

CHAPTER 3

RESEARCH METHODOLOGY AND PROCESS

As mentioned in Chapter 1, This research project aimed to develop the learning network of golden dried longan community enterprises, contribute to the development of the DLSMCE learning network, and to analyse the output, outcome and impact of the research. In order to achieve mentioned objectives, the participatory action research (PAR) was applied as research methodology.

3.1 Target group

The target group of this research was by the following criteria:

- 1) Community enterprises which process golden dried longan and carry out the business of manufacturing golden dried longan
- 2) Those are registered under Community Enterprise Promotion Act, B.E. 2005, and District Agricultural Extension Office in Lamphun province, and has voluntarily participated in the workshop on “Golden Dried longan: A Alternative and Survival” held on 28 July 2007 at the Lamphun provincial Agricultural Extension Office, Additionally, the existing loosely the DLSMCE network was also welcome to join the research project.

This research project has stated in August 2007. By then, there were 37 DLSMCE groups volunteered to join the research project.

3.2 The Core Research Team

The core research team of this research composed of 12 voluntary participants illustrated in Table 1 including 5 agricultural extension officers and 7 DLSMCE leaders. In this reaearch the core team research is an important facilitator who facilitate the community enterprise groups by creating relationship with people in the groups and network to create intimacy and trust, sincerely listening to information provided, and giving respect to the opinions delivered by the network. Furthermore, the core research team also stimulate participating action research, no biased attitude

toward what is seen and trying to understand phenomenon happened in the network, then systematically analyze what they have encountered.

Table 1 Names and Organizations of the Core Research Team

No.	Name – Surname	Age	Affiliations (Organization/ community enterprise group)
1.	Miss Prayard Manopasao	46	Agricultural Extension Office of Lamphun
2.	Mrs. Sriphan Pinkhampichai	53	Agricultural Extension Office, Mueang District, Lamphun Province
3.	Mr. Apichai Jaitom	49	Agricultural Extension Office, Mueang District, Lamphun Province
4.	Miss Areena Pichaiwat	53	Office of Agricultural Extension and Development, Region 6
5.	Miss Panee Boonyakuekul	49	Department of Agricultural Extension Ministry of Agricultural and Cooperative
6.	Mr. Narachai Rinjaem	33	Longan Innovation for Sustainable Alternative Energy, Ma Kue Jae Sub-district
7.	Miss Piyaphorn Somphong	25	Rim Rong Housewife Group, Ma Kue Jae Sub-district
8.	Mrs. Saithong Kabkead	27	Community Enterprise Group, Village No. 19, Ma Kue Jae Sub-district
9.	Mrs. Yupin Khamjjaem	44	Thung Thong longan Processing Group, Ma Keu Jae Sub-district
10.	Mrs. Darunee Uppanan	40	Prayun Golden Dried longan, Ma Kue Jae Sub-district
11.	Mrs. Thanyaphorn Pingkasan	36	San Pa Hieng Golden Dried longan Processing Group
12.	Mr. Sayan Kumphayom	47	Sayan Golden Dried longan Group, San Pa Hieng Village

3.3 Research Process

The research process in this research have 3 stage: preparation, implementation and evaluation as follow:

3.3.1 Preparation Stage

3.3.1.1) Analysis of group circumstances, arranging a seminar stage

3.3.1.2) Finding the core research team

3.3.2 Implementation Stage

3.3.2.1) Develop mutual understanding of the groups and reviewing research questions

3.3.2.2) Develop the research action plan

3.3.2.3) Identifying issues and list of questions in collecting data

3.3.2.4) Analysing collected data to design a learning process

3.3.2.5) Evaluating procedures to develop the learning network

3.3.2.6) Summarizing the development process of learning network

3.3.3 Evaluation Stage

3.3.3.1) Following-up the results of the research

3.3.3.2) Sharing research findings

3.4 Data Collection

3.4.1 Method and Tools for Data Collecting

1) Related documentation and research are a primary source of data for this research and guidance in collecting data in the field such as statistics and memorandum, reports, related research both formal and non-formal.

2) Fielding or studying of community's contexts, fielding is important to a qualitative research, and somehow creates trust in network by mapping; geographical, population and social mappings, to collect data in the network.

3) Creating learning process in community enterprises is done by collecting data from different tools regardless of non-formal dialogue together with interview, discussion, focus group discussion, forum, meeting, brainstorming or arranging training and educational observation.

