CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the methodology employed in the study. It specifically describes the research design, participants, sampling method, data collection, research instrument, validation of instrument, and plan for analysis. The analysis on methodological issues in communication and language choice are also given emphasis to establish valid and reliable data gathering.

3.2 Exploratory Mixed Method

Mixed research method is a combination of both qualitative and quantitative research approaches. In a strict sense, both approaches have different epistemological and ontological underpinnings. However, as research approaches began to develop, the combination of both qualitative and quantitative approaches have started to gain more importance in conducting comprehensive research (Creswell, 2008: 552).

An exploratory mixed method is specifically used in this research. Mixed research design is a procedure for collecting, analyzing, and mixing both qualitative and quantitative data in a single study or in a multiple series of studies (Creswell, 2008: 561). More specifically in some cases exploratory mixed method can be used as an effective method in writing a mixed research. Exploratory mixed research design includes two phases. The first phase of the study focuses on the collection of qualitative data and the second phase focuses on the collection of quantitative data. During the first phase, a small number of participants are needed for qualitative data collection. Interviews and observations are

usually done to identify the major themes, questions, ideas, and perspectives that may be included in the survey (Lodico, Spaulding & Voegtle, 2006). This method is useful for the researcher to develop an instrument like a survey questionnaire which will be used in the second phase of the study. Creswell (2008: 561) described exploratory mixed research design as a procedure which gathers first the qualitative data to explore the phenomenon and then collect the quantitative data to explain the relationships found in qualitative data. In the second phase of the study the quantitative data collected are analyzed to support and build the findings of qualitative analysis. Creswell (2008: 561) emphasized that exploratory mixed research design focuses on qualitative (QUAL) data more than the quantitative data (quan) and it follows the sequence of data collection.

The use of exploratory mixed method design helps in exploring the language choice of Filipino-Malaysian couples. Examining their language choice may help in identifying the variables necessary in developing a questionnaire for quantitative data collection. Since both qualitative and quantitative approaches were used in this research, three phases of data collection were conducted. The first phase of data collection focused on interviews and observations, the second phase was the recording of couple's actual conversation at home and the third phase of data collection was focused on the survey questionnaire.

3.3 Statistical Treatment of Survey Data

To make a valid interpretation of the survey data, this study used two simple statistical treatments such as the computation of the percentage and mean. The percentage was used to determine the occurrence of language choice and accommodation strategies in interracial couples' verbal communication (See Chapters 5 and 6). In computing the percentage, SPSS software was used.

In Chapter 6 the comparison of mean on accommodation strategies are presented. The computation of mean using SPSS software was employed to determine the average results of the survey conducted (See Appendix C). The mean determines the average results of the survey on four accommodation strategies employed in interactions between Filipino and Malaysian couples.

3.4 Participants

The participants of the study were Filipinos married to Malaysians and had stayed in Malaysia for at least one year. Two cities were chosen as research sites: Kuala Lumpur and Kuching because most referrals know more Filipino-Malaysian couples in these two cities. Thirty (30) couples (60 individuals) were grouped into three; 10 Filipino-Malay, 10 Filipino- Malaysian Chinese and 10 Filipino-Malaysian Indian couples. Nineteen (19) couples (32 spouses) from Kuala Lumpur and eleven (11) couples (22 spouses) from Kuching participated in the study.

Table 3.1: Number and Percentage of Participants from Kuala Lumpur and Kuching

Location	Filipino-Malay Couples	Filipino-Chinese Couples	Filipino-Indian Couples
Kuala Lumpur	6 (20%)	3 (10%)	10 (33.33%)
Kuching	4 (13.33%)	7 (23.33%)	0
Total number of couples	10	10	10

Table 3.1 shows the total number and percentage of participants from Kuala Lumpur and Kuching who took part in the study. Six (20%) Filipino-Malay couples came from Kuala Lumpur and 4 (13.33%) came from Kuching; 3 (10%) Filipino-Chinese couples came from

Kula Lumpur and 7 (23.33%) came from Kuching; and 10 (33.33%) Filipino-Indian couples came from Kuala Lumpur.

