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# Advanced Qualitative Research Methodology



The Seminar on  
**Qualitative Research Design for  
Dissertation and Publication in  
International Journals**

**CHAIMONGKHON SUPROMIN, D.P.A**  
MODERATOR

**ASSOC. PROF. DR. PHUSIT PHUKAMCHANOAD**  
SPEAKER

DEPARTMENT OF SOCIAL AND CULTURAL DEVELOPMENT MANAGEMENT,  
FACULTY OF HUMANITIES AND SOCIAL SCIENCES,  
SUAN SUNANDHA RAJABHAT UNIVERSITY.

DOCTOR OF PHILOSOPHY PROGRAM IN PUBLIC INNOVATION MANAGEMENT  
FACULTY OF LIBERAL ARTS

7<sup>TH</sup> AUGUST, 2024

16.00 - 18.30 P.M.

COWORKING SPACE 1708,  
FACULTY OF LIBERAL ARTS,  
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI (RMUTT)

The Seminar on  
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24 JANUARY, 2025  
13.00-17.00 P.M.

COWORKING SPACE 1708,  
FACULTY OF LIBERAL ARTS,  
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI (RMUTT)

**M** Content Analysis

**a** **QUALITATIVE**

**n** **RESEARCH** Descriptive method

**i** **DESIGN**

**f** Speaker by **Assoc.Prof.Dr. PHUSIT PHUKAMCHANOAD**

**e** **SSRU** **Interpretation**

[https://elfhs.ssrु.ac.th/phusit\\_ph/](https://elfhs.ssrु.ac.th/phusit_ph/)



Presentation: 27 JANUARY 2025  
Rajamangala University of Technology Thanyaburi



**SSRU**

Focus

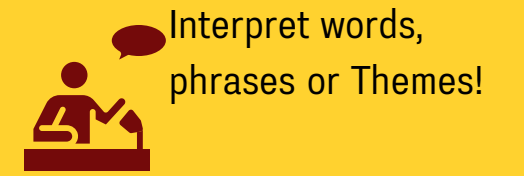
QR: Qualitative Research

— **Advanced Qualitative Research Methodology**

# Data Overview

The most important steps in qualitative research are collecting reliable data (must verify data), data analysis techniques, and writing a summary report.

- 03.** QR definition
- 05.** Design
- 07.** methodology
- 08.** Qualitative data Analysis
- 09.** Workshop 01
- 10.** Workshop 02
- 11.** Publication in International Journals



## Content Analysis

When to use: to define, classify typical terms, expression and concepts in qualitative data. [1]

- In content analysis, **frequency** is a key factor for drawing meaningful conclusions.
- Content analysis is a research method used to identify, quantify, and analyze patterns.
- The researcher can draw conclusions about the content's meaning, prospective impact, and even the intentions behind it. [2]

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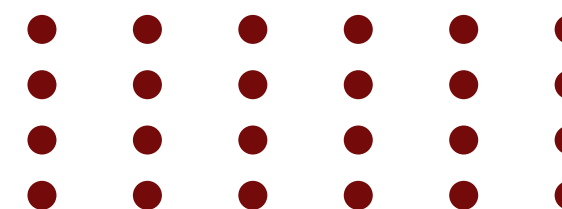
Page 02

[1] Ugwu, Chinyere. N. and Eze Val, H. U. (2023). Qualitative Research. IDOSR JOURNAL OF COMPUTER AND APPLIED SCIENCES, 8(1), 20-35. <https://www.idosr.org/wp-content/uploads/2023/01/IDOSR-JCAS-8120-35-2023.docx.pdf>  
 [2] Aphinya Dechalert. (2024). Content Analysis vs. Thematic Analysis: A Comprehensive Guide. <https://getthematic.com/insights/content-analysis-vs-thematic-analysis/>



## WHAT IS QUALITATIVE RESEARCH?

Qualitative research is a type of research that explores and provides deeper insights into real-world problems.<sup>[3]</sup> Qualitative research gathers participants' experiences, perceptions, and behavior.<sup>[4]</sup> Qualitative research is one of the methods in social science research. A main purpose of the method is to describe relationships between people and societies.<sup>[5]</sup> Qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of particular populations.<sup>[6]</sup> Qualitative research is a type of research that aims to gather and analyse non-numerical (descriptive) data in order to gain an understanding of individuals' social reality, including understanding their attitudes, beliefs, and motivation.<sup>[7]</sup> The primary purpose of conducting qualitative research is to understand the individual's thoughts, feelings, opinions, and reasons behind these emotions.<sup>[8]</sup> Qualitative research is concerned with feelings, ideas, or experiences.<sup>[9]</sup>



[3] Moser A, Korstjens I. (2017). Series: Practical guidance to qualitative research. Part 1: Introduction. Eur J Gen Pract. 23(1):271-273. [PMC free article] [PubMed]  
[4] Tenny S, Brannan JM, Brannan GD. Qualitative Study. [Updated 2022 Sep 18]. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2024 Jan-. Available from: <https://www.ncbi.nlm.nih.gov/books/NBK470395/>  
[5] Sawangdee, Y. & Wongsachue, T. (2003). Techniques of Data gathering Procedures in Qualitative Research. Journal of Research Methodology, 16(3), 511-524. [https://portal.edu.chula.ac.th/pub/jrm/index2.php/jrm/article/view/395/pdf\\_337](https://portal.edu.chula.ac.th/pub/jrm/index2.php/jrm/article/view/395/pdf_337)  
[6] FAMILY HEALTH INTERNATIONAL. (2016). Qualitative Research Methods Overview. <https://course.ccs.neu.edu/is4800sp12/resources/qualmethods.pdf>  
[7] wikipedia (2024). Qualitative research. [https://en.wikipedia.org/wiki/Qualitative\\_research](https://en.wikipedia.org/wiki/Qualitative_research)  
[8] proprofssurvey. (2024). Qualitative Research Methods: Types, Examples, and Analysis. <https://www.proprofssurvey.com/blog/qualitative-research/>  
[9] Ugwu, Chinyere. N. and Eze Val, H. U. (2023). Qualitative Research. IDOSR JOURNAL OF COMPUTER AND APPLIED SCIENCES, 8(1), 20-35. .<https://www.idosr.org/wp-content/uploads/2023/01/IDOSR-JCAS-8120-35-2023.docx.pdf>



— **Advanced Qualitative Research Methodology**

# What is qualitative research?

**In conclusion,**

...A qualitative research is a description of the relationship between people and society, insights into real-world problems, social context, understanding of cultural anthropology, behavior, feeling, experience, perception, ideas, attitude, opinion, understanding beliefs, and motivation...



