

CHAPTER III

RESEARCH METHOD

A. Research Design

This study used a descriptive qualitative method with a sociolinguistic approach to analyze language variation in comments made by male and female netizens on Instagram. According to Pyo, Lee, Choi et al. (2023), qualitative research aimed to distinguish the quality of a phenomenon and answer the questions “why” and “how,” so it was used to explore meaning, experience, and social context in depth. Bhangu, Provost, and Caduff (2023) added that qualitative methods referred to non-statistical and non-numerical techniques, such as interviews, observations, and group discussions, which were oriented towards participant narratives. Makateng and Mokala (2025) emphasized that qualitative research was an iterative process that deepens scientific understanding of phenomena through significant new distinctions.

Descriptive research was chosen to provide a systematic and factual overview of netizens' language use. Holmes, Guliford, Mendoza-Dave et al. (2023) explained that descriptive research emphasized the questions “who,” “what,” “when,” “where,” and “how,” so that social phenomena could be explained comprehensively. Shinija (2024) added that descriptive research determined the characteristics of a population or phenomenon, thereby providing a real understanding and explaining relevant causes and effects.

The sociolinguistic approach was used to analyze the relationship between language and social context. Grieve, Biber, and Liu (2025) stated that sociolinguistics focused on how language varied and functioned in different social contexts, including differences in language

use between social groups and communication situations. Adizovna (2024) asserted that this approach views language as a social phenomenon that reflected and shaped reality, including identity, power, and interpersonal relationships.

In this study, a descriptive qualitative method was used to analyze the language variations used by male and female netizens on Instagram. This study used four main instruments, namely digital documentation (Instagram data scraping), language observation sheets, sociolinguistic analysis codebooks, and analysis notes (field notes). First, digital documentation (Instagram data scraping) was used to collect original comments from Instagram accounts that were the source of data, both from male and female netizens. Second, language observation sheets were used to record language variations in netizen comments, particularly in terms of word choice, sentence structure, and linguistic expressions. Third, the sociolinguistic analysis codebook served as a systematic guide for classifying linguistic and social categories, such as style of language, forms of address, and expressions that indicate gender differences and their social meanings. Fourth, analysis notes (field notes) were used to record the social context and the researcher's interpretations, including reflections on findings related to gender stereotypes and the dynamics of digital communication.

B. Source of Data

The data for this study were obtained from Dwayne Johnson's Instagram account (@therock), specifically English comments on videos and photos. Instagram was chosen as the data source because social media platforms have become an important source of empirical linguistic data, providing a large amount of natural and real-time language use, as noted by Kishore, Sundaram, and Myres (2025). In line with Bao, Zhang,

and Yang (2024), this data source was deliberately chosen to ensure the validity and quality of the research by using authentic and publicly accessible interactions. Additionally, as emphasized by Cheong, Lyons, Houghton et al. (2023), this study also considered the ethical and legal considerations associated with the use of online secondary data.

Table 3.1
Data Sources

No.	Date	Type	Video Title (Caption)
1.	1 Juni 2025	Video	I'm ready to raise my glass and get some @teremana on my lips, but I'm damn sure taking my sweet time with my wish here - even my eyes are closed and I'm nodding my head as if I'm approving my own wishes in real time Hey every birthday is special so always go big on your candle wishes! Life moves fast, so it's good to slow down and enjoy your moment with loved ones (luv u m, m, & b) #may2
2.	6 Juni 2025	Video	Father's Day alert @PapaTui + @walmart = very HAPPY & CLEAN men in your life The name Papatui was inspired by my late Samoan grandfather, High Chief Peter Maivia, a man who was beloved, highly respected, tough as nails, kind to everyone and ALWAYS well groomed. My grandfather's nickname for me as a boy was "Little Tui" He was a real man, and epitomized true masculinity and "self care" before self care became a popular term. Papa Tui is proud to carry on that tradition of men's self care for all our fathers, grandfathers, sons, and men of all ages. For Father's Day get the men in your life, PapaTui - they're gonna LOVE IT and will be shouting CHEE HOO all day long Available at @Walmart stores nationwide #PapaTui #FathersDay #Walmart
3.	10 Juni 2025	Video	"I'm a f##%king fighter dawg" I love that quote, as it reflects the grit of our @UFL players. Our UFL players aren't crazy famous