The participants from Kuching and Kuala Lumpur vary in terms of number due to the limited Filipino-Malaysian couples in both cities. There are only 202 registered Filipino-Malaysian couples throughout Malaysia in 2007 (Philippine Embassy, 2007). In Kuala Lumpur, Filipino-Indian couples (10) have the highest number of participants because there is a very small number of such mixed marriage in Kuching. On the contrary, the majority of the participants in Kuching are Filipino-Malaysian Chinese couples (7) due to a larger number of Filipinos married to the Chinese in Kuching.

All the participants came from Kuala Lumpur and Kuching because the majority of the referrals were from these two cities. However, the place of residence is not taken into consideration in the data analysis because seven couples from Kuching frequently travel in Kuala Lumpur.

All spouses speak at least two or more languages, either their own ethnic language (Mother tongue), or English (International language), Bahasa Malaysia (National language of Malaysia), and Filipino (National language of the Philippines).

The participants were introduced to the researcher and had frequent contact with them prior to the interview, tape-recording of actual conversation and distribution of the survey questionnaire. Other participants whom the researcher did not personally know were referred by other participants and other Filipinos who worked in Kuching and Kuala Lumpur. The researcher and all the participants had informal contacts before the

sociolinguistic interviews, recording of actual conversations, and distribution of questionnaire. Informal contact through home visits and telephone conversations were maintained for at least one month to establish familiarity and rapport between the researcher and the researched. This is to ensure that the participants will not be inhibited in answering questions during the interviews.

Thirty (30) Filipino spouses consisting of 27 females and 3 males and thirty (30) Malaysian spouses consisting of 27 males and 3 females took part in the study. All Filipino participants had stayed for at least one year in Malaysia.

3.5 Sampling Method

This research used a purposive sampling technique, more specifically snowball or network sampling in which the selection of participants was conducted through referrals (See Chapter 1, Sections 1.1 and 1.7). The participants referred those Filipinos who were married to Malays, Chinese and Indians and had stayed in Malaysia for at least one year.

Snowball sampling technique was made by selecting participants who possess certain characteristics needed in the research to refer other participants with similar characteristics (Lodico, Spaulding, & Voegtle, 2006). Considering the marital aspect of the research, the sampling technique helped in minimizing the chance of refusal from the potential participants. Using the snowball sampling method is an appropriate sampling technique because it offers more advantages for studies that focus on ethnic group, immigrants, and rural populations (Milroy and Gordon, 2003: 32).

Snowball sampling method helps in getting more participants to participate in the research data gathering. The process continues until the required information is reached or when saturation point is reached (Kumar, 1997). Snowball sampling is applicable in this research on language choice, accommodation strategies and code switching of interracial couples because of the limited number of Filipinos who are married to Malaysians. As mentioned earlier, the Philippine Embassy in Kuala Lumpur registered 202 Filipino-Malaysian couples who had legal capacity but only 52 reported to register from January 2006 to April 2007 (Philippine Embassy in Kuala Lumpur, 2006). There are only few married Filipino and Malaysian couples who reported and registered their marriage to the Philippine Embassy. Therefore, finding the married couples to participate in the study would have been difficult if the social network of the researcher had been limited.

The data gathering was divided into three different phases. The first phase was the sociolinguistic interview, the second phase was the recording of the couples' actual conversation and the third phase was the survey questionnaire.

3.5.1 Sample for Sociolinguistic Interviews

The first phase of data gathering was the sociolinguistic interview. There were 60 Filipino and Malaysian spouses consisting of 30 Filipino-Malaysian couples who participated in the interview. As stated earlier, ten of them were Filipino-Malay couples, 10 Filipino-Malaysian Chinese, and 10 Filipino-Malaysian Indian. The sociolinguistic interviews were conducted by following a procedure in data gathering:

1. Participants were classified according to their spouses' ethnic backgrounds like Filipino-Malay, Filipino-Malaysian Chinese and Filipino-Malaysian Indian couples.

