

CHAPTER III

RESEARCH METHODOLOGY

This chapter embodies the research design, research method, research setting, and respondents of the study, research instrument as well as the procedures that the researchers will go through in the conduct of the research.

3.1 Research Design

This research is a quantitative research which employs a self-reported questionnaire survey method to gather primary data. Quantitative research design invokes the post-positivist worldview and includes experimental designs and non-experimental researches (Creswell, 2014). Quantitative researches make use of statistical methods to describe and measure the degree or association (or relationship) between two or more variables and it also employs techniques of structural equation modeling, hierarchical linear modeling, and logistic regression to measure more complex variable relationships (Creswell, 2014). In addition, survey method which is employed in the study is a method for inquiry under the quantitative

approach (Creswell, 2014). Researches employing survey method is also defined as a method of descriptive research used for collecting primary data based on verbal or written communication with a representative sample of individuals or respondents from the target population (Mathiyazhagan & Nandan, 2010). The purpose of the survey is to gather unbiased primary data from the college students of Cebu City, Philippines. The use of survey method have satisfied the need for data in order for the researchers to examine the association of Attitude, Subjective Norm, and Perceived behavioral control to the formation of the intentions of the individual citizens into supporting or not supporting the ‘War on Drugs’ strategies of Philippines.

3.2 Respondents of the Study

A good portion of the population involved in illicit drug trade includes university students. This was reflected in the report of the Dangerous Drug Board of the Philippines after a household survey was done in the year 2012; the mean age of the drug users

is at ages 20-29 years old, an age group that includes university students. Meanwhile, in a study of Yi et. al (2017) conducted in the countries of Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam, the results revealed that in the countries of Philippines, Indonesia and Laos, a high prevalence of illicit drug use among university students was recorded. With this in consideration, the selected respondents of the research are university students of Cebu City. Cebu City was chosen as the research setting as it was said to be have the highest drug rate in the country as revealed by President Duterte in the Philippine Councilors' League 10th National Congress (Mayol et.al, 2017).

Specifically, the universities in Cebu that were chosen for the research are the following: University of San Carlos (USC), Cebu Normal University (CNU), and University of San Jose-Recoletos (USJR). The Universities chosen are based on the school's performance from the number of Program studies with Center of Excellence and Center of Development recognition from the Commission on Higher Education of the Philippines. All

three universities occupy the top three ranks in the summary of evaluation of school performance released by the Commission on Higher Education (Commission on Higher Education, 2016). It can therefore be objectively confirmed that these universities with government-related courses are highly competent and competitive universities within Cebu City. This is an important consideration because college education had long been subjected to various researches which consider education to be a variable to predicting political participation (Jarvis et. al, 2005; Wolfinger and Rosenstone, 1980). As noted, individuals with higher levels of educational attainment are more likely to report greater attention and interest in politics as compared to their less educated peers (Jarvis et. al, 2005). Included to the activities that manifest the political interest of individuals with higher education report are activities such as following the news, possessing political information and knowledge and possessing a sense of civic duty.

Furthermore, scholars generally agree that citizens with better education are more likely to engage in politics and be

involved in various political activities (Chang, 2012; Lake and Huckfeld. 1998: 567; Verba et. al, 1995; Park, 1998). Also, according to Quintelier (2007), as cited by Chang (2012), as the youth are aging, their levels of education increase and that includes an increase of their engagement in political activities. A research of Chang (2012) which is entitled, Youth Participation in Asia, had revealed that in countries of China, Indonesia, Philippines, Mongolia, and Singapore, the young people are more frequently participating in informal politics than the old people; informal politics comprised by lobbying, petitioning, and demonstrations.

Thus, in this research, the focus is in the college students with the assumption that college students are politically informed of issues involving politics and affairs of the government including policies such as War in Drugs. A background knowledge of War on Drugs and a degree of political involvement is important in order to assess that an individual being examined in this research regarding his or her support to

War on Drugs is not entirely clueless to what the policy is about and to the strategies that the policy implementation entail.