**searching, studying, and proving social phenomenon or human behaviors.**

Theory [Positivism/Phenomenology]+ Social Phenomenon/Problems [10,11,12]

**INTRODUCTION**

**QUALITATIVE RESEARCH APPROACHES**

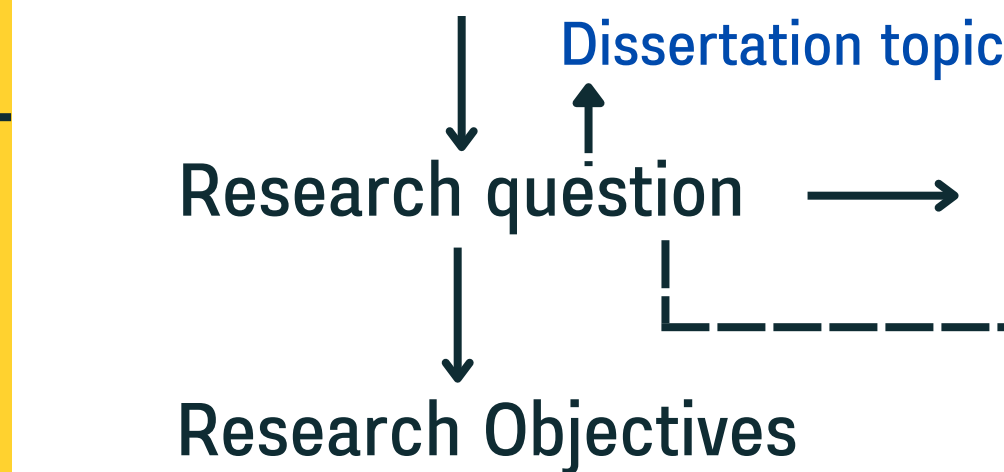
**DESIGN**

**METHODOLOGY**

**QUALITATIVE DATA COLLECTION METHODS**

**RESULTS**

**COMMUNICATE RESULTS**



Examine/Investigate/Effect/Impact/Consequence/Explore  
 2-3 objectives

**METHODOLOGY**

Qualitative Data Collection Methods  
 (Analysis-Descriptive-Validity)

**RESULTS**

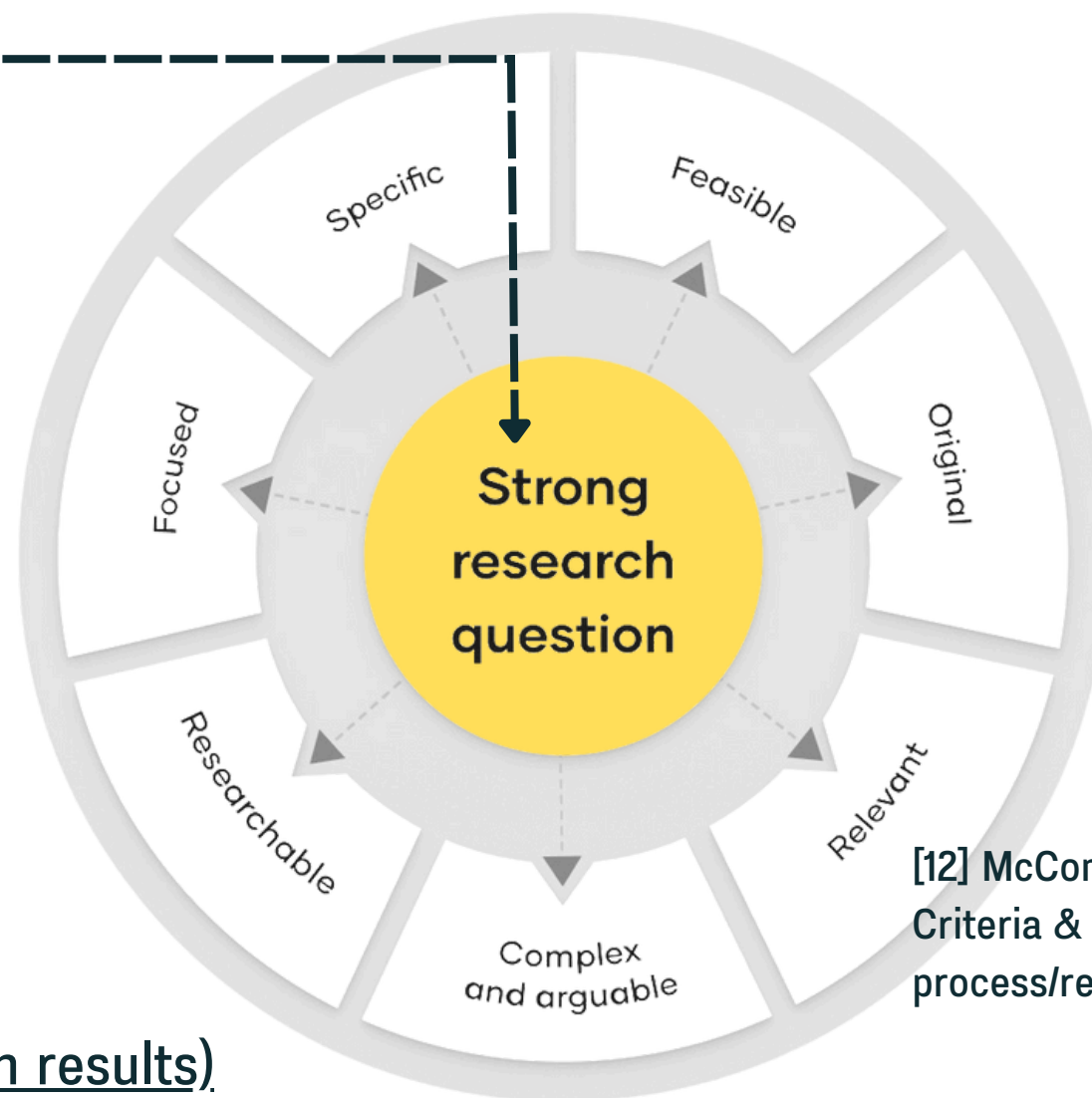
(Objective or Purpose-Validity)

**CONCLUSION**

(Summary of research results)

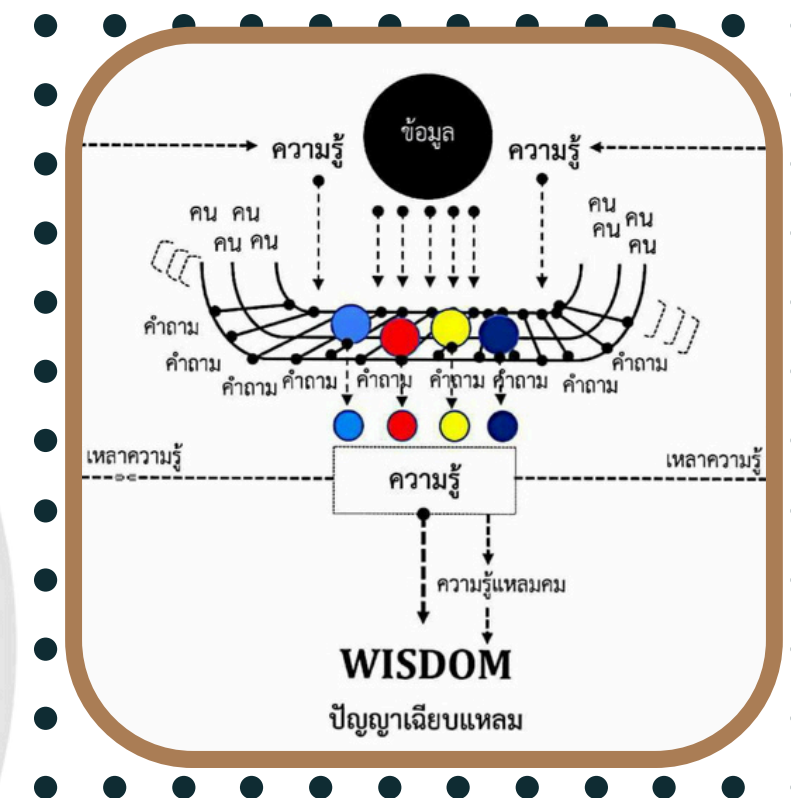
**DISCUSSION**

(interpretation of the study's results in the context of existing knowledge in the field)



**IDEAS**

[Background knowledge]



[12] McCombes, S. (2022). Writing Strong Research Questions | Criteria & Examples. <https://www.scribbr.com/research-process/research-questions/>

[10] Sawangdee, Y. & Wongsachue, T. (2003). Techniques of Data gathering Procedures in Qualitative Research. Journal of Research Methodology, 16(3), 511-524.