2. Weekly meetings for two to three times with the participants were held to establish better relationship and to build rapport between the researcher and the researched.

3. Informal interviews were conducted after three or more meetings with the participants.

The interview centered on three areas such as language choice, accommodation strategies and code switching. Interviews were informally conducted in couples' respective homes to ensure that they felt comfortable in discussing issues related to language choice. All interviews were recorded with the couples' approval. There were informal written consent (see appendix E) and verbal consent given by the couples prior to the interview. Before the participants were interviewed, they were asked if they would be comfortable to take part in an interview. Out of 60 participants (30 couples) there were five (5) spouses who requested the interview not to be recorded. These five participants did not give their reasons for not allowing the researcher to record the interview. For these participants, the researcher jotted down the important details of their answers.

3.5.2 Couples' Actual Conversation

The second phase of data collection was the recording of the couples' actual conversation at home. Not all couples agreed but nine (9) couples (18 spouses) gave their consent. In order to maintain balance and to avoid inconsistencies of the findings 3 Filipino-Malay, 3 Filipino-Malaysian Chinese, 3 Filipino-Malaysian Indian couples became the participants in the recorded conversations. The setting of the recording was at each couple's residence and there was no specific time and topic. An MP3 recorder was left with the couples to record the 30-minute (maximum) conversations at home. They were given the choice to record any topic as long as the conversation was a casual conversation between husband

and wife. The couples were free to edit or erase any recordings that they did not want to include in their conversations. Some recordings were interrupted by members of the family who wanted to participate in the conversations. Circumstances like these were expected especially in families with children and other family members like the parents-in-law, brother-in-law or sister-in-law staying in the same household.

3.5.3 Sample Used for the Questionnaire

The third phase of the research involved the distribution of survey questionnaires to the participants. The content of the questionnaire examined the couples' language choice and accommodation strategies. There were 80 sets of questionnaires disseminated but only 65 were returned. The returned questionnaires were further classified into three groups; Filipino-Malay, Filipino-Malaysian Chinese, Filipino-Malaysian Indian. To obtain an equal number of participants, 30 couples were chosen to represent three groups consisting of 60 spouses.

3.6 Research Instrument

This research used semi-structured interviews, actual recording of Filipino-Malaysian couples' interactions and survey questionnaire to analyze language choice, accommodation strategies and code switching patterns of Filipino-Malaysian couples' communication in the home domain. The survey questionnaire includes the demographic profile of participants and a 7-point Likert scale to describe the couples' language choice. The language choice was categorized into three options such as first language, Bahasa Malaysia (national language) and English (international language). The other section was a 7-point Likert scale questionnaire on the accommodation strategies of speakers.

3.6.1 Interviews

Semi-structured interviews were held to enquire about the couples' language choice, accommodation strategies, and code switching. Interviews were conducted in an informal atmosphere in order to make the participants feel more comfortable when answering the questions and issues on interracial couples' language choice. All interviews were conducted in English, Filipino, Cebuano, Taglish, with some switching from English to Tagalog and Cebuano. In interviewing the Filipino spouses, code switching from English to Filipino and Bahasa Malaysia was common to both interviewer and interviewees. If an interviewee was from the Northern part of the Philippines, the English language was used with some switching in Filipino; however if an interviewee was from the Northern part of the Philippines, English language was used with some switching in Cebuano. It was evident that in the interviews, code switching was frequently used by the researcher and the researched. Switching from one language to another helped the interviewer and the interviewee to establish better communication and closer relationship. If there were words that could not be described clearly in English, other languages like Tagalog, Cebuano or sometimes Bahasa Malaysia were used. Although the researcher was not proficient in Bahasa Malaysia some switching in Bahasa Malaysia was done to show the researcher's interest to communicate with the Malay participants. For Malaysian Chinese and Malaysian Indian participants, the English language was frequently used. Although there were three Indians and one Chinese participant who could converse in Filipino, the use of English was prevalent.

