overall, do Willy @cursedkidd's tweets entertain you?

3.3 Variable Measurement

The measurement scale of this study is based on the Likert scale, which is a scaling method used to measure respondents' opinion responses to questionnaire statements. As in the original RMQ (Reading Motivation Measurement Questionaries) (Schiefele et al., 2012; Wigfield & Guthrie, 1997), all items had to be answered on 4 – 1 point rating scales ranging from 1 (*very different from me*) to 4 (*a lot like me*).

Reading Strategy (Wang et al., 2020:6) had to be answered on 4 – 1 point rating scale ranging from 1 (*Almost never*), to 2 (*Sometimes*), 3 (*Often*), and 4 (*Almost always*). Reading Amount modified from (Schiefele et al., 2012:8; Wang et al., 2020:6) had to be answered on 4 – 1 point rating scale ranging from 1 (*5 Tweets*), 2 (*6-10 tweets*), 3 (*11– 15 Tweets*), and 4 (*More than 15 Tweets*), 1 (*15 minutes*), 2 (*30 minutes*), 3 (*45 minutes*), and 4 (*60 minutes or more*).

3.4 Population and sample

3.4.1 Population

Twitter is a popular social media platform that allows users to share short messages, known as tweets, with their followers. One popular type of account on Twitter is those dedicated to sharing humorous content. These accounts, often run by comedians, entertainers, or other individuals with a talent for making people laugh, have amassed large followings of users who enjoy the content they share. This population of Twitter users who follow humor accounts is diverse and includes individuals of all ages, genders, and backgrounds.

They may be drawn to these accounts for a variety of reasons, such as to escape from daily stressors, to feel connected to others who share their sense of humor, or simply to be entertained. Despite their diversity, these users are united by their love of laughter and their appreciation for the comedic talents of the individuals behind the accounts they follow.

Picture 3.1 Willy Account

3.4.2 Sample

Hair et al. (2017:47-48) showed that the magnitude of the minimum sample size is 5 – 10 times the number of parameters or indicators used. The recommendation for sample measurement for regression research is presented by Cohen, (1988). In Cohen's table of statistical power for regression, an 80% strength shows the minimum number of respondents for the study. The research construct has three arrows with minimum R^2 values of 0.1, 0.25, 0.50, and 0.75. The minimum research sample, according to Cohen's table, is **124** with an R^2 of 0.1 and a significance level of 5%.

Table 3.2 Cohen Research Sample Size Recommendations

Maximum Number of Arrows Pointing at a Construct	Significance Level											
	1%				5%				10%			
	Minimum R^2				Minimum R^2				Minimum R^2			
	0.10	0.25	0.50	0.75	0.10	0.25	0.50	0.75	0.10	0.25	0.50	0.75
2	158	75	47	38	110	52	33	26	88	41	26	21
3	176	84	53	42	124	59	38	30	100	48	30	25
4	191	91	58	46	137	65	42	33	111	53	34	27
5	205	98	62	50	147	70	45	36	120	58	37	30
6	217	103	66	53	157	75	48	39	128	62	40	32
7	228	109	69	56	166	80	51	41	136	66	42	35
8	238	114	73	59	174	84	54	44	143	69	45	37
9	247	119	76	62	181	88	57	46	150	73	47	39
10	256	123	79	64	189	91	59	48	156	76	49	41

Source: Cohen J.A power primer (Hair et al., 2017:48)

This study uses a sample of respondents. Sampling was carried out using a *non-probability sampling technique*, using a *purposive sampling method*. Purposive sampling is a sampling technique that uses certain criteria to find specific information from the target to be studied (Hair et al., 2017). Criteria sample:

- At least use twitter in the last 1 year.
- Twitter User who follows @cursedkidd Humor Account in Twitter.
- Ever Reply, Retweet, Love one of the tweets @cursedkidd

3.5 Data Collection

The researcher distributed questionnaires to collect the data. Questionnaire is essentially a structured technique to collect primary data. The aim of the questionnaire is to capture the data and information required to establish the parameters of the model, the relationship between the independent and dependent variables, and to evaluate the final model and hypotheses. The questionnaire is translated into Bahasa to minimize the risk of misunderstanding. The seconder data is observation and document analysis:

3.5.1 Observation

Observation techniques are utilized to gather data by closely examining physical symptoms or phenomena that can be directly observed in their natural setting, like the characteristics and conditions of different types of potential tourist attractions. To obtain a more detailed and complete understanding of these symptoms, researcher may need to immerse themselves in the community environment for an extended period of time.

When it comes to understanding humor on Twitter, observation techniques can also be helpful. This may involve closely monitoring and analyzing the language, tone, and context of humorous tweets, as well as examining the reactions and responses they generate from other users. In addition, it may be necessary to spend time engaging with the Twitter community and becoming familiar with its norms and trends in order to fully comprehend the humor that is being shared.

To analyze linguistic humor on Twitter, researcher use various observation techniques from Morphological and Syntactic, including:

1. Textual analysis: This involves closely examining the linguistic elements of humorous tweets, such as the use of puns, sarcasm, or irony, and analyzing how they contribute to the overall humor.

2. Discourse analysis: This involves analyzing how humor is used in the context of larger conversations or trends on Twitter, such as the use of memes or trending hashtags.

3. Social network analysis: This involves analyzing the social networks and interactions of Twitter users who share and engage with humorous content, in order to understand how humor is spread and interpreted within the Twitter community.