[https://portal.edu.chula.ac.th/pub/jrm/index2.php/jrm/article/view/395/pdf\\_337](https://portal.edu.chula.ac.th/pub/jrm/index2.php/jrm/article/view/395/pdf_337)

[11] Chantani, M. (2022). Qualitative Research Model. Journal of Academic and Social Science Innovation, 4(1), 233-245. <https://so07.tci-thaijo.org/index.php/JAIS/article/download/1682/1288/8542>

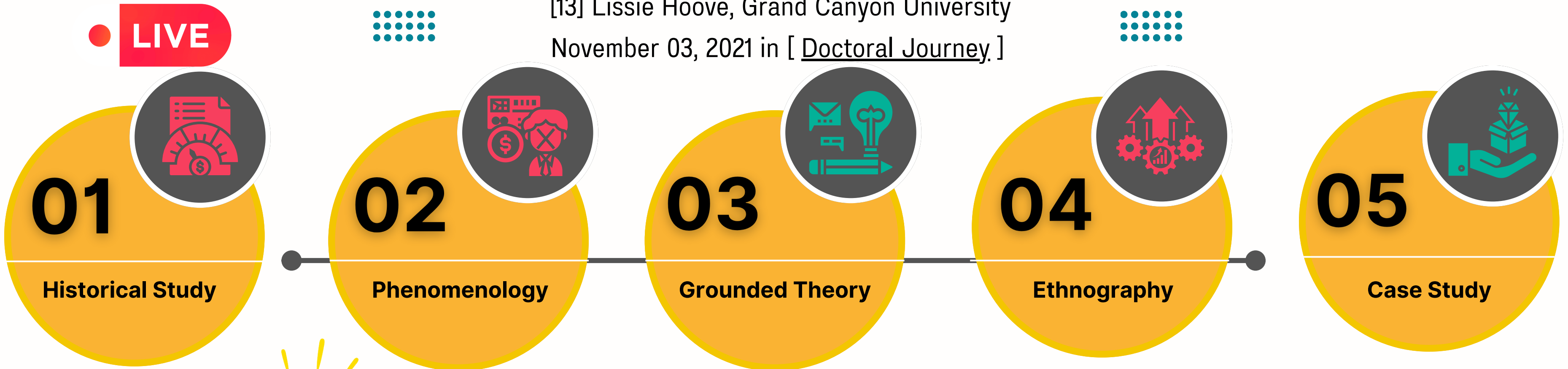
[12] Phukamchanoad, P., Pungnirund, B., & Paisan, K. (2019). Antecedents Affecting the Quality of Life of Families Residing in the Sufficiency Economy Philosophy Model Villages. Research and Development Journal Suan Sunandha Rajabhat University, 11(2). DOI: <https://doi.org/10.53848/irdssru.v11i2.233351>

# 5 Qualitative Research Designs and 4 Research Methods

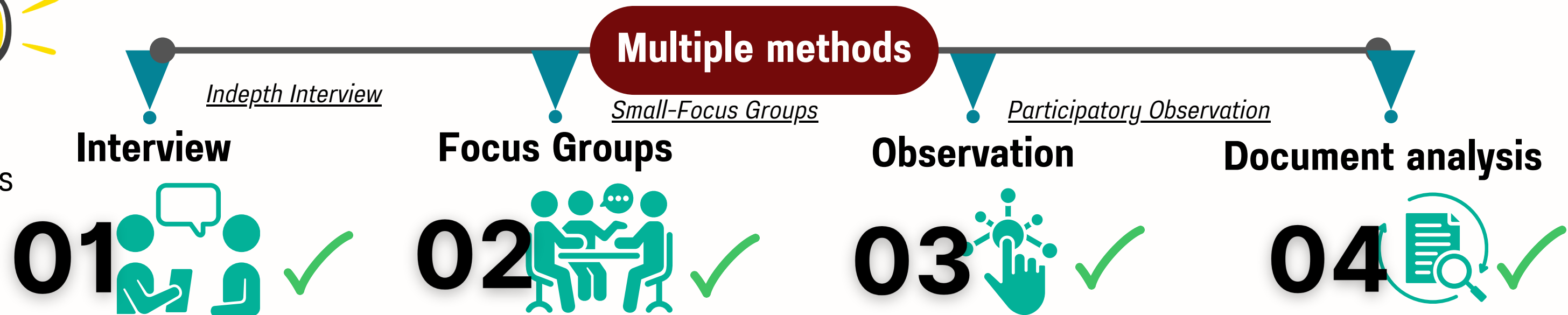
In conclusion;

Qualitative Research Designs

[13] Lissie Hoove, Grand Canyon University  
November 03, 2021 in [ Doctoral Journey. ]



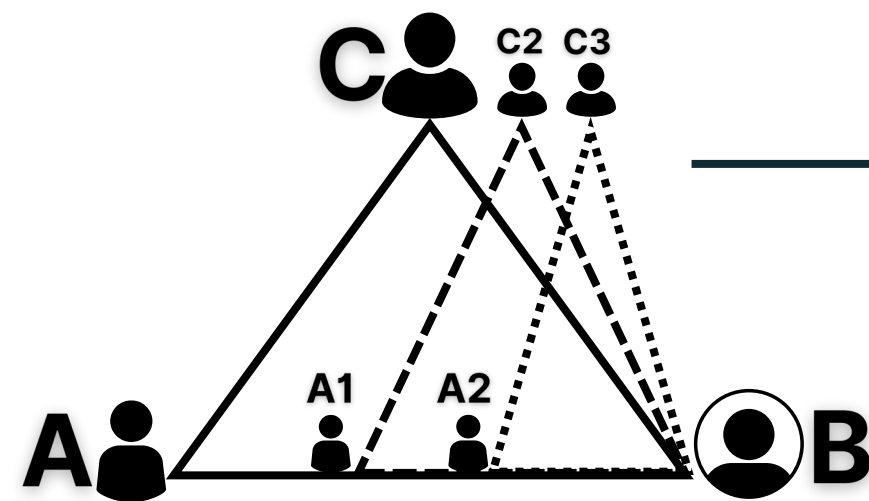
Qualitative Research Methods



# INTRODUCTION

## Reliability of Qualitative Data

Data verification for reliability of qualitative data usually uses triangulation.



- Triangulation of theory
- Triangulation of data
- Triangulation by investigators
- Triangulation of methodology

- Member Check
- Peer examination
- Participatory team
- Researcher's bias
- Long-term observation

Merriam, S.B. (1998)[14]

# QUALITATIVE RESEARCH APPROACHES

**Data Analysis** interpretation, Content analysis, Thematic analysis, Textual analysis, Document analysis and Discourse analysis [15]

Differences between Thematic Analysis & Content Analysis in Table [16].

# DESIGN

Approach	When to use	Focus	Interpretation	Example/Analyze
Content analysis	- To define, classify typical terms, expression and concepts in qualitative data.	<u>manifest content</u>	<u>descriptive method</u>	To determine the data code used to describe the cause of the problem, Solutions, Social Support and New concept by the researcher's interpretation <ul style="list-style-type: none"> <li>• <b>count the frequency of specific words or phrases in Questionair and Interview form.</b></li> </ul>
Thematic analysis	To locate, recognize, and interpret themes and patterns in qualitative data.	<u>latent content</u>	<u>interpretive method</u>	To investigate how the psychological impact of children caused by domestic violence affects changes in learning and aggressive behavior towards society in the future. <ul style="list-style-type: none"> <li>• <b>delve deeper into the underlying reasons behind customer opinions.</b></li> </ul>

Focus

# METHODOLOGY

## QUALITATIVE DATA COLLECTION METHODS



# RESULTS

## COMMUNICATE RESULTS

[14] Merriam, S.B. (1998) Qualitative Research and Case Study Applications in Education. Jossey-Bass Publishers, San Francisco.