The interview questions were asked in a friendly manner. Interviews started with some questions related to the paticipant's families, friends or children. It was an informal conversation and the researcher followed a guide (see Appendix F) in asking questions. As

the conversation became more informal, questions related to the language choice at home and the reasons for language choice occurred. The informal conversation contributed in gathering authentic information from Filipino-Malaysian couples.

Questions related to the language choice of Filipino-Malaysian couples were the first few questions asked. This was followed by questions on the reasons for language choice. Since all couples were multilingual, questions related to code switching and accommodation strategies were taken into consideration. The questions asked helped the researcher to identify the specific accommodation strategies used by couples such as approximation strategies, interpretability strategies, discourse management strategies, and interpersonal control strategies.

To carry out the interview smoothly, the researcher informed all couples about the purpose and focus of the research before the interview.

3.6.2 Conversation

The second phase of the research was the actual recording of the couples' conversation. This was done to capture the actual use of the language in the home domain. Couples agreed to record their actual conversations. An MP3 recorder was left with them and couples were asked to record their conversations. They were given instructions as to how to operate the MP3 and to record the conversation. They were also instructed to record only 15-30 minutes of their actual conversation. Other couples used their cell phones to record their conversations and forwarded them to the researcher through bluetooth connection.

3.6.3 Questionnaire

A self-made questionnaire was constructed based on the qualitative findings on couples' language choice, accommodation strategies and code switching. The questionnaire used a 7-point Likert scale to identify the couples' language choice and accommodation strategies (see Appendix B). The questionnaires were face-validated before they were distributed to the participants. The face validation was done by asking 8 English lecturers who were teaching English and Applied Linguistics subjects from Inti University College, Unimas, Universiti Malaya and UCSI University to review and comment on the research questionnaire. Five of the lecturers were Ph.D. degree holders and the other 3 lecturers were currently working their Ph.D. thesis. After the moderation, the questionnaire was revised and tested through a pilot study to measure its validity and reliability.

Six spouses took part in the pilot study. After the pilot study, changes were made on some question items on language choice, and accommodation strategies. Interview questions were also revised to capture comprehensive information from the interviewees.

3.6.3.1 Language Choice Questionnaire

A questionnaire identifying the language choice of interracial couples was designed. The questionnaire used a 7-point Likert scale which emphasized the four major linguistic choices of Filipino-Malaysian couples such as ethnic language/mother tongue, national language (Bahasa Malaysia) and international language (English). A sample of the questionnaire is found in Appendix B.

3.6.3.2 Accommodation Strategies Questionnaire

The questions used in identifying the couples' accommodation strategies were based on Communication Accommodation Theory (CAT). The 7-point Likert scale was used to measure the accommodation strategies used by couples. The questions were classified according to different types of accommodation strategies such as approximation, interpretability, discourse management, and interpersonal control strategies (see Appendix B). A detailed explanation of various accommodation strategies used is shown in Chapter 6, Section 6.2.

3.7 Data Collection

The data collection was done in three phases. The first phase was an interview with the Filipino-Malay, Filipino-Malaysian Chinese, and Filipino-Malaysian Indian couples. A preliminary and informal interview with each couple which lasted for at least 60 minutes was conducted to establish familiarity and to build rapport between participants and the researcher. Interviews on language choice, accommodation strategies, and code switching were conducted in a casual and informal manner. The interviews included some questions that would establish better relationship between the couples and the researcher. At this stage, the researcher arranged a schedule for interviews with the couples. This was to ensure that the participants were willing to participate in the data gathering.

After conducting the preliminary and informal interviews, tape-recorded semi-structured interviews (see Appendix F) were conducted. All couples were informed about the purpose of the interview. The procedure was explained clearly and thoroughly prior to the interviews for couples to be ready and prepared in the data gathering procedure. Interviews were conducted in a conversational style in order to obtain full cooperation and

participation from couples. The setting was informal and switching from English to Tagalog, Cebuano or Bahasa Malaysia was made to make the interviewee feel comfortable. However, translation from Filipino language was sometimes made by the spouse or the researcher so that the Malaysian spouse would not feel left out and uncomfortable.