			athletes (hopefully one day they will be) BUT they all have chips on their shoulders and fight to create greater opportunities for themselves. Live their dreams. Hit the link in my bio to check out our new UFL series Game Day Ready. UFL Championship Game on June 14, airing on @ABC 8pm ET #UFL #GameDayReady
4.	11 Juni 2025	Foto	Andy Kaufman was a bold artist and took big committed swings to make people FEEL something. Laughter, anger, joy, and in an instant could create chaos that wildly juxtaposed the gentle kindness behind his eyes. And the thing I loved the most about Andy's artistry is that it was always from the gut. Never "told jokes" just real and from the gut. This documentary was a pleasure to help produce. Big thank you to the @tribeca film festival and everyone for their support.
5.	11 Juni 2025	Video	Treat your PAPA to some @PAPATUI this Father's Day, available now at your local @Target PAPA's lift weights PAPA's go fishing PAPA's tell dirty dad jokes PAPA's protect our fam and us PAPA's love cleaning ourselves and moisturizing - well most of us do Your dad's and your daddy's are gonna love PAPATUI! Happy Father's Day to all my hard working men out there holding down our word - keep up the great work! #PapaTui #FathersDay
6.	11 Juni 2025	Video	Had a great conversation with my personal doctor and good buddy, @drmarkhyman. A lot of guys wait until something really goes wrong before they check in on their health. I didn't want to be one of them.

			I've always tried to be a disciplined guy, and most days - I feel great. But something was off-and I couldn't quite crack it. I was introduced to Dr. Hyman through a mutual friend and discovered there's a whole lot of value in being proactive, asking questions, digging deeper to uncover root causes and taking control of your own health. I've always prioritized my fitness, my nutrition and my mental strength - those core things have been the anchor that allows me to do everything else I love to do - be creative, be a dad, have fun. But doing some of this comprehensive testing challenged what I thought 'health' looked like for me and it's been a really encouraging and eye-opening experience. If any of this resonates with you - this conversation between myself and Dr. Hyman is for you. Enjoy and let me know your thoughts. Our episode of The Dr. Hyman Show is live now on YouTube and podcast platforms.
7.	12 Juni 2025	Foto	Nappy Pulawa's extraordinary and impossible life, has 100% impacted mine. My multiple trips back home to Hawaii to spend time with Uncle Nappy have been sacred. "Talking story" about life, ambition, instinct, love, guts, heartbreak, loyalty, and doing whatever it takes to protect the things and the ones you love. Warrior spirit. Uncle is extremely charismatic yet still has an edge to him you don't want to mess with. He's full of life, full of wisdom, and at 90yrs old, he's more vibrant than a lot of men half his age. As many of you know, I will have the honor of playing Uncle Nappy in a movie, that will be directed by Martin Scorsese. A film that's based on Nappy's incredible life of being one of the most respected, powerful and feared men in the underworld.

			“Love you Bruddah Dwayne, you my loyal warrior, my son.” ~ Nappy Pulawa I love you too, Uncle. I got your back. ps - it's always been said that all Polynesians are related, but I've been blown away by Uncle's stories that connects our families together. By blood. It's wild. Uncle was always a crooner with a beautiful singing voice - Matt Monro was one of his favorite singers
8.	14 Juni 2025	Video	Completely see the resemblance, kid. Tell your real dad, that your other dad said Happy Father's Day @papatui
9.	14 Juni 2025	Video	Had a raw conversation with one of my personal doctors, and friend, @drmarkhyman on his podcast “The Dr. Hyman Show” I was really feeling “off” for months with my gut health and my instincts were telling me I need to dig deeper into what my issues might be. For us men, having real strength starts with self-awareness. And sometimes, the smartest move is to check what's under the hood. If this resonates with you, check out our conversation on YouTube, Spotify, Apple etc. #Repost @DrMarkHyman In this powerful episode of The Dr. Hyman Show, Dwayne Johnson opens up about the moment he realized there was more to health than what you can see or feel and why he decided to take things even deeper. We move beyond workouts and diet to explore the advanced diagnostics, gut issues, and mindset shifts that challenged him to reexamine the way he thinks about strength and performance. This conversation is raw, revealing, and deeply relevant. You'll hear: • The exact lab markers that gave Dwayne a clearer picture of his health