3.3 Sampling Population

The theoretical population of this research is the young citizens of Philippines and the Study Population is the University students of selected Universities in the Philippines. With the massive population size, finding the true population and the choice of sample is crucial.

In arriving into the representative sample population of the target population, the estimated number of students in an academic year of all the three universities chosen to be the research settings have an approximated total population of 78 500 students. Using the formula of Cochran (1977) and verifying the results to online sample size calculators, it has been revealed that the sample size should be 173 with 5% margin of error. After conducting the research gathering procedure, a total of 194 respondents were able to participate in the research and the research was also extended to another university; the University

of the Philippines-Cebu. Administrative challenges arose between the researcher and the school administration of the three universities consequently, resulting to an inadequate amount of gathered responses; hence, the extension of the research to another university was a necessary move for the completion of the research.

3.4 Sampling Technique

As mentioned above, the research employed Cochran's formula from Cochran's (1977) work, entitled, Sampling techniques. In a margin of error of 5% and a confidence level of 95%, the total population of 78 500 arrived into a sample size result of 173, which was then expanded to 194.

In the beginning stages of the research, the technique used in order to arrive to the sample size is the formula of Cochran (1977), the formula shown below:

$$SS = \frac{(Z \text{ score})^2 (p)(1 - p)}{(e)^2}$$

$$SS \text{ Adjusted} = \frac{SS}{1 + \frac{(SS-1)}{\text{Population}}}$$

In order to follow through, step by step the technique used to get the sample size of the research. A run through of the technique is shown below:

$$SS = \frac{(Z \text{ score})^2 (p)(1 - p)}{(e)^2}$$

$$SS = \frac{(1.645)^2 (0.8)(1 - 0.8)}{(0.05)^2}$$

$$SS = \frac{(2.706)(0.16)}{0.0025}$$

$$SS = 173.2$$

The result is then adjusted to the specific population using the second formula.

$$SS \text{ Adjusted} = \frac{SS}{1 + \frac{(SS-1)}{\text{Population}}}$$

$$SS \text{ Adjusted} = \frac{173.2}{1 + \frac{(173.2 - 1)}{78\,500}}$$

$$SS \text{ Adjusted} = \frac{173.2}{1.0021923567}$$

$$SS \text{ Adjusted} = 172.6 \Rightarrow 173$$

The Z-score of 1.64 is taken from the Z-score equivalent of the 90% confidence level. The p represents the level of

variability. According to Cochran (1997), 80% or 0.80 is the level of variability in the large population such as what this study has.

