

CHAPTER III

RESEARCH METHOD

A. Research Design

The aim of this research is to see how AI Characterized chatbots can help giving more personalized reading material to learn English as Foreign Language. This research will consider several important questions, such as how the story elements in AI chatbots influence interest through many story elements and how the chatbots work with the elements to enrich English reading experience.

The descriptive content analysis method was used in this research. A study technique called content analysis offers a methodical and objective way to draw reliable conclusions from written, spoken, or visual data in order to characterize and measure particular events (Downe-Wamboldt, 1992). It analyzes the chatbot's interactions with users, the narrative content presented by the chatbot, and the user's response or feedback to their experience with the chatbot. Content analysis techniques such as qualitative theme analysis or semantic analysis will be used to identify patterns, themes and relationships in the chatbot content (ÖZDEN, 2024). It is hoped that this research will provide better insight into how the incorporation of storytelling techniques in AI chatbots impacts English language learning. The results will also help develop innovative and successful English language learning approaches.

The following are the steps that researchers will take for this research:

1. Research Planning.

Research planning is an important step for research success. This includes creating a clear and specific research question about the AI chatbots laid out the story elements in the narratives of each chatbots. To obtain relevant data, research must also plan appropriate data collection, select interesting and promising chatbots with rich settings, and set inclusion standards.

2. Data Collection and Classification.

At this stage, data is collected from AI chatbot interactions that have been integrated with rich story elements. Conversation transcripts, chatbot narrative text, and how the bot respond can be data sources. After the data is collected, the next step is to place the data into categories based on the predetermined units of analysis. Units of analysis may include themes, patterns, or special features found in chatbot content.

3. Data Coding and Analysis. After the data is collected and classified, the next step is data coding. These will be coded using a pre-defined coding framework, such as story style or responses provided by the AI. After coding is complete, the data will be analyzed using content analysis techniques. This will help find patterns, trends or relationships in the analyzed data and allow to provide a deeper understanding of how

the application of storytelling techniques in AI chatbots impacts English reading ability.

B. Research Setting

Using a content analysis design, the research "*Exploring the Integration of Storytelling Techniques in AI Character Chatbots for English Reading Enrichment*" will include several important elements for understanding the context and implementation of the research. This study will be carried out with a focus on C.AI's characters as the main object of English language research.

First of all, understanding the research context is very important. This research will prioritize artificial intelligence as the main subject, and will study how chatbots can be used to improve readers' ability to read English. Additionally, this research will look at how chatbots can be used in English language learning contexts, including how chatbots can be accessed and used to learn English in more personalized way.

Next, this research will look at the technical application of storytelling techniques in AI chatbots. This will cover technical aspects such as the way stories are told, interactions with users, and management of chatbot content. By understanding these technical applications, research can determine how well the storytelling techniques in AI chatbots function as English language learning tools.

C. Participants

In this study, the “Participants” in question are not human individuals, but content available on the Characters.AI (C.AI) website. This website is designed to offer an interactive experience with stories told by artificial intelligence (AI). The various stories available on this site have been adapted and presented via an AI chatbot, which is part of the content source. This allows users to interact with AI characters and experience interactive stories in various contexts. Therefore, this research will explore the potential and effectiveness of using technology in the context of Babble learning. To do this, the data analyzed will consist of stories told by AI chatbots on the Beta Characters AI platform. Then, this data will be analyzed using the content analysis method.

D. Data Collection Technique

The data collection techniques used in the study entitled "*Exploring the Integration of Storytelling Techniques in AI Character Chatbots for English Reading Enrichment*" should enable researchers to gain a better understanding of how the incorporation of storytelling techniques in AI chatbots impacts English reading learning. Laid out pictures of AI chatbot and user conversations is one relevant data collection method that has been combined with storytelling techniques. Pictures of every detail of the conversation, including dialogue, questions, and responses, provides a picture of how the user delivered and received the story.

The collection of narrative text from AI chatbots is also important.

This will provide an overview of the content of the story provided to the user as well as how the story is adapted to teach English to the user. One other important technique is collecting user feedback. Survey analysis, interviews, or user sentiment analysis of stories told by chatbots can be used to get this feedback. Last, but not least, analysis of interaction logs between chatbots and AI users can reveal patterns, trends, and user preferences for using chatbots to teach them to read English. Research can gain a comprehensive understanding of how storytelling techniques in AI chatbots influence English language learning. This can be achieved using these various data collection techniques.

E. Data Analysis

The study "*Exploring the Integration of Storytelling Techniques in AI Character Chatbots for English Reading Enrichment*" will analyze data to gain a better understanding of how storytelling techniques integrated in AI chatbots impact users' English learning experiences. The data analysis process will involve grouping, coding, and evaluating data obtained from interactions between chatbots and users.

1. Data-Grouping

- a. Identify Story Themes: Review the AI chatbot story and find key themes. Themes such as adventure, friendship, or challenges, for example.
- b. Story Techniques: Discusses the story methods used, such as dialogue, description, or narration.

- c. Narrative Elements: Look for important elements such as plot, character, conflict, and resolution.

2. Data-Encoding

- a. Labeling or Coding: Each unit of data, whether it is part of a story or an AI Chatbot response, is assigned a label or code that corresponds to its category.

3. Evaluation of Findings

- a. Theme Analysis: Identify dominant themes that emerge in the stories told by the chatbot.
- b. Content Analysis: Review the diversity of storytelling techniques used in the story to evaluate their effectiveness in the English language learning context.

4. Interpretation and Conclusion

- a. Interpretation Results: Comprehensive data analysis to evaluate the effect of implementing the story method in an AI chatbot on learning to read English.
- b. Research Findings: The results of data analysis determine the research conclusions.
- c. Practical Recommendations: Based on insights gained from data analysis, offers suggestions for creating more efficient learning applications.