			• How subtle gut imbalances were affecting his energy, and clarity • The daily routines that now support his physical and emotional resilience. @functionhealth
10.	15 Juni 2025	Video	Tonight we crown our new UFL champions @UFLDefenders X @UFLPanthers Huge shout to all our UFL FANS who've been amazing all season To all our UFL players - THANK YOU for leaving it all on the field and ballin' out!! I'm rooting for ALL OF YOU and I definitely want to be rooting for you this season if you get your shot in the @NFL. MAKE IT COUNT TONIGHT 8pm ET. LIVE on @ABC Enjoy the game!! ~dj #ownership #ufl #championship
11.	19 Juni 2025	Video	Didn't want to waste this insane view without a @teremana toast Belated Father's Day toast to all the dad's holding it down. Shout to all my girl dads, as we know there is no greater blessing, bond and responsibility than father's raising daughters. Every man they meet, will be measured by the very first man who loves them for life -their fathers. How we love them, respect them, laugh with them, protect them, and when we stumble - and we will - how we own up to it, take accountability and work hard to be better. How cool is that?? For us as men, to be empowered in that way by our daughters this view is nuts, cue my @georgestrait and kindly play me "The Chair"
12.	22 Juni 2025	Video	Look at @markkerrtism eyes when he hears from @jon_anik for the first time that he's being inducted into the ufc Hall of Fame. This moment was a complete surprise for Mark - he had zero idea he was being inducted. His eyes welled up and all he could say over and over was "wow".

			And his words are perfect, because sometimes the world is too big to talk about. It's my absolute honor to induct my brother Mark Kerr into the UFC Hall of Fame. Hard to put into words, but his life changed mine. Congratulations Mark, and congratulations to all the 2025 UFC inductees. Vegas 6/26 #UFC #HallOfFame #2025 #MarkKerr
13.	23 Juni 2025	Foto	Hungry (and grateful) to play this part and tell this story with one of the greatest to ever do it, @darrenaronofsky. We've been friends for years and always talked about collaborating together when something special comes along. He has a singular vision, dark, impressionistic, complex and sharp edged about a seductive, empowering, and dangerously vulnerable subject matter that has greatly influenced the both of us in our younger days of need. Very excited to work with Darren. Rip this twisted character open, go elsewhere. @a24 And good luck to Darren & @austinbutler getting ready to kickoff their press tour for their new film, "Caught Stealing". Trailer looks crazy, can't wait to see the movie.
14.	29 Juni 2025	Video	8:57am my two little tornadoes beg me to let them have a make up party on my head. 8:59am I agree to the torture. 9:04am they get into a huge fight over "the kind" of make up they're going to give me so they decide to split my face down the middle and each one of them can do whatever they want to "their side" of daddy's face 10:17am I'm in the shower realizing this s#%t takes forever to wash off. 11 am zoom meeting, realizing I still have nail polish on

			But in the end when it's time to tuck 'em in to bed, and kiss 'em goodnight - you remember quick that they're only little once and you'd do anything to make 'em laugh and smile. Thanks for the classic Roy, daddy needs a tequila or three
15.	30 Juni 2025	Video	Best daddy tornadoes fighting daughter date even with my tornadoes fighting - we watched LILO & STITCH. Such a fun film and cool to see some of our favorite hometown local Oahu spots in the movie Gotta show big love, appreciation and aloha to the two leads @maiakealoha and @sydneyagudong - you ladies were awesome - and you both carried that big a** movie on your backs and that is a very very hard endeavor to do Congrats everyone who worked on the film and a special mahalo/fa'afetai lava - for bringing work back home to Hawaii for our local folks and local businesses.

Based on Table 3.1, the data for this study were sourced from 15 posts on Dwayne Johnson's Instagram account (@therock) published during June 2025, consisting of 12 videos and 3 photos. This account was selected because it had 390 million followers as of June 30, 2025, thus providing a high level of engagement and a diverse audience. These conditions enabled the researcher to obtain English-language comments that aligned with the study's focus. The period of June 2025 was set as the data collection period because posts from that period featured a variety of contexts, including family life, interactions with colleagues and friends, sports, and movie and product promotions. This variety of contexts provided a diverse communicative backdrop for analyzing language use in Instagram comments.