4) Periodical meeting of research team is conducted to prepare the plan and report the progress of the research.

5) Integrated data collection brings in techniques and measurements to analyze the community as a tool by commencing from taking a field study, then using participatory and non-participatory observation, formal and non-formal interview, forum, meeting, second-hand documentation, focus group discussion to brainstorming opinions together with the community. Making a note during the research and cooperating with the groups and communities would get different viewpoints of each community as shown in Table 2

Table 2 Method and tools used in collecting research data

No.	Activity	Method/ Tool	Data/ Output/ Outcome
1.	Analysis of group situation prior to undertaking research	<ul style="list-style-type: none"> - Finding from documents - Survey information in the area - SWOT analysis - Observation, interview and make a memorandum 	<ul style="list-style-type: none"> - Research-related data - Data concerning groups' situation; strength, weakness, opportunity and threats
2.	Develop mutual understanding of the groups and review the research question	<ul style="list-style-type: none"> - Meeting of explanation - Focus group discussion - Dialogue and exchange idea - Documentation and research 	<ul style="list-style-type: none"> - Community leader and the group understand the research. - Form up a research team - Acknowledge the data

Table 2 Method and tools used in collecting research data (continued)

No.	Activity	Method / Tool/	Data/ Output/ Outcome
		<ul style="list-style-type: none"> - Mind mapping - Memorandum - Telephone, e-mail 	and community enterprise's contexts and network <ul style="list-style-type: none"> - Create good relationship between group and research team
3.	Identifying and check list participatory develop session plan for data collection	<ul style="list-style-type: none"> - Meeting and explanation - Focus group discussion - In-depth interview of commission - Mind mapping - Observation - Making a note - Camera, voice recorder - Telephone, e-mail 	<ul style="list-style-type: none"> - Creating intimacy and good interrelationship - Knowing basic information and situation of the group and network - Making understanding in the same direction - Obtaining a joint operational plan
4.	Data analysis and summary of developmental process of the learning network	<ul style="list-style-type: none"> - Mind mapping - Note - Exchange of knowledge - Meeting - Data analysis - Data synthesis - Find relationship of data 	<ul style="list-style-type: none"> - Obtaining data concerning situation and developmental progress of the group - Obtaining data of development progress of the learning network - Obtaining factors affecting developmental

Table 2 Method and tools used in collecting research data (continued)

No.	Activity	Method/ Tool	Data/ Output/ Outcome
		<ul style="list-style-type: none"> - Data categorization - Proof paper, stationery - Pictures, video, voice recorder 	<ul style="list-style-type: none"> progress of learning network - Obtaining results and impacts of developmental progress of learning network
5.	Follow-up and evaluation of research plan	<ul style="list-style-type: none"> - Forum - Group discussion - Focus group discussion - Interview - Check list - Observation - Note 	<ul style="list-style-type: none"> - Obtaining data relevant to improve the research process - Knowing research progress - Examining and revising research data - Obtaining suggestion to the research

3.4.2 Type of Colleted Data

The researcher determined contexts of community enterprises from 2 types of source which are:

- 1). Primary data is the data gained from the participatory action research (PAR) by having the following activities: observation, in-depth interview, focus group discussion, fielding and integrated study.
- 2). Secondary data is the study from academic documentation, research reports, related concepts and theories, articles, journal, printed media, including other

related information like minute of the group's meeting, information from government and private organizations which give support in this research.

The scope of research content including:

- 1) Situation and progress of learning network of golden dried longan community enterprises in Lamphun province
- 2) Developmental process of learning network of golden dried longan community enterprises in Lamphun province
- 3) Factors contribute to developmental process of learning network of golden dried longan community enterprises in Lamphun province
- 4) Outcomes and impacts of developmental process of learning network of golden dried longan community enterprises in Lamphun province

3.5 Data analysis

3.5.1 Data Examination

The triangulation tool was used to examine the data from the different sources, place and time, and by using participatory and non-participatory interview and observation to obtain logical and reliable data.

Data from the following individual sources: chairperson, committee and group member from the community enterprise as well as stakeholder. Additionally, the data obtained from the different places such as different groups of community enterprise in different districts. Furthermore, the examination of data gained from different time by collecting the data from community enterprises in different time.