The interview questions centered on couples' preferred language, reasons for language choice, accommodation strategies, and code switching. After the interviews, the recorded data were transcribed. Then the transcripts were shown to the couples for verification and correction (i.e., addition, deletion, etc.) to ascertain the reliability and validity of the data so as to guarantee that the information gathered was authentic (Miles and Huberman, 1994).

After the interviews, nine selected couples were requested to record their actual conversation to determine the language used. This was done to support and validate the findings in the interviews. A recorder was left for them to record their actual conversations; however some couples used their mobile phones in recording their conversations for convenience. In recording the conversation, couples were given the option to delete some parts of the conversation especially some sensitive family matters that they thought were private.

After the interviews and actual recording of conversations, a quantitative survey was conducted in which questionnaires focusing on language choice and accommodation strategies were distributed. The first part of the questionnaire gathered the participants' personal information which helped the researcher in identifying other factors that influence the couples' language choice. The second part of the survey questionnaire focused on

language choice and accommodation strategies used by the couples when communicating in the home domain.

The survey questionnaires consisting of three sets of questions such as personal information, language choice and accommodation strategies were distributed to all spouses.

The three phases of data gathering were conducted to obtain comprehensive findings on language choice, accommodation strategies, and code switching of Filipino-Malaysian couples.

The data gathering is illustrated in Figure 3.1.
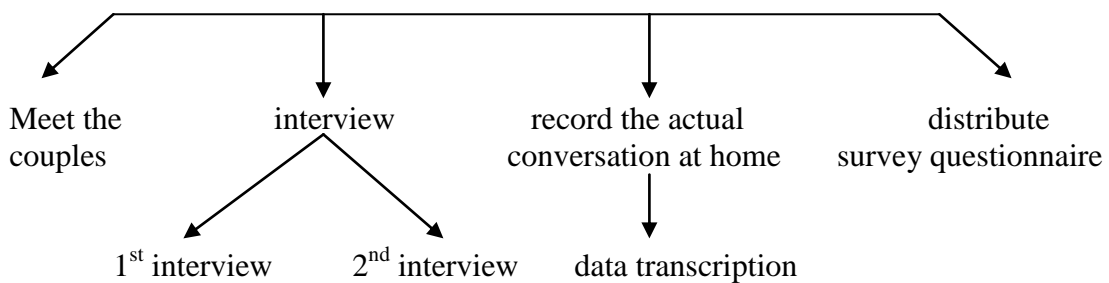
Figure 3.1 Data Gathering Procedure

Figure 3.1 illustrates the process of data gathering procedure which starts from the casual meeting with couples before the interviews took place. Two interviews were held first before the recording of actual conversations of couples. The first interview was a preliminary and informal interview which lasted only 60 minutes for each couple to establish familiarity and rapport between the researcher and the researched. The second interview focused on the couples' language choice, accommodation strategies and code

switching which lasted at least 30 minutes for every couple. All data were recorded and transcribed and they were shown to the couples to confirm their answers in the interviews.

After transcribing the data, a qualitative analysis was conducted and this is discussed in the following sections. After the qualitative data gathering, a survey questionnaire was disseminated to 60 Filipino-Malaysian couples.

3.8 Data Analysis

The data gathered in the interviews, survey and recording of conversations were analyzed qualitatively and quantitatively so as to obtain a comprehensive analysis. In describing the data analysis a brief background of the qualitative analysis is provided.

3.8.1 Qualitative Data Analysis

The micro level of analysis is focused on the individual act, choice and agency which can be classified as qualitative. Language choice, accommodation strategies, and code switching were examined using the micro sociolinguistic analysis (Coulmas, 2005). The analysis was based on the transcribed interviews and recording of the couples' conversations. The micro analysis was made to provide an analysis of couples' language choice and accommodation strategies. The quantitative findings help in constructing the questionnaire. The data in quantitative analysis provides additional information to comprehensively explain the existence or emergence of certain communicative phenomena.