The selection of comments in this study employed a purposive sampling technique. Palinkas et al. (2015) explained that purposive sampling in qualitative research was used to select data that were rich in

information and relevant to the phenomenon under study. One strategy within purposive sampling is criterion sampling, which involves selecting data based on specific criteria aligned with the research objectives. Based on this principle, purposive sampling was used in this study because the comments were not selected at random but were chosen based on predetermined criteria aligned with the study's focus on language use and gender representation in Instagram comments.

Comments were selected based on three main criteria: (1) the comment was written in English; (2) the user's gender could be identified based on publicly available information on the user's profile; and (3) the comment contained language relevant to the research focus, specifically word choice, sentence structure, and linguistic expressions. Gender identification was not based solely on the comment's writing style. The researcher examined publicly available information on user profiles, such as account names, profile photos, bios, listed pronouns such as "she/her" and "he/him," and other identity information such as posts in the feed or in the highlights that explicitly indicated the user's gender. If the user's gender identity could not be adequately identified based on the available public information, the comment was not used as research data.

The comment selection process was conducted one by one by the researcher. The researcher reviewed the comments available on each post and then checked the user profiles to ensure that the comments met the research criteria. Comments that met all criteria were then documented through screenshots to preserve the original data and were used in the analysis process. From each post, 10 comments that met the research criteria were selected, resulting in a total of 150 comments from 15 posts. The selection of 10 comments per post was conducted consistently to ensure that each post provided a balanced amount of data and to allow for focused and

in-depth analysis. The selection of 10 comments per post is not a standard requirement in qualitative research but rather a data limit established in this study to maintain consistency in data selection across all posts. Thus, the 150 comments analyzed represent data selected based on the research criteria, rather than all comments available on those 15 posts.

C. Research Instrument

The research instruments used in this study consisted of several systematic qualitative tools designed to collect and analyze digital linguistic and sociolinguistic data, with a specific focus on language variation and gender representation. This study used qualitative instruments:

1. Digital documentation (Instagram data scraping)

The digital documentation instrument (Instagram data scraping) was used to collect and organize netizen comments from one public Instagram account that was the object of the study. This instrument took the form of a digital observation table compiled based on a grid containing six main aspects, namely account identity, posts analyzed, netizen comments, gender identity, linguistic aspects, and data collection ethics. One set of instruments was used to collect data from one public Instagram account and fifteen selected posts that contained active interactions between male and female users, thereby producing representative data for sociolinguistic analysis.

This instrument has not been empirically validated because it was directly adapted from the design by Grieve, Bartl, Fouli, et al. (2025), who developed a social media-based digital documentation model. The framework emphasizes the collection of public linguistic data by paying attention to the authenticity of comments, social context, and digital research ethics principles. Therefore, this instrument was used without

substantial modification because it met the relevant academic standards for online data-based sociolinguistic research.

Based on the established grid, digital documentation (Instagram data scraping) consists of six main items that describe the comprehensive data collection process. These items include the identity of the account being studied, the posts being analyzed, netizen comments as the main data, the gender identity of the comment users, the linguistic aspects of the comments, and data collection ethics. Each item has measurable indicators and descriptions so that the data recording process is consistent, objective, and in accordance with the research objectives regarding language variation based on gender (Detailed examples of research instruments are provided in Appendix 1).

2. Language observation sheet

The language observation sheet instrument was used in qualitative research to record and analyze variations in language use in comments by male and female netizens on Instagram. This instrument was designed based on a grid covering four main aspects, namely word choice, sentence structure, linguistic expression, and reflections on gender stereotypes. Each aspect is equipped with observation indicators that help researchers systematically trace linguistic patterns. One observation sheet was used for each of the fifteen selected Instagram posts, with data consisting of comments from both male and female netizens that were considered representative for sociolinguistic analysis.

This instrument did not undergo empirical validation because it was adapted directly from the design by Jiayu Wang, Gaungyu Jin, and Wenhua Li (2023). These experts developed a linguistic observation instrument that focused on the relationship between linguistic forms and social identity in the context of digital interaction. This approach was

considered appropriate for studying language variation on social media, so the observation sheet was adopted without substantial modification. With this conceptual basis, this instrument had sufficient theoretical validity for use in online interaction-based sociolinguistic research.