[15] Ugwu, Chinyere. N. and Eze Val, H. U. (2023). Qualitative Research. IDOSR JOURNAL OF COMPUTER AND APPLIED SCIENCES, 8(1), 20-35. <https://www.idosr.org/wp-content/uploads/2023/01/IDOSR-JCAS-8120-35-2023.docx.pdf>

[16] Aphinya Dechalert. (2024). Content Analysis vs. Thematic Analysis: A Comprehensive Guide. <https://getthematic.com/insights/content-analysis-vs-thematic-analysis/>

# INTRODUCTION

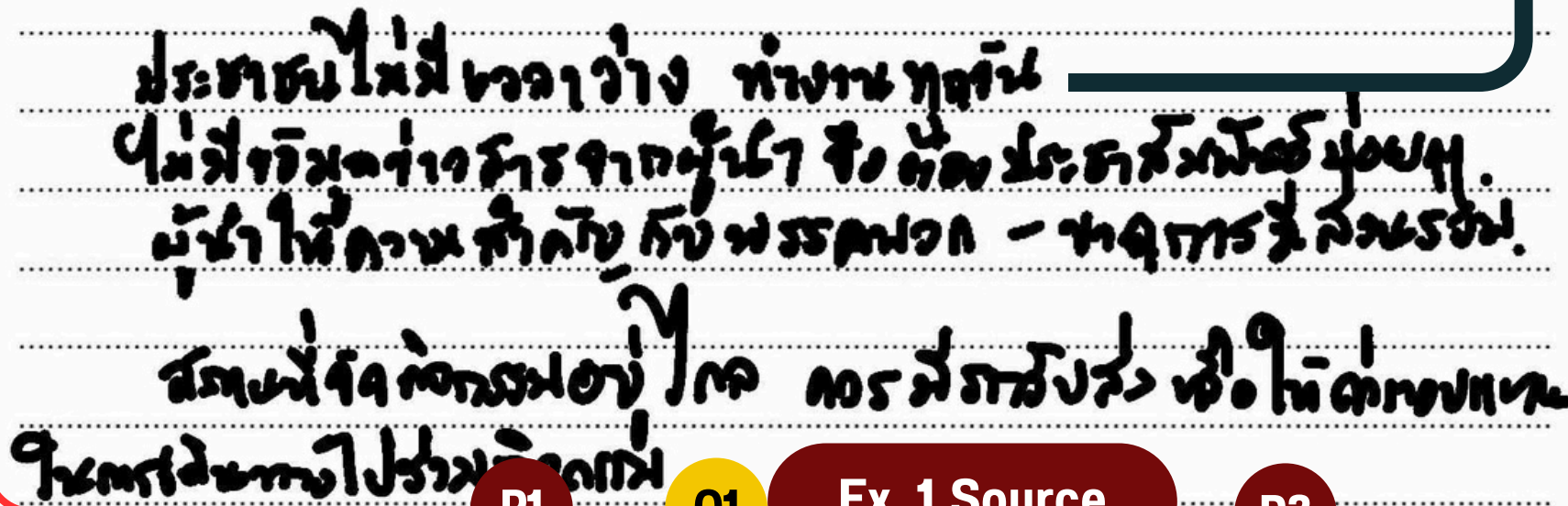


## 18 Sources & Up

Interpretation to create codes to find the frequency of words, phrases, issues to categorize data so that in quantitative analysis.

### Open-ended Questionnaire

Section 5 Open-ended Questionnaire on the Problem, Obstacles and suggestions for innovative management of public participation and building a community network for global tourism



# QUALITATIVE RESEARCH APPROACHES

# DESIGN

# METHODOLOGY QUALITATIVE DATA COLLECTION METHODS

# QUALITATIVE DATA ANALYSIS



## RESULTS

### codes/meanings

Problems	Obstacles	Suggestions
P1: Don't have free time	O1: Work every day	S1: Must focus on communication and public relations in the community frequently
P2: Don't have information	O2: Leaders focus only on their own group	
P3: Without the participation of the people	O3: The event place is too far away	S2: There should be transportation to and from the event and compensation provided.
P4: There is no car to go to the activity and no money		

- People **do not have free time**, **work every day**, and **do not have information from leaders**, so they must focus on communication and public relations in the community frequently.

**O2** Leaders focus only on their own group, **without the participation of the people in the community.**

**O3** - The event place is too far away. *Participants should have the use of a shuttle service or be compensated for their travel expenses for participating in the event.* [Researchers must interpret the meaning of this issue.]

Write a preliminary conclusion





**Using the Basic Programme for International Students to Conduct Qualitative Research**

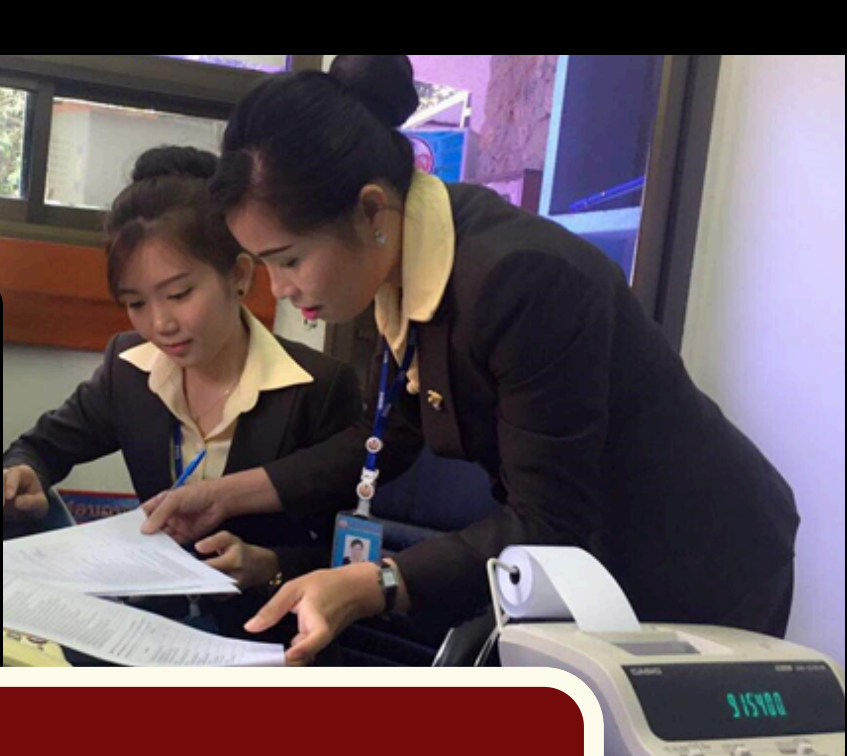
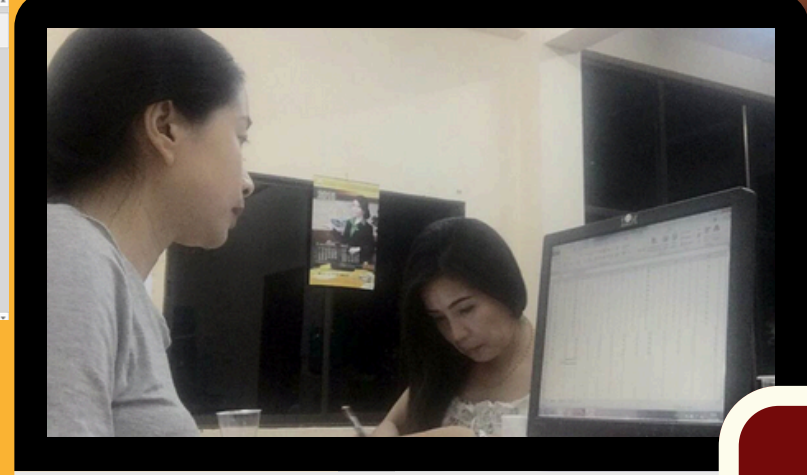
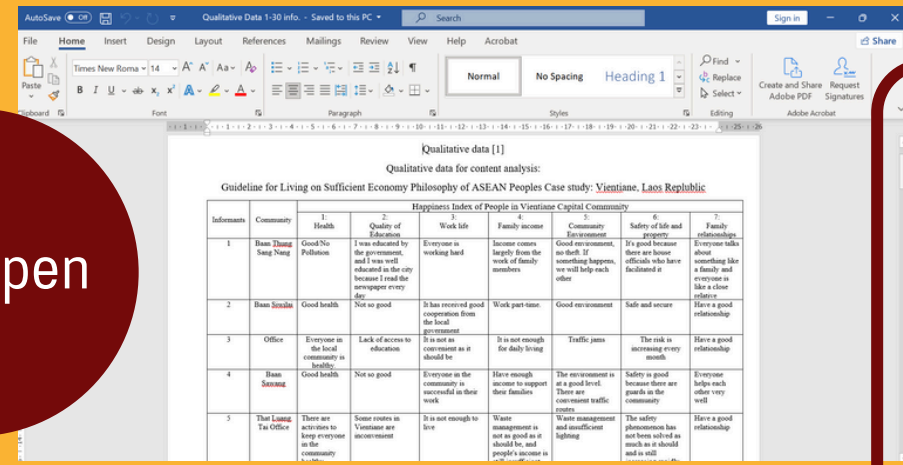
**Manual analysis - MS Word are the most suitable.**