Language choice in the micro analysis was examined in a detailed manner which focused on the language choices in the individual level. The choices made during the

interviews and actual conversations were closely examined. In addition, the reasons for language choice and the occurrence of accommodation strategies were examined.

3.8.2 Analysis and Development in the Interview Process

Couples' language choice and accommodation strategies were analyzed from the data collected during the interview. The way couples answered the questions during the interview was taken into consideration when the interviews were conducted. Before the interview was conducted, there were frequent meetings and contacts with the participants to build better relationship and for the participants to share their personal experiences without any inhibition.

3.8.3 Analysis of Sociolinguistic Interviews

In the earlier section of this chapter it is mentioned that this study on interracial couples' language choice, accommodation strategies and code switching in verbal communication follows certain steps in analyzing the data. This was done to support the quantitative analysis and to explain data that were not quantifiable like the reasons for language choice, accommodation strategies and conversational code switching.

Burns (1998) believed that qualitative methods like semi-structured interviewing permits access to individual meaning in the context of ongoing daily life. It is appropriate to use qualitative method in the analysis for it is not concerned with the objective truth but with the truth as the participants perceive it through their own experiences. The collected data were analyzed by finding the meaning within the data, which were systematically arranged and presented in a narrative form.

In analyzing data, it requires procedure that must be followed and observed. As part of the procedure, a narrative report based on the semi-structured interviews must be read and re-read to understand thoroughly the message of the informants (Miles & Huberman, 1994). In this stage, writing down the impressions was done to clearly evaluate the data. The next step was the coding and indexing of data in which words, phrases and sentences were manually categorized. At this stage, the data gathered were classified into themes. In coding the interview data, several stages were required to obtain a reliable analysis and interpretation. The first stage was to develop a list of coding categories in which a short name was assigned to each category. The data were coded by supplying the appropriate code in the margin of the transcript file.

After categorizing the data, all categories were linked together in order to make good inferences. Moreover, as the analysis progressed, a constant comparative analysis was made. This was done by frequently comparing the interview transcripts with the codes to ascertain rigor in the analysis and interpretation of data.

3.8.4 Coding Principles

The analysis of a qualitative research began when coding started. Creswell (2008) defines coding as a process of segmenting and labeling text to form descriptions and broad themes in the data. A visual model of the coding process in qualitative research is shown in figure 3.2.
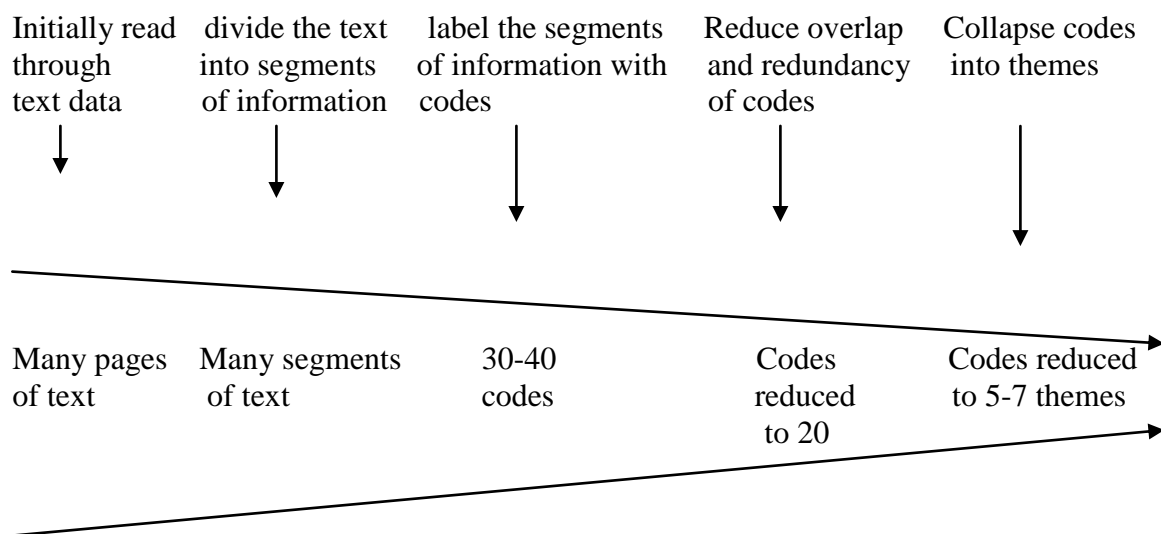
Initially read through text data	divide the text into segments of information	label the segments of information with codes	Reduce overlap and redundancy of codes	Collapse codes into themes
↓	↓	↓	↓	↓