Based on the established grid, the language observation sheet consists of four items representing language variation, communication styles, and gender-related dimensions in digital communication. These items include word choice, sentence structure, linguistic expressions, and reflections on gender stereotypes. Each item has indicators and observation columns that allow researchers to compare findings from male and female comments. These observation results form the basis for identifying language variation, communication styles, and gender-based patterns in social media interactions (Detailed examples of research instruments are provided in Appendix 3).

3. Sociolinguistic analysis codebook

The sociolinguistic analysis codebook instrument served as a systematic guide for classifying linguistic data from netizen comments on Instagram according to predetermined analysis categories. This instrument was arranged in the form of a coding table based on four main aspects, namely word choice, sentence structure, linguistic expression, gender stereotypes. Each aspect was equipped with a main code and subcodes that helped researchers identify language patterns in a more focused manner. The sociolinguistic analysis codebook was applied to each of the fifteen selected Instagram posts containing comments from both male and female netizens.

This instrument did not undergo empirical validation because it was adapted directly from the design by Grieve, Bartl, Fouli, et al. (2025), who developed a social media-based linguistic coding system.

The model focused on identifying language variation, communication patterns, and the representation of digital user identities in online interactions, making it relevant to sociolinguistic studies based on online data. Therefore, this codebook was adopted without substantial modification because it met scientific principles and could be used conceptually to analyze language variation based on gender in digital communication spaces.

Based on the designed grid, the sociolinguistic analysis codebook consists of four main items representing the categories used to classify linguistic data. These four items include word choice, sentence structure, linguistic expressions, and gender stereotypes. Each item is equipped with coding categories and subcategories that enable researchers to systematically identify language patterns in male and female netizen comments. The coding results provide the basis for analyzing gender-based communication styles and the reflection of gender stereotypes in Instagram comments. (Detailed examples of research instruments are provided in Appendix 5).

4. Analysis notes (Field notes)

The field notes instrument served as a qualitative research tool to thoroughly record interaction situations, language variations, communication styles, and representations of gender stereotypes found in netizen comments on Instagram. This instrument was structured based on a grid covering five main aspects: account identity and context, post context, gender-based language variations, gender stereotypes and their reflection in communication, as well as researcher reflections and interpretations. Each aspect had observation indicators designed to help researchers describe language phenomena in a systematic and focused manner. Field notes were maintained throughout the analysis of the fifteen selected Instagram posts from the public Instagram account used as the data source.

This set of field notes did not undergo empirical validation because it was adapted from a design developed by Boutet, Fiala, and Simonin-Grumbach (2025). These three experts emphasized the importance of reflective recording in social language analysis to understand the relationship between linguistic forms and social meanings that emerged in digital interactions. Their approach focused on comprehensive observation of communication behavior and its context of use. Therefore, this instrument was adopted conceptually without significant changes, as it was already in line with the principles of sociolinguistic analysis that emphasized the relevance of context and the authenticity of data.

Based on the designed grid, the analysis notes (field notes) consist of five main items that reflect the linguistic and gender-related dimensions of digital communication. The five items include account identity and context, context of the observed post, language variation

based on gender, gender stereotypes and social representations, as well as the researcher's reflections and interpretations. Each item is equipped with indicators and a space for notes to write down the results of observations and the researcher's initial interpretations. This structure ensures that the recording process is consistent, measurable, and capable of comprehensively describing gender-based language variation (Detailed examples of research instruments are provided in Appendix 7).

D. Data Collecting Technique

The data collection technique in this study was carried out through four main systematic instruments, designed to obtain digital linguistic and sociolinguistic data, as well as to understand language variation, communication styles, and gender representation in netizen comments on Instagram.

The first instrument, in the form of digital documentation (Instagram data scraping), was used to collect original comments from male and female netizens on Instagram accounts designated as research objects. The main purpose of using this instrument was to obtain raw data in the form of a digital linguistic corpus that formed the basis for the entire analysis process. The data obtained enabled the researcher to answer the research questions regarding language variation between male and female netizens, gender-based differences in communication styles, and the extent to which language reflected or challenged gender stereotypes in digital communication.