**Case study: Vientiane, Laos Republic [17]**

ການສໍາພາດສໍາລັບການຄົ້ນຄ້ວາ  
ບົດຊະຍາຂອງຊີວິດເສດຖະກິດພຽງຂອງພາກພື້ນ.  
ກໍລະນີຄອບຄົວວຽງຈັນ  
(ແນວທາງການດໍາລົງຊີວິດພຽງເສດຖະກິດບົດຊະຍາຂອງປະຊາຊົນກໍລະນີສຶກສາ: ວຽງຈັນ, ສປປລາວ Republic).  
ວັນທີຂອງການສໍາພາດ ..... 12/1/16 ເວລາ ..... 12:30  
ສະຖານທີ່ (ຊຸມຊົນ) ..... ສະຖານທີ່ທີ່ໄປຂອງຜູ້ຖືກສໍາພາດ  
ຊື່ - ນາມສະກຸນ ..... ສະຖານທີ່ທີ່ໄປຂອງຜູ້ຖືກສໍາພາດ  
ເພດ ..... ອາຍຸ ..... ປະສານສານ ..... ອາຊີບ .....  
ລະດັບການສຶກສາ ..... ລາຍໄດ້ຕໍ່ເດືອນ .....  
+ ກິດຈະກຳໃນຄອບຄົວແລະລະດັບບຸກຄົນໂດຍອີງໃສ່ບົດຊະຍາເສດຖະກິດພຽງ.  
1) ທ່ານມີວິທີການຂອງການຫຼວງຫຼາຍໃນປະຈຳວັນ / ເດືອນມີວິທີການແນວໃດ ?  
2) ທ່ານມີວິທີການເພີ່ມລາຍໄດ້ໃນແຕ່ມື້ / ເດືອນດ້ວຍວິທີການແນວໃດ ?  
3) ທ່ານມີວິທີການປະປັດເງິນໃນແຕ່ລະເດືອນແນວໃດ ?  
4) ທ່ານມີວິທີການດໍາລົງຊີວິດແບບພຽງແນວໃດ ?  
5) ທ່ານມີການອາໄສຮັກສາສິ່ງແວດລ້ອມແບບພຽງດ້ວຍວິທີໃດ ?  
6) ທ່ານມີວິທີການຊ່ວຍເຫຼືອກັນໃນຄອບຄົວ ແລະ ຍາດພີ່ນ້ອງແນວໃດ ?



This file has been translated from Lao, Thai and English.



**Codes / Meanings / frequency**

**Example: Codes & Meanings**

Codes	Meanings	Frequency	Percent
HH1	Good health		Interpretation of results
HH2	Moderate health		

**30  
informants**





## Advanced Qualitative Research Methodology

Integrated Innovative Design for Elderly Professions towards Public Participation:  
A Case Study of Wat Pracharabuedham Community, Dusit District, Bangkok. [18]

Creating a brief qualitative data overview  
that highlights significant concepts.



Qualitative data of interview

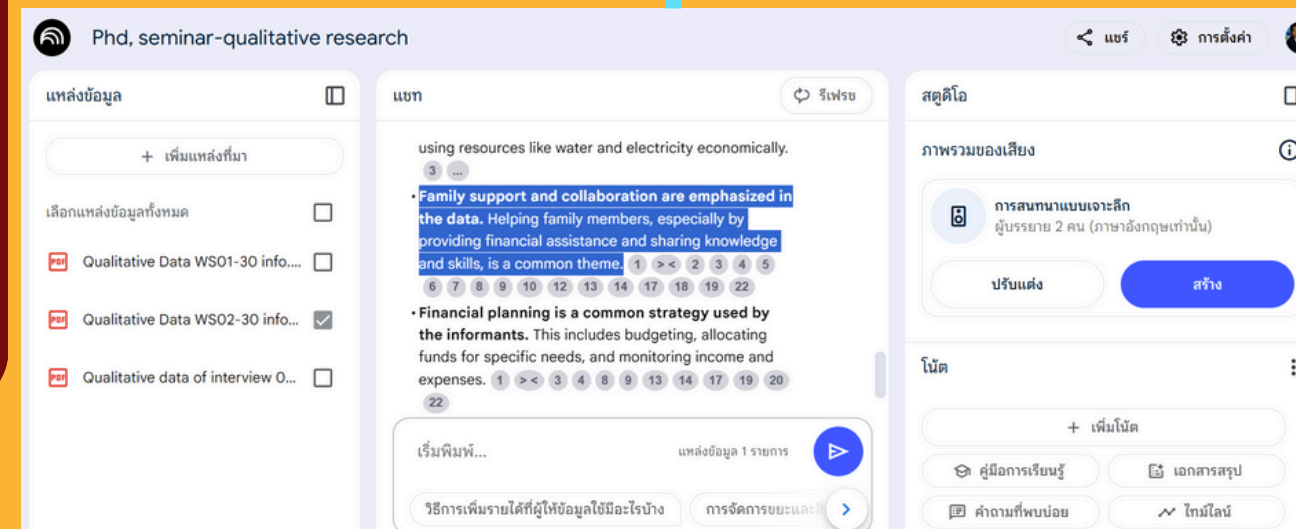
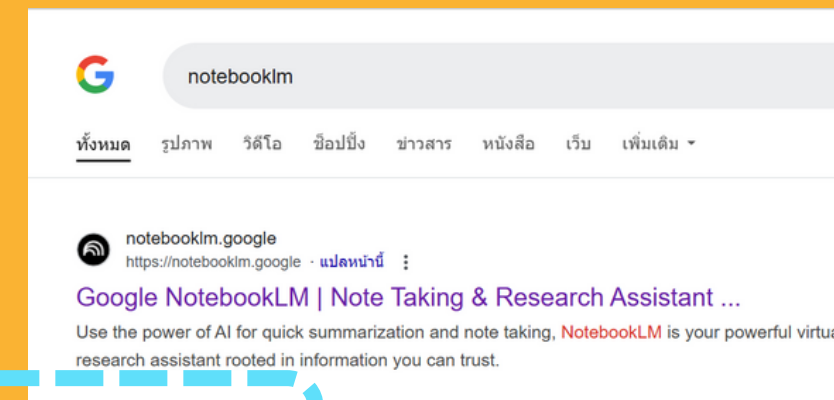


Currently, it is regarded to be the  
best AI program for researchers.