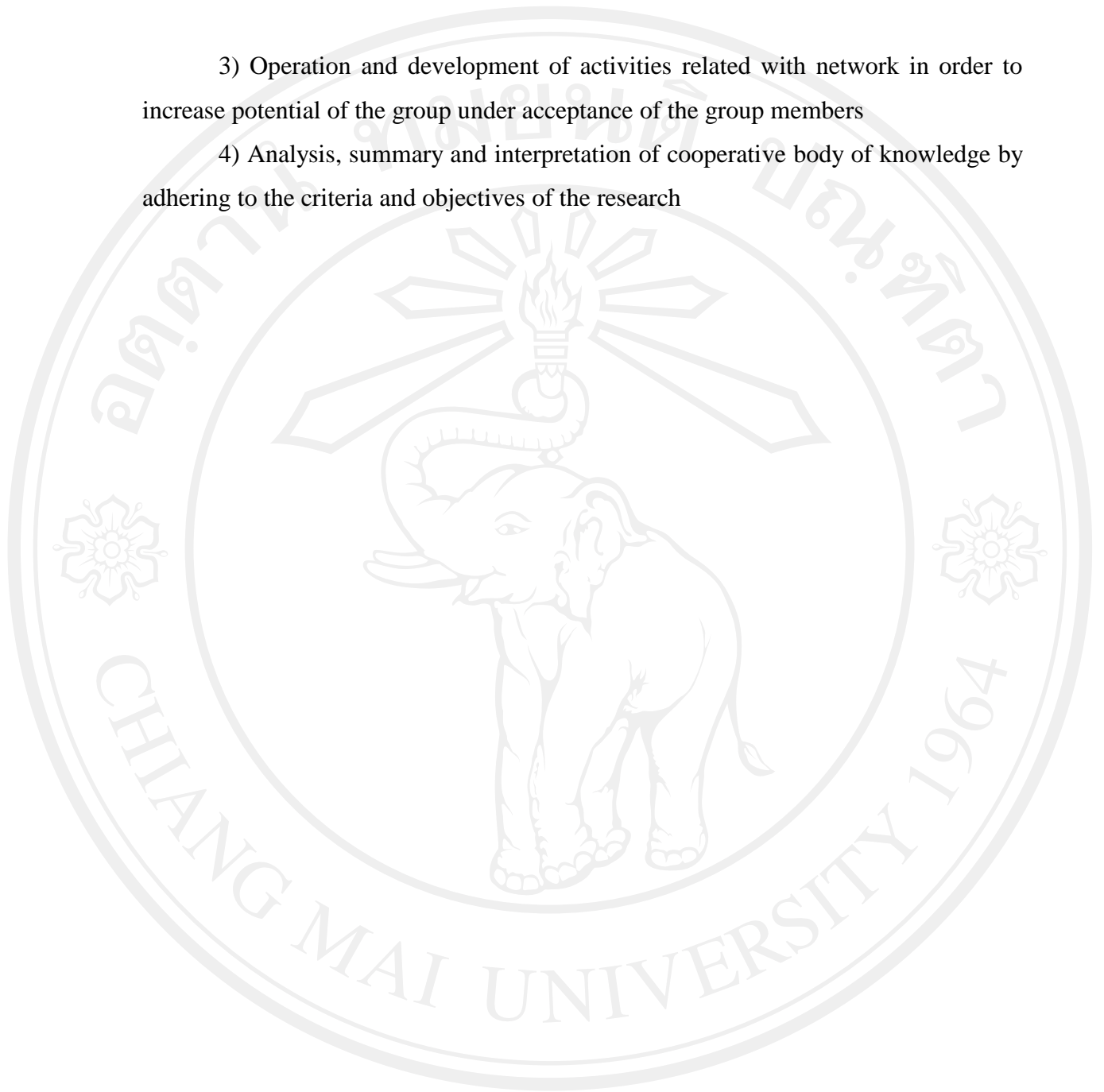
3.5.2 Data analysis

Descriptive analysis and content analysis were used to categorize, analyze successive approximation, outlining, grouping, mind mapping and quotation with the supporting data. Additionally, the data analysis can be illustrated as follows:

- 1) Data grouping such as spatial data, community enterprise group situations, geographical, economic and social data
- 2) Interpretation and explanation made together with the core research team from the forum, dialogue and focus group discussion, study trip, meeting, training and seminar, in order to obtain the most accurate data

3) Operation and development of activities related with network in order to increase potential of the group under acceptance of the group members

4) Analysis, summary and interpretation of cooperative body of knowledge by adhering to the criteria and objectives of the research



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