The second instrument, namely the language observation sheet, was used after data collection through digital documentation had been completed. This sheet served to record and observed the language variations used by male and female netizens, particularly in terms of word choice, sentence structure, and linguistic expressions. The descriptive data obtained

from this observation were specifically used to answer the first research question, which was to identify the variations in language used by male and female netizens in Instagram comments.

The third instrument, a sociolinguistic analysis codebook, was applied after the language observation process. This codebook was used to classify findings into linguistic and social categories, including communication styles, forms of address, emotional expressions, politeness, and indicators of gender stereotypes. This analysis enabled the researcher to answer the second research question regarding how gender-based differences in communication styles in netizen comments on Instagram were reflected.

The fourth instrument, field notes, was used during and after the data analysis process to record the researcher's reflections on communication patterns, gender meanings, and stereotypical representations in digital language. These notes helped the researcher conduct in-depth interpretations of how language was used to reflected or challenge gender stereotypes, so that data from this instrument were used to answer the third research question concerning the reflection and challenge of gender stereotypes in digital communication.

E. Data Analysis

The data in this study were analyzed using the interactive qualitative analysis model proposed by Miles, Huberman, and Saldaña (2014). This model described the data analysis process as interactive and iterative between four main components, namely data collection, data condensation, data display, and conclusions drawing/verification. The relationship between these components can be seen in Figure 3.1 below:

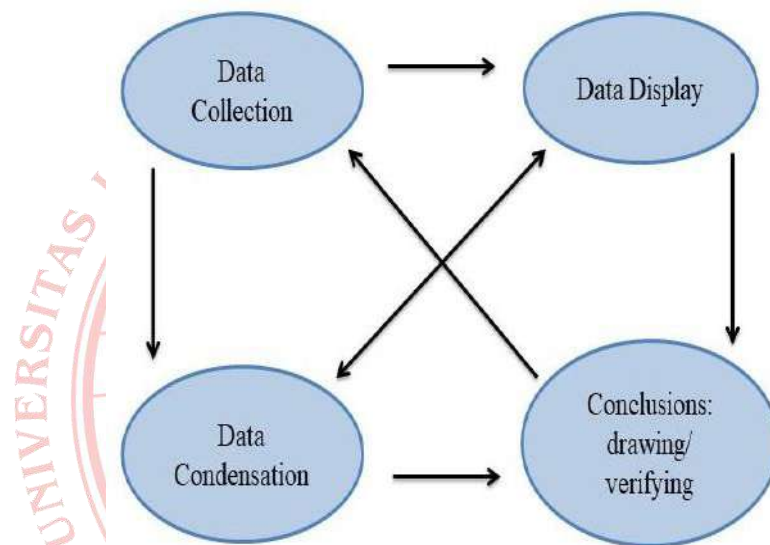


Figure 3.1
Interactive Data Analysis Model by Miles, Huberman, and Saldaña (2014)

The Miles, Huberman, and Saldaña (2014) analysis model showed that the four components of analysis do not run linearly, but rather interact with each other and occur simultaneously during the research process. The results of one stage could influence other stages, and this process occurs repeatedly until the researcher gained a deep understanding of the data being studied.

Furthermore, the four components in the interactive analysis model were explained as follows:

1. Data Collection

This stage was the process of gathering various information relevant to the research focus through established techniques, such as digital documentation, language observation, coding procedures, and field notes. The data collected consisted of Instagram comments produced by male and female netizens, which formed basis for further analysis.

2. Data Condensation

Data condensation was the process of selecting, focusing, simplifying, and transforming raw data obtained from Instagram comments, observation sheets, codebooks, and field notes. The goal was to organize the data so that it became more meaningful and easier to interpret.

3. Data Display

Data presentation was carried out by displaying the condensation results in a structured form, such as tables, charts, or narrative descriptions. This stage helped researchers understand the relationships between categories, find patterns, and draw preliminary conclusions from the analyzed data.

4. Conclusion Drawing/Verifying

The final stage was drawing conclusions and verifying. At this stage, the researchers interpreted the meaning of the data that had been presented by identifying relevant patterns, themes, and relationships. The conclusions were repeatedly verified to ensure that they were consistent, valid, and in accordance with the empirical data found in the field.