Many pages of text	Many segments of text	30-40 codes	Codes reduced to 20	Codes reduced to 5-7 themes

Figure 3.2 Visual Model of the Coding Process in Qualitative Research (Creswell, 2008:251)

In coding the data, it does not necessarily require to follow definite steps. However, Tesch (1990), Creswell (1994) and Creswell (2005) offered and recommended the following steps such as get a sense of the whole, pick one document, start the process of coding the document, after coding the entire text, make a list of all code words, take the list and go back to the data, and reduce the codes to get five to seven themes or descriptions of the setting or participants.

3.8.5 Descriptive Coding

Description is essential for it provides a detailed rendering of people, places, or events in a setting in qualitative research (Creswell, 2008). A description on the gathered data will help readers visualize the person or the actual action that occurs. Such coding helps in providing comprehensive information of the interviews. In addition, the description specifically on couples' non-verbal behavior during the interviews enriched the data gathering and analysis because some messages can be revealed through non-verbal actions.

3.8.6 Thematic Coding

Aside from the description, the use of themes was done in categorizing the data because themes are similar codes aggregated together to form a major idea in the database, they form a core element in qualitative data analysis (Creswell, 2008: 251).

Creswell (2008: 252) provides several types of themes like the ordinary themes, unexpected themes, hard-to-classify themes, major and minor themes. In thematic coding, it is essential that it requires layering and interrelating themes. This is important in this research to identify the reasons of language choice, code switching and accommodation strategies because participants do not give direct or explicit reasons.

3.8.7 Reductionism

Reductionism refers to the process of selecting, focusing, simplifying, and transforming the data that appear in the transcriptions (Miles & Huberman, 1994). Data reduction happens when a researcher starts writing the summaries, coding, writing themes, making clusters, making partitions and writing memos. Doing the data reduction is already part of the analysis because the researcher is now deciding which information has to be discarded and to be retained. Miles and Huberman (1994) defined further the data reduction as a form of analysis that sharpens, sorts, focuses, discards, and organizes data in such a way that final conclusions can be drawn and verified. Doing the data reduction can be of help in condensing the qualitative data. It helps the researcher to focus on the specific data that need to be analyzed and interpreted.

3.8.8 Quantitative Analysis

Macro analysis presents the bigger picture of couples' language choice and accommodation strategies. The identification of couples' language choice was based on the language they chose which varies from one couple to the other and their accommodation strategies were based on the types of accommodation strategies identified by Harwood, Soliz & Lin (2006) such as approximation, interpretability, discourse management and interpersonal control.

The data used to analyze language choice, and accommodation strategies were based on the survey questionnaires and interviews. The language choice of interracial couples was analyzed by examining their language choice in a macro level like choosing a mother tongue, community language, national or international language. .

3.8.9 Outline of the analysis

The analysis is shown in Figure 3.3.