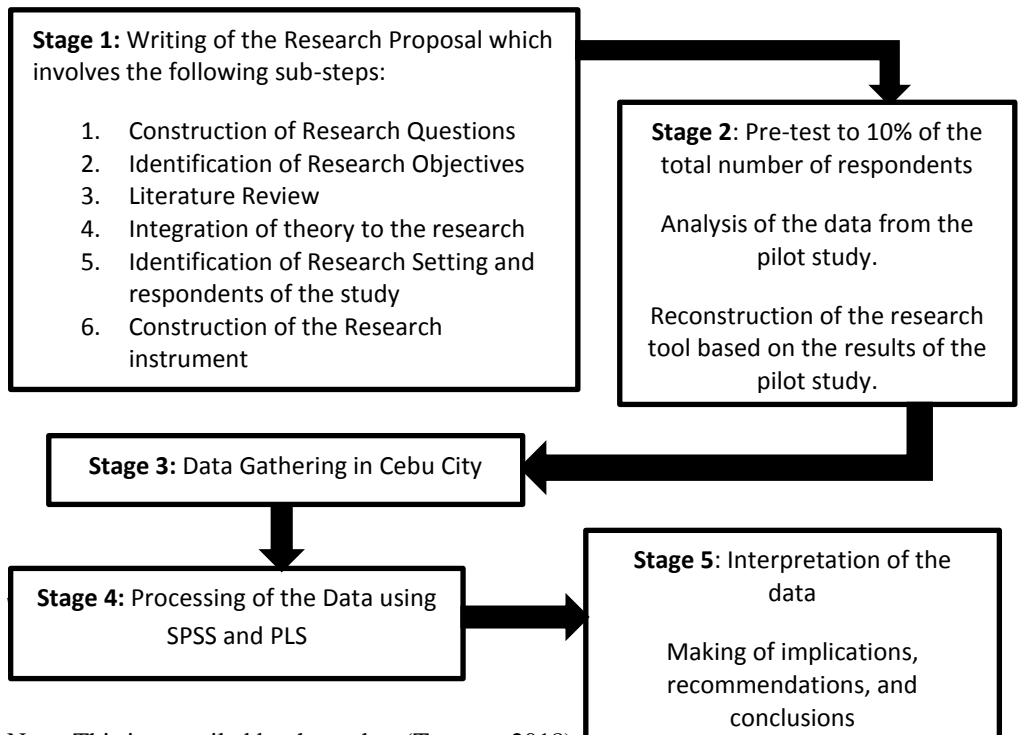
3.5 Research Instrument

The research employs a quantitative survey method using the Likert scale. The instrument used was a two-pager survey form consisting 20 statements measuring attitude, subjective norm, perceived behavioral control, and behavioral intention, and another set of yes or no questions to record the extent of support. The construction of the research instrument is based from Ajzen's Theory of Planned Behavior Questionnaire Guide which was developed as guidance for making questionnaires to TPB-related researches. A pre-test was also conducted to 10% of the total respondents from Mindanao State University- Iligan Institute of Technology, in order to test the research instrument and its internal consistency and also if it effectively answers the research problems set for the purpose of the research.

3.7 Data Gathering Procedures

The data gathering procedure presents the various steps that are all equally vital into achieving the objectives of the research and into addressing the research problems that the research posed. Figure 3.1 presents the stages of the entire research:

Figure 3.1
Procedures of Data Gathering



Note: This is compiled by the author (Tomaro, 2018).

3.8 Data Classification

The research made use of primary data that were gathered and collected using a self-reported questionnaire survey method. Secondary data were also used for further readings and literature review in order to establish the familiarity and the deep understanding of the research topic chosen. Table 3.1 illustrates the types of data that were gathered and utilized in this research.

Table 3.1
Data Classification

No.	Data	Primary	Secondary	Sources
1	a. Attitude b. Political Trust c. Subjective Norm d. Perceived Behavioral Control e. Behavioral intention	✓	✓	Survey and journal articles.
2	War on Drugs Policy		✓	News Articles, Government Websites, and International reports

Note: This is compiled by the author (Tomaro, 2018).

3.9 Data Analysis

The research, as what has been mentioned above conduct a self-reported questionnaire survey in order to gather primary data. The data that were gathered were analyzed through the use of SPSS version 21 and Partial Least Squares or PLS version 3. Partial least squares or PLS is used as it has a structural equation modeling (PLS-SEM) feature and is a popular method for estimating path models with latent variables and their relationships (Sarstedt et. al, 2017). Furthermore, Hair et. al (2014) noted a few considerations for the researcher when deciding to utilize PLS or not. Accordingly, PLS is encouraged to be use when the goal is predicting key target constructs or identifying the strongest predictors/ key constructs, when the sample size is small and/or the data are non-normally distributed and when the plan is to use latent variable scores in subsequent analyses (Hair et. al, 2014). SPSS which means Statistical Package for the Social Sciences used for editing and analyzing different variants of data (SPSS, 2018). The data were inputted using the version 21 of SPSS. Generating the demographic

profile made use of SPSS version 21. While, the indicator items were analyzed through PLS Version 3 by evaluating its AVE, Cronbach's Alpha, Composite Reliability, Item loadings, and also its Rho. The hypothesized relationships of the variables were also assessed through PLS Version 3 by identifying the Regression weights, the p-value, the effect size, and the regression square. The model fitness was also analyzed using the Model fitness analysis of PLS Version 3.

This chapter presented the research design, the respondents chosen, a description of the instrument that was used, the data gathering procedures and the classification of the data that were gathered. The next chapter will provide an elucidation of the research setting.