### Important Themes

- **Saving money** is crucial for those who follow the philosophy of sufficiency economy. The data frequently mention saving practices such as depositing money in banks and piggy banks.
- **Self-sufficiency** is a prominent theme. Many informants practice raising animals, growing vegetables, and farming to achieve self-sufficiency.
- **Family support and collaboration** are emphasized in the data. Helping family members, especially by providing financial assistance and sharing knowledge and skills, is a common theme.

## NotebookLM



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— **Advanced Qualitative Research Methodology**

# Publication in International Journals for PHD Dissertation

**Assoc.Prof.Dr. PHUSIT PHUKAMCHANOAD**  
Lecturer, **SSRU**

The Seminar on

## Qualitative Research Design for Dissertation and Publication in International Journals

DOCTOR OF PHILOSOPHY PROGRAM IN PUBLIC INNOVATION MANAGEMENT

**MODERATOR**  
ASST. PROF. DR. CHAIMONGKHON SUPROMIN, D.P.A

**SPEAKER**  
ASSOC. PROF. DR. PHUSIT PHUKAMCHANOAD  
DEPARTMENT OF SOCIAL AND CULTURAL DEVELOPMENT MANAGEMENT, FACULTY OF HUMANITIES AND SOCIAL SCIENCES, SUAN SUNANDHA RAJBABHT UNIVERSITY.

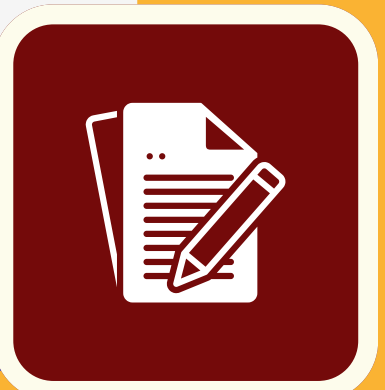
24 JANUARY, 2025  
13.00–17.00 P.M.

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## INTRODUCTION

## QUALITATIVE RESEARCH APPROACHES

## DESIGN

## METHODOLOGY

QUALITATIVE DATA COLLECTION METHODS

## RESULTS

COMMUNICATE RESULTS



# SOCIAL SCIENCE JOURNALS

## Manuscript [19]

- Title name
- Abstract
- Keywords
- Introduction
- Literature review
- Methodology
- Results
- Discussion
- Conclusion and Recommendation
- Conflict of Interest statement
- Funding statement (if any)
- Acknowledgments (if any)
- References
- Tables/Figures + legends (if any)

## The following areas are covered in the Journal [20]

- Agricultural Development
- Business
- Economics
- Education
- Humanities
- Human and Community Resource Development
- Political Sciences
- Psychology
- Sociology and Anthropology
- Other areas in Social Sciences

All manuscripts must be consistent with the Journal's manuscript preparation requirements.

GUIDELINE FOR AUTHOR



KASETSART JOURNAL of  
SOCIAL SCIENCES



<https://kjss.kasetsart.org/home.aspx>

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ISSN: 2452-3151



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Kasetsart Journal of Social  
Sciences

Q3 Social Sciences  
(miscellaneous)  
best quartile

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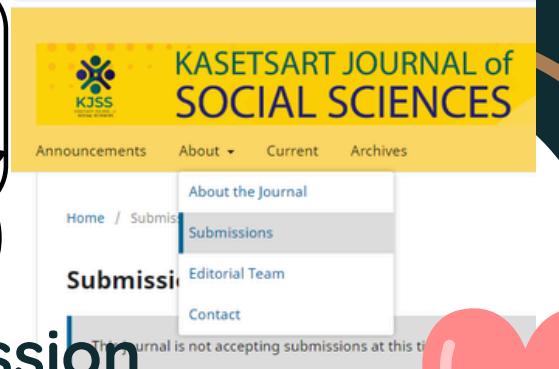
[19][20] Kasetsart Journal of Social Sciences. (2024). Guideline for Author. [https://kasetsartjournal.ku.ac.th/journalfiles/KJSS\\_00\\_Guideline%20for%20Author\\_KJSS.pdf](https://kasetsartjournal.ku.ac.th/journalfiles/KJSS_00_Guideline%20for%20Author_KJSS.pdf)

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# KEYS FOR SUCCESS IN PUBLISHING INTERNATIONAL JOURNALS [LEARN FROM REAL-LIFE EXPERIENCES]

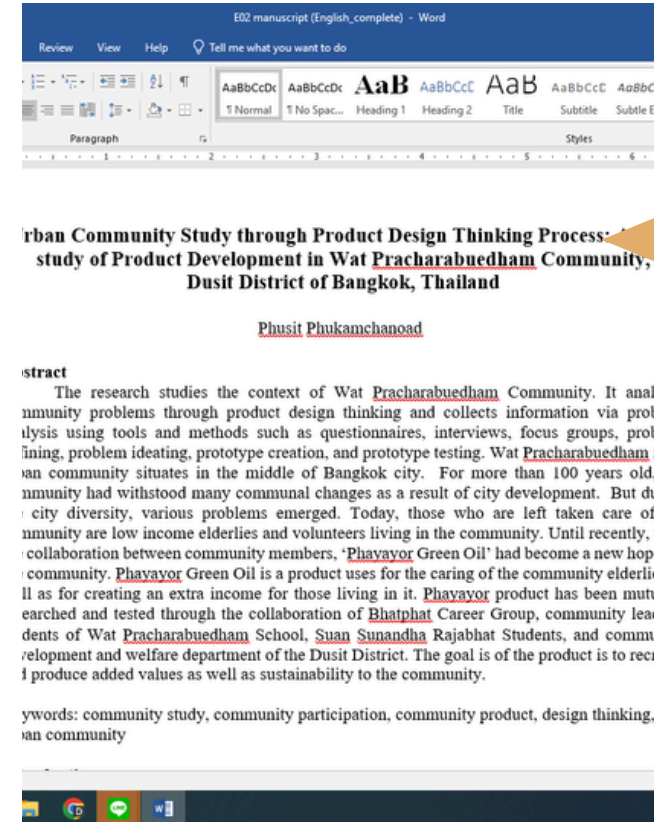


Don't be afraid of rejection.

**FILL OUT THE INITIAL RESEARCH REPORT COMPLETELY**



[21]



**SECOND KEY**  
The Manuscript must be written in English.

**FIFTH KEY**



**FOURTH KEY**



**THIRD KEY**



Visit the journal's website and search for Guideline.

Manuscript submission

Turnitin

Searching for journals in the scopus

<https://so04.tci-thaijo.org/index.php/kjss/article/view/264448>

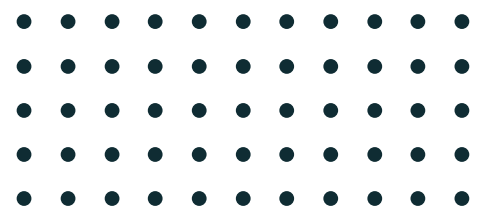
**FIRST KEY** [Thai or Chinese language]

- Title name
- Abstract
- Keywords
- Introduction
- Literature review
- Methodology
- Results
- Discussion
- Conclusion and Recommendation
- References

[21] Phukamchanoad, P. (2023). Urban community study on design thinking: A case study of product development in Wat Pracharabuedham community 1-4, Dusit District, Bangkok, Thailand. Kasetart Journal of Social Sciences, 44(1), 61-72. Retrieved from <https://so04.tci-thaijo.org/index.php/kjss/article/view/264448>

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Manuscripts have different writing styles (templates) depending on the journal.



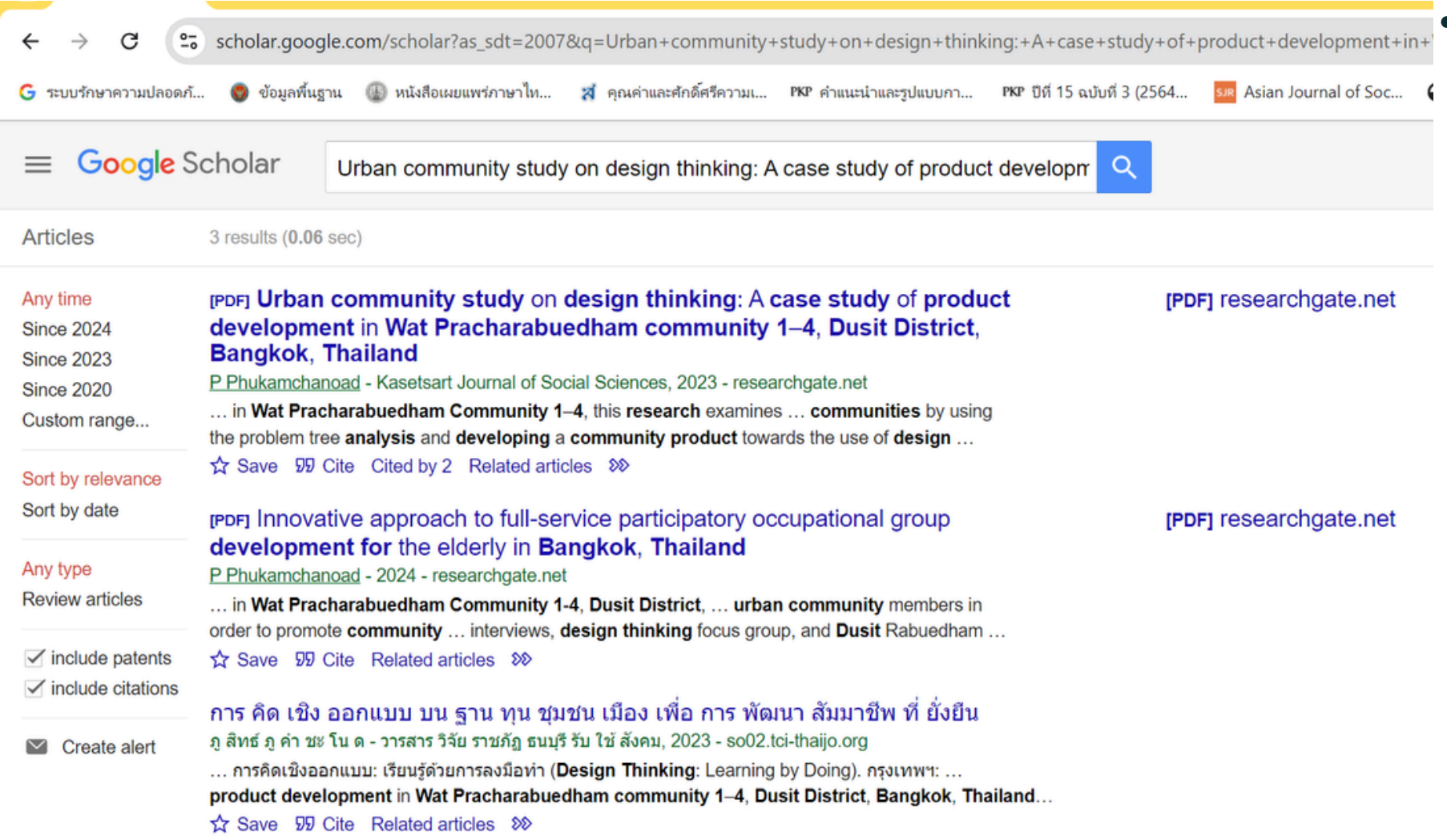
### IMPORTANT POINTS OF SUCCESS

Q **TITLE NAME** X

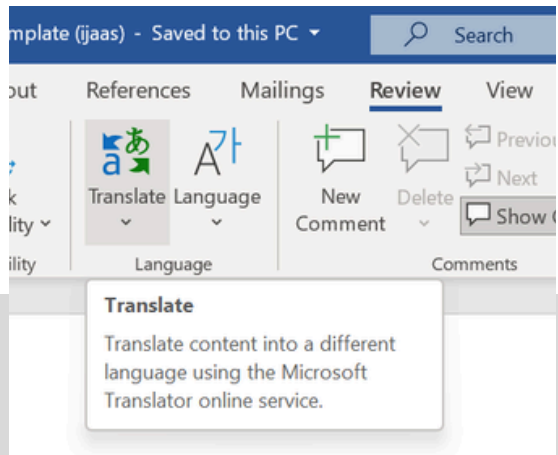
Is an editor's first judgment to accept or reject anything for publication in their journal based mostly on the title?

The title is without doubt the part of a paper that is read the most, and it is usually read first. A good title contains the main idea or ideas of your study and/or purpose of your research paper. [22]

- If the title is too long, unnecessary words must be eliminated.
- Choose academic words that are well-known worldwide rather than local words.



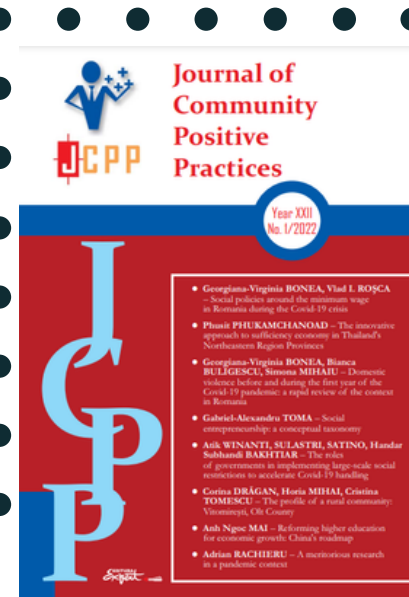
We can use the QuillBot AI program to change the research title for a variety of purposes.



[22] Sacred Heart University Library. (2024). Organizing Academic Research Papers: Choosing a Title. <https://library.sacredheart.edu/c.php?g=29803&p=185911#:~:text=The%20title%20summarizes%20the%20main,it%20is%20usually%20read%20first.>

[23] <https://scholar.google.com/>

[24] <https://quillbot.com/> and <https://chatgpt.com/>



The innovative approach to sufficiency economy in Thailand's Northeastern region provinces [27]



The methods section describes actions taken to investigate a research problem and the rationale for the application of specific procedures or techniques used to identify, select, process, and analyze information applied to understanding the problem, thereby, allowing the reader to critically evaluate a study's overall validity and reliability. The methodology section of a research paper answers two main questions: How was the data collected or generated? And, how was it analyzed? The writing should be direct and precise and always written in the past tense. [25] In the social and behavioral sciences, it is important to always provide sufficient information to allow other researchers to adopt or replicate your methodology. This information is particularly important when a new method has been developed or an innovative use of an existing method is utilized. [26]

For major doctoral degrees, methods for conducting mixed quantitative and qualitative research include 1) population and sample, 2) research tools, 3) gathering data, and 4) data analysis.

The innovative approach to sufficiency economy in Thailand's Northeastern region provinces  
The goal of this study is to explore the innovative approach to Sufficiency Economy at a household level. The data was collected by the use of questionnaires with 2,000 respondents as well as the interviews with...



# METHODOLOGY

## IMPORTANT POINTS OF SUCCESS

Readers need to know how the data in your paper was gathered.

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[25] Kallet, Richard H. (2004). "How to Write the Methods Section of a Research Paper." Respiratory Care 49, 1229-1232.  
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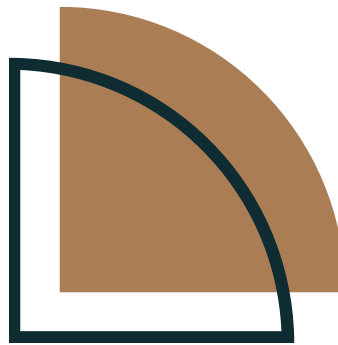
INTRODUCTION



# Journal of Community Positive Practices

Year XXII  
No. 1/2022

Journal of Community Positive Practices, XXII(1) 2022, 20-33  
ISSN Print: 1582-8344; Electronic: 2247-6571



QUALITATIVE RESEARCH  
APPROACHES

## THE INNOVATIVE APPROACH TO SUFFICIENCY ECONOMY IN THAILAND'S NORTHEASTERN REGION PROVINCES

DESIGN

Phusit PHUKAMCHANOAD<sup>1</sup>

DOI: <https://doi.org/10.35782/JCPP.2022.1.02>

METHODOLOGY

QUALITATIVE DATA COLLECTION METHODS

JCPP



- Georgiana-Virginia BONEA, Vlad I. ROȘCA – Social policies around the minimum wage in Romania during the Covid-19 crisis
- Phusit PHUKAMCHANOAD – The innovative approach to sufficiency economy in Thailand's Northeastern Region Provinces
- Georgiana-Virginia BONEA, Bianca BULIGESCU, Simona MIHAIU – Domestic violence before and during the first year of the Covid-19 pandemic: a rapid review of the context in Romania
- Gabriel-Alexandru TOMA – Social entrepreneurship: a conceptual taxonomy
- Atik WINANTI, SULASTRI, SATINO, Handar Subhandi BAKHTIAR – The roles of governments in implementing large-scale social restrictions to accelerate Covid-19 handling
- Corina DRĂGAN, Horia MIHAI, Cristina TOMESCU – The profile of a rural community: Vitomirești, Olt County
- Anh Ngoc MAI – Reforming higher education for economic growth: China's roadmap
- Adrian RACHIERU – A meritorious research in a pandemic context

Method in The research process consists of the following stages.[28]

- Selection of the unit of analysis
- Research instrument development
- Data collection
- Data Analysis

For the qualitative data gained from the in-depth interviews, the content analysis approach



[28] Phukamchanoad, P. (2022) "The innovative approach to sufficiency economy in Thailand's Northeastern region provinces", Journal of Community Positive Practices, (1), pp. 20-33. doi: 10.35782/JCPP.2022.1.02.



INTRODUCTION

QUALITATIVE RESEARCH  
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# KASETSART JOURNAL of SOCIAL SCIENCES

Volume 44 Number 1  
January - March 2023

ISSN 2452-3151  
Indexed by SCOPUS, ACI, TCI  
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Announcements About Current Archives

Home / Archives / Vol. 44 No. 1 (2023): January-March / Research articles

**Urban community study on design thinking: A case study of product development in Wat Pracharabuedham community 1-4, Dusit District, Bangkok, Thailand**

**Phusit Phukamchanoad**

Department of Social and Cultural Development Management, Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, Bangkok 10300, Thailand



The primary data were collected by the use of questionnaires, interviews, and focus group discussions. The data were used for identifying problems, brainstorming, and developing a prototype for practical product development. [29]

The data collection process was designed in correspondence with the five steps of the design thinking process as follows; Step 1: 'Empathize' Step 2: 'Define' Step 3: 'Ideate' Step 4: 'Prototype' Step 5: 'Testing'

[29] Phukamchanoad, P. (2023). Urban community study on design thinking: A case study of product development in Wat Pracharabuedham community 1-4, Dusit District, Bangkok, Thailand. Kasetart Journal of Social Sciences, 44(1), 61-72. Retrieved from <https://so04.tci-thaijo.org/index.php/kjss/article/view/264448>

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# THE RESULTS MUST FULLY DESCRIBE THE OBJECTIVES.

## IMPORTANT POINTS OF SUCCESS RESULTS AND DISCUSSION



■
●
▲

Results: This section should describe the outcome of the study. Data should be presented as concisely as possible and, if any, in the form of tables and figures, although very large tables should be avoided.

Discussion: The discussion should be an interpretation of the results and their meaning with reference to other authors' work. [30]

Pracharabuedham Community 1-4 (2021) a new community was established to accommodate commercial buildings and flats, known as Wat Pracharabuedham Community 4.

By 2021, Wat Pracharabuedham Community 1-4 had transformed into urban communities. The area featured a variety of housing styles, including commercial buildings, two-story wooden houses

located at the spiritual center and Bangkok Center, hosting religious rituals and community ceremonies, such as New Year's Eve merit-making, the Songkran festival, and other key events (Phukamchanoad, 2023). The primary lifestyle in the communities revolved around the "H-T-S Ecosystem," integrating households, temples, and schools. Other community agencies included village and urban community fund

[31]

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[30] Multidisciplinary Science Journal. (2024). Guide for Authors. <https://malque.pub/ojs/index.php/msj/guide>

[31] Phukamchanoad P (2024). Innovative approach to full-service participatory occupational group development for the elderly in Bangkok, Thailand. International Journal of Advanced and Applied Sciences, 11(7): 124-137. <https://doi.org/10.21833/ijaas.2024.07.014>



# REFERENCES



A reference is a relationship between objects in which one object designates, or acts as a means by which to connect to or link to, another object. [32]

## REFERENCES 1

APA style (also known as APA format) is a writing style and format for academic documents such as scholarly journal articles and books. It is commonly used for citing sources within the field of behavioral and social sciences, including sociology, education, nursing, criminal justice, anthropology, and psychology. [33]

References to studies or theses/dissertation must be cited in the APA style.

## REFERENCES 2

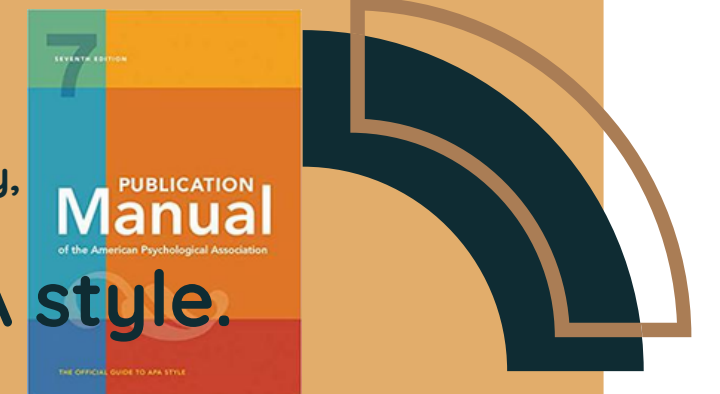
A high number of citations (at least 30) increases the chances of publishing.

## REFERENCES 3

The reference clearly shows that our research is not wishful thinking. It is based on review literature, searchable information, and international information with a clear source.

## REFERENCES 4

Citing articles that are relevant to our research in the journal in which you aim to publish them. Additionally, it increases your chances of being considered by the editorial team.



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[32] <https://en.wikipedia.org/wiki/Reference>

[33] [https://en.wikipedia.org/wiki/APA\\_style](https://en.wikipedia.org/wiki/APA_style)

[34] Phukamchanoad P (2024). Innovative approach to full-service participatory occupational group development for the elderly in Bangkok, Thailand. *International Journal of Advanced and Applied Sciences*, 11(7): 124-137. <https://doi.org/10.21833/ijaas.2024.07.014>

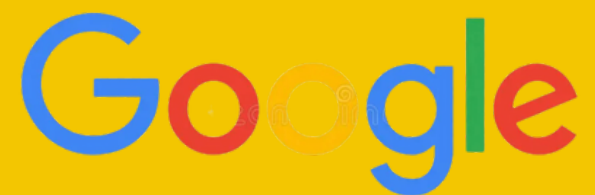


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Advanced Qualitative Research Methodology

# THANK YOU FOR YOUR ATTENTION

🔍 Phusit Phukamchanoad



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