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│        Steps of Data Analysis       │
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                  ▼
┌─────────────────────────────────────┐
│   1. Analysis of language choice and │
│   sociolinguistic factors (questionnaire and │
│              interviews              │
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                  │
                  ▼
┌─────────────────────────────────────┐
│  2. Qualitative and quantitative analyses of │
│  language choice and accommodation strategies │
│     (interviews, questionnaire and actual │
│             conversation)            │
└─────────────────────────────────────┘
                  │
                  ▼
┌─────────────────────────────────────┐
│   3. Analysis of code switching as emerging │
│   accommodation strategy (interviews and actual │
│             conversation)            │
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│  4. Analysis on the reasons for language choice │
│              (interviews)            │
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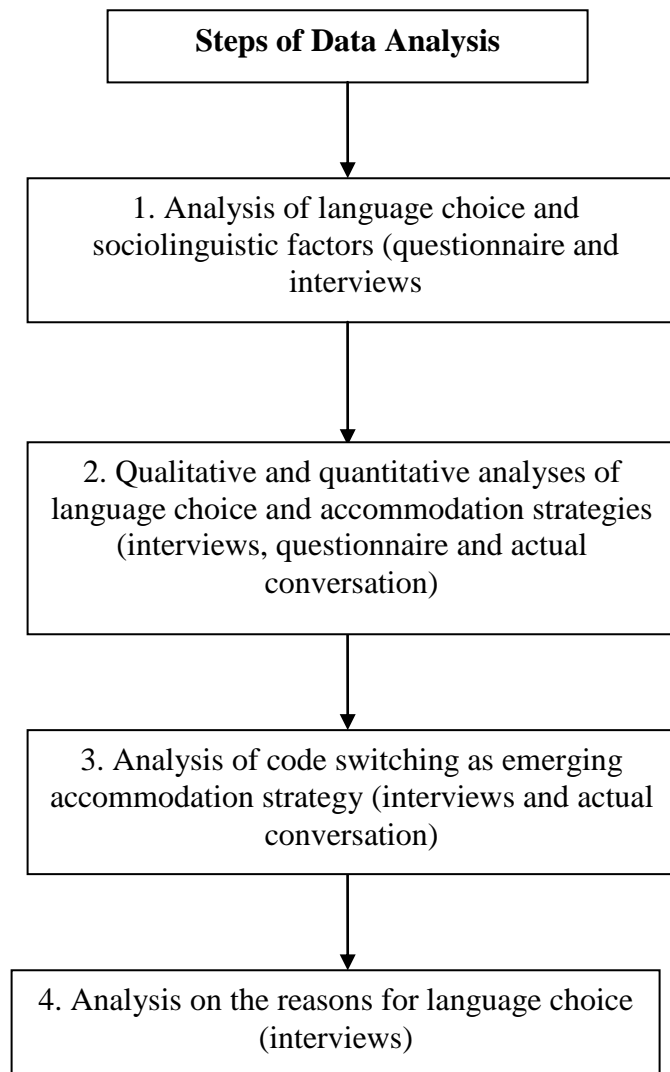
Figure 3.3 Steps of Data Analysis

Figure 3.3 shows the steps in analyzing the qualitative and quantitative data collected through interviews, recording of conversations and survey questionnaire. These steps of data analysis are based from the conceptual framework of this study (see Chapter 2, Section 2.2.2). The first step of the analysis focuses on language choice of couples and sociolinguistic factors such as ethnicity, education, religion, and the first language spoken by the spouses. The second step consists of qualitative and quantitative data analyses on language choice and accommodation strategies. The qualitative analysis is based on

interviews conducted and the quantitative data analysis is based on the survey questionnaire disseminated. The quantitative analysis focuses on the 7-point likert scale questionnaire on language choice and accommodation strategies. A detailed explanation of the questionnaire is provided in Chapter 3.

The third step is the analysis of code switching as an emerging accommodation strategy in interracial couples' communication. The analysis is based on the interviews conducted and the recording of couples' conversations. The fourth step of the analysis focuses on the reasons for language choice.

3.9 Conclusion

Using qualitative and quantitative approaches in data collection provides comprehensive and empirical findings on language choice, accommodation strategies, and code switching. These two research approaches guided the researcher in conducting interviews, disseminating survey questionnaire, and recording of actual conversations. Consequently, having a good methodological framework leads to a valid and reliable findings and data analysis.