

CHAPTER 3

Research Methodology

This comparative study included both qualitative and quantitative research. The quantitative portion included the calculation of items and the qualitative portion included the interpretation of the results.

This study focused on advertisements from two leading fast-food brands in Thailand, *Kentucky Fried Chicken (KFC)* and *Pizza Hut*. Every advertisement uploaded in [www. Adintrend.com](http://www.Adintrend.com) that met these keywords was investigated. As the present study is focused on the representations of families, advertisements that present images of teenagers were excluded. Advertisements showing one or two parents with one or more children and the relationships between family members were specified. These criteria were applied to both Thai and American advertisements. As a result, the data selected consisted of six Thai *KFC* and six *Pizza Hut* including six American *KFC* and five *Pizza Hut* advertisements. The advertisements were downloaded. To better understand the story lines, the dialogues and the voice over were transcribed. Content analysis was applied to investigate mainly at the visual level. The data collection was coded and interpreted by looking at these categories: settings, gestures, story lines, products, props, and the number, age range, and gender of characters.