3.5.2 Document Analysis

A researcher using document analysis to study these variables would first identify relevant documents, such as research articles, books, or conference proceedings, that have been published on the topic. Then systematically analyze the documents to extract data and insights related to the variables of interest. The researcher search for studies that have examined the relationship between reading motivation and the comprehension of humorous tweets on Twitter. Analyze the research

studies to identify common themes or patterns related to how motivation affects comprehension, such as whether highly motivated readers are more likely to appreciate or understand humor on Twitter.

3.6 Data Analysis

3.6.1 Descriptive Analysis

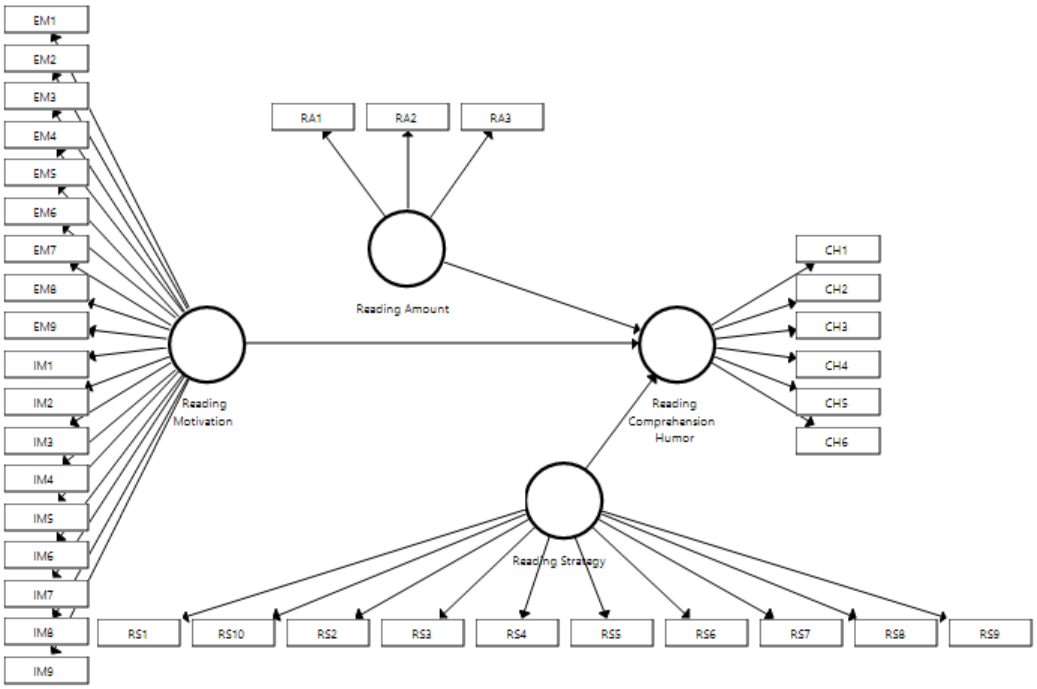
Descriptive analysis is carried out to determine the value of independent variables, be it one or more variables without making comparisons, or connecting one variable with another (Sugiyono, 2017). This descriptive research includes the presentation of generally applicable conclusions through statistical exposure. The results of the questionnaire that has been filled out by the respondent will be processed in such a way and then presented in the form of a continuum line.

Primary data is data that comes from the original or first source. This data is not available in compiled form nor in the form of files. This data must also be sought through the source or in technical terms the respondent, namely the person we make the object of research or the person we use as a means of obtaining information or data. The principle of classifying the percentage of scores or respondent answer data with the following criteria:

3.6.2 Statistic Testing

Data analysis was conducted using the Structural Equation Modeling Partial Least Squares (SEM-PLS) method to test the relationships between variables in the

research model. This analysis consists of two main stages: the Outer Model and the Inner Model.



Picture 3.2 Model Analysis

1. Outer Model (Measurement Model)

In the Outer Model stage, evaluation was performed on Internal Consistency Reliability, Convergent Validity, and Discriminant Validity (Hair et al., 2017). Internal Consistency Reliability was tested by examining the values of Composite Reliability (CR) and Cronbach's Alpha (CA). Composite Reliability and Cronbach's Alpha values above 0.708 are considered adequate to indicate instrument reliability (Peterson, 1994). Furthermore, Convergent Validity can be observed from the significant Loading Factor

values of the indicators, where loading factors above 0.5 indicate good convergent validity between the indicators and the measured constructs (Hair et al., 2017). The final step in the outer model test is discriminant validity, which utilizes the Fornell-Larcker Criteria. The Average Variance Extracted (AVE) values for each construct should be greater than the correlations between the constructs (Fornell & Larcker, 1981).

2. Inner Model (Evaluating Structural Model)

After evaluating the Outer Model, the analysis proceeds to the Inner Model stage to test the relationships between variables in the research model. In this stage, a path model analysis is conducted to test hypotheses and evaluate the strength of the relationships between variables by examining the t-statistic and p-value values. The minimum number of bootstrap samples should be at least equal to the number of valid observations, but preferably around 5,000 (Hair et al., 2017). Furthermore, the critical t-value for a two-tailed test is 1.96 at a significance level of 5%.

Table 3.3 Rules of Thumb Statistic Testing

	Parameter	**Rules of Thumb**
Outer Model Analysis		
Internal Consistency Reliability	• Composite Reliability • Cronbach's Alpha	> 0.708 > 0.708
Convergent Validity	Loading Factor Average Variance Extracted	> 0.5
Discriminant Validity	Fornell-Larcker Criteria	
Inner Model Analysis		

	Parameter	Rules of Thumb
multicollinearity		Variance Inflation Factor
Bootstrap		5000 Subsample
T-Statistic		Two-Tailed (1.96) significance level of 5%
P-Value		≤ 0.05 (alpha 5 %)

Source : Hair et al,. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM).