

USING AI FOR QUALITATIVE DATA ANALYSIS



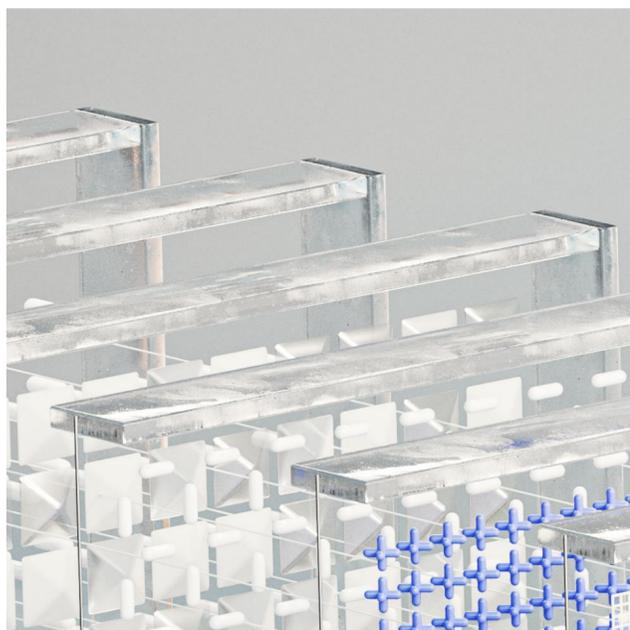
ANUWAT CHURYEN

Director, International Gastronomy Tourism Centre (iGTC)

# DATA PLAYBOOK

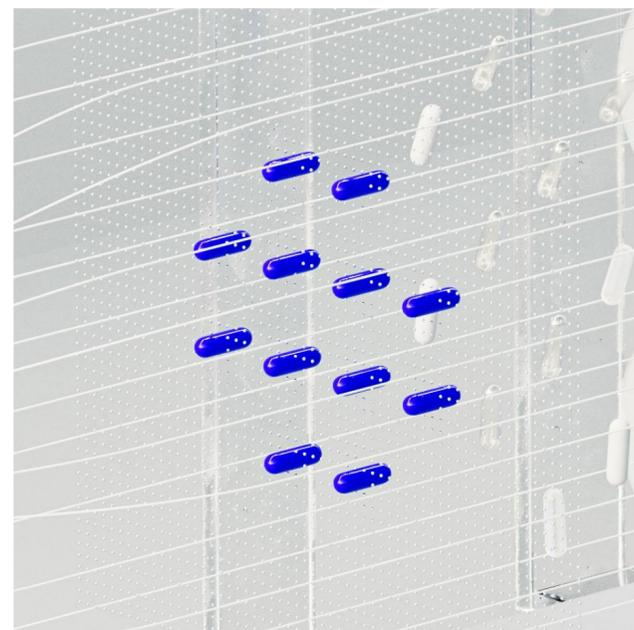
PRACTICAL GUIDANCE FOR YOUNG RESEARCHERS

# WORKFLOW



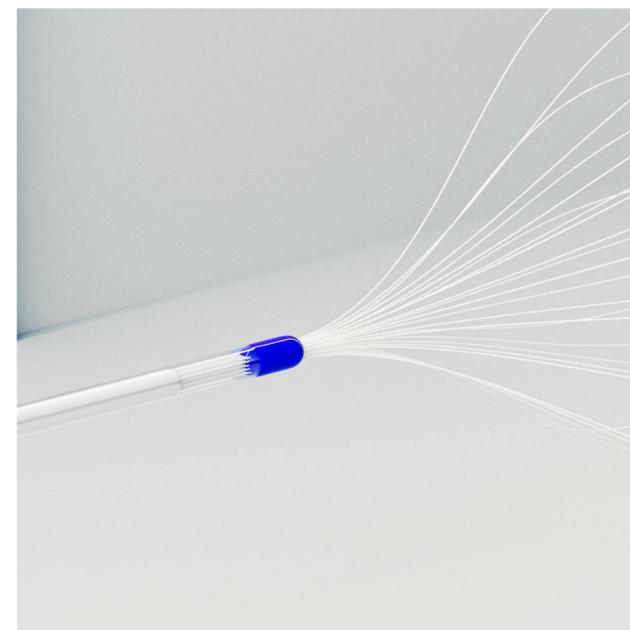
## FAMILIARISATION

สร้างความคุ้นเคย  
“จมจ่อม” และ “ตี๋มด่ำ”



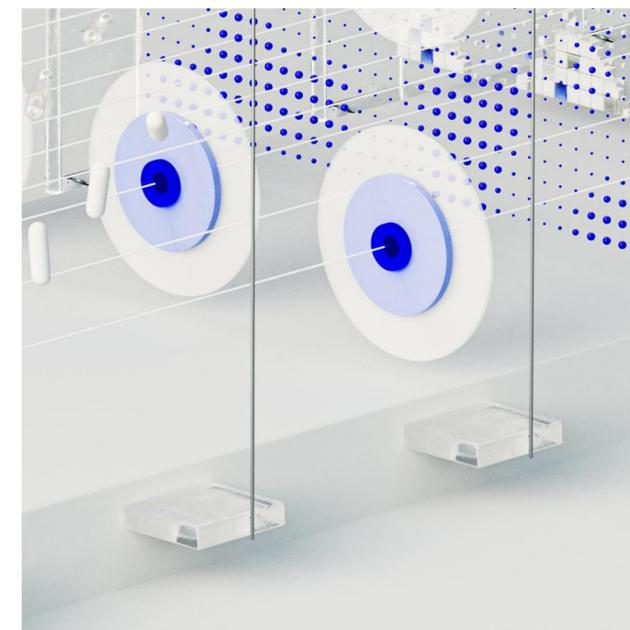
## ELICITATION

สืบสอบแก่นสารสำคัญ  
“สกัดกลั่น” ให้ “เล็ก” และ “ลึก”



## ASSOCIATION

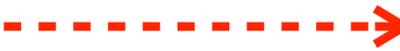
สร้างความเชื่อมโยง  
เข้าใจความสัมพันธ์



## INTERPRETATION

ตีความหมาย และ ใช้ประโยชน์  
อย่างมีประสิทธิภาพสูงสุด

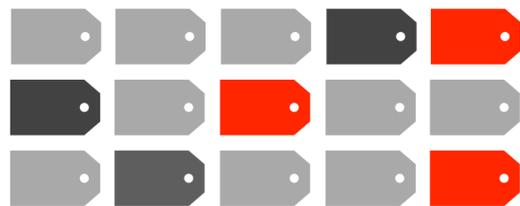
# Qualitative Data Analysis - **QDA** Social Network Analysis - **SNA**

1. Familiarisation    2. Elicitation  3. Association  4. Interpretation

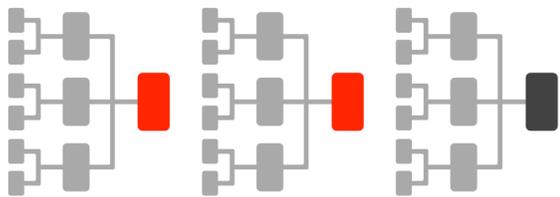
Data Transcription  
– Inductive Reasoning



Data Dimension  
– In Vivo Coding



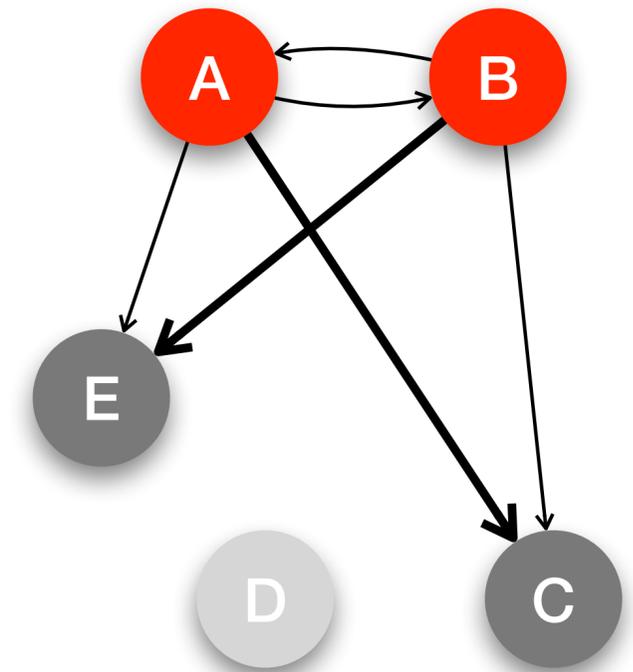
Data Categorisation  
– Thematic Variable Clustering



Data Extraction  
– Adjacency Matrix Structuring

	A	B	C	D	E		F	G	H	I	J
<b>A</b>		1	3	0	1	<b>A</b>		2	3	0	1
<b>B</b>	1		1	0	3	<b>B</b>	1		1	0	3
<b>C</b>	1	2		2	0	<b>C</b>	1	2		2	0
<b>D</b>	2	3	0		0	<b>D</b>	2	3	0		0
<b>E</b>	1	0	3	1		<b>E</b>	1	0	3	1	

Source Who	Target Suing Who	Value Impact Level
A	B	1
A	C	3
A	D	0
A	E	1
B	A	1
B	C	1
B	D	0
B	E	3



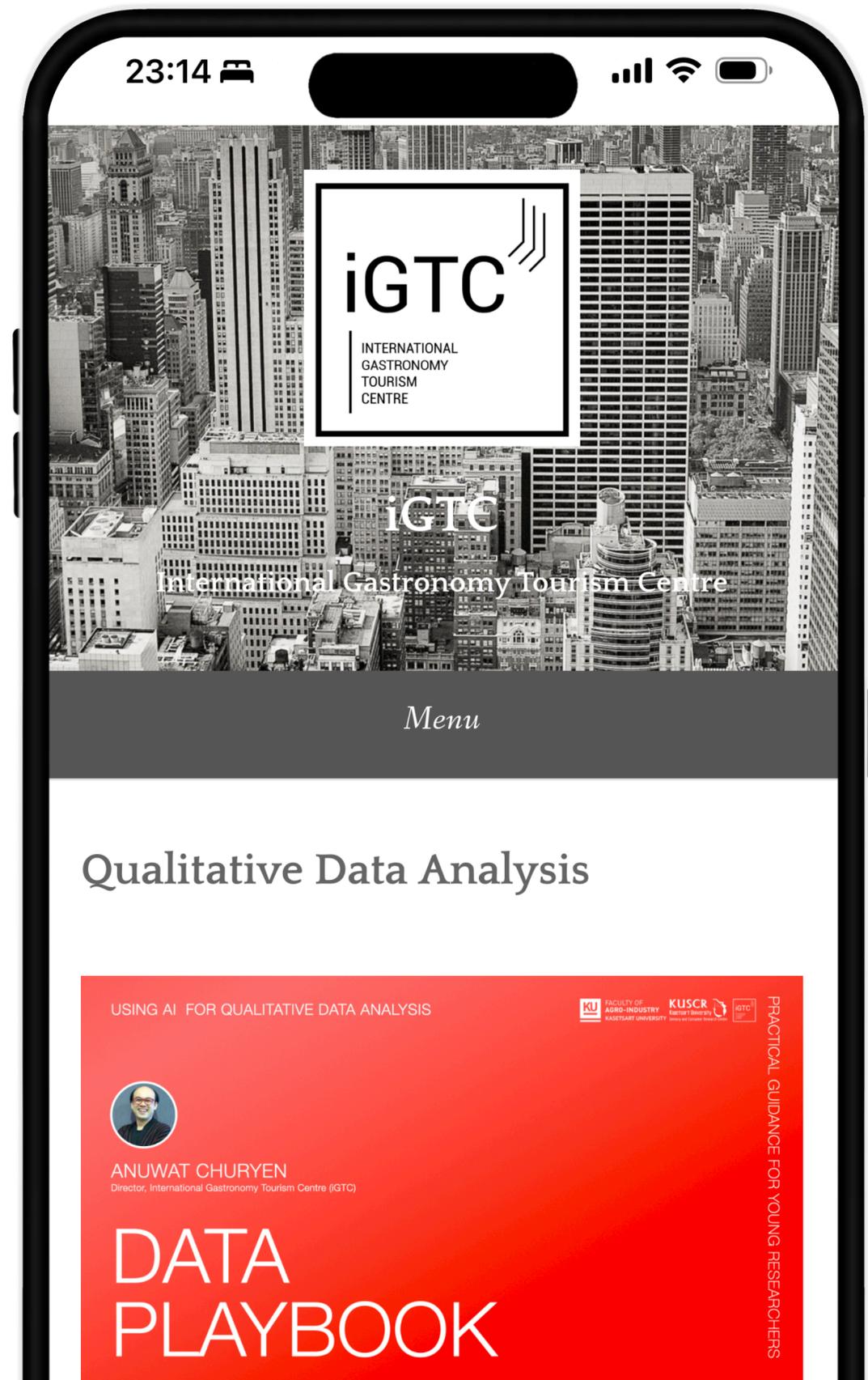
$$D = \frac{C}{M}; M = N(N-1) \quad 0.50 = \frac{6}{12}; 12 = 4(4-1)$$

[\*] Directed Network    Nodes (N)    4  
 Connections (C)    6  
 Density (D)    **0.50**

- Active Factor
- Passive Factor
- High Impact
- Moderate Impact
- Low Impact

Data  Inductive  Abductive  Deductive  Theory

Source: Anuwat Churyen (2025), adapted from The Delphi Method, Theodore Jay Gordon (1994)



23:14

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Menu

## Qualitative Data Analysis

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KU FACULTY OF AGRICULTURE  
KUSCR  
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# DATA PLAYBOOK

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# #QDA2SNA

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โดย อ.อนุวัต เชื้อเย็น  
ผู้อำนวยการศูนย์การศึกษา iGTC  
คณะพัฒนาการท่องเที่ยว มหาวิทยาลัยแม่โจ้



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