

Chapter 4: Study Implementation and Time Frame

The study implementation is carried out through the following main steps:

- **Preliminary papers⁶⁶**

A preparatory step in study implementation was to conduct research on two traffic related topics, land use at CMU and parking conditions and behavior. Information derived from these papers were the basis to establish

- The urgency of the problem at hand
- A study time-frame
- Study groups
- Research methods
- Variables of the study, and
- Guidance for indicator development

- **Questionnaire 1 and semi-structured interviews (SSI)**

The initial step of the study itself is the first questionnaire (out of two) and SSI conducted with key-informants. Data collected is analyzed and partially used for the assessment of the study area, the synthesis of the pilot project and the preparation of the second questionnaire.

- **Assessment of target area**

Parallel to the questionnaire and SSI an on-site assessment of the physical, psychological (environmental behavior) and organizational conditions of the study site is undertaken based on TEA and OBEA.

- **Analysis**

The Analysis combines the results of steps 1-3 and gives a summary and interpretation of the data.

- **Case triangulation**

The case triangulation will verify the qualitative data derived from steps 1-4 with the quantitative data of step 3, resulting in the

- **Synthesis (Pilot project)**

After data verification through case triangulation all available information is used to develop a traffic management concept based on economic internalization and under acknowledgement of land-use and environmental psychology principles.

- **Questionnaire 2**

Central aspects and concepts of the pilot project are introduced to the stakeholders by means of questionnaire.

- **Critical analysis**

The critical analysis focuses on

- The questionnaire 2, and
- The study implementation.

Results should provide a step by step implementation process for the pilot project and propose indicators for progress evaluation and monitoring.

- **Time frame**

⁶⁶ "Proposal for a Land-Use Plan and Concept for One of the Study Centers of Chiang Mai University Campus", (under supervision of Ass. Prof. Udsadanka Porananond) and "Vehicle Parking at Chiang Mai University Campus", under supervision of Prof. Dr. Suthenee Dontree.

- For the complete study: February to August 2000
- Questionnaire 1: February and March 2000
- Semi-structured interviews: April and May 2000
- Assessment, Analysis, Case triangulation and Synthesis: June 2000
- Critical analysis: July 2000
- Final draft: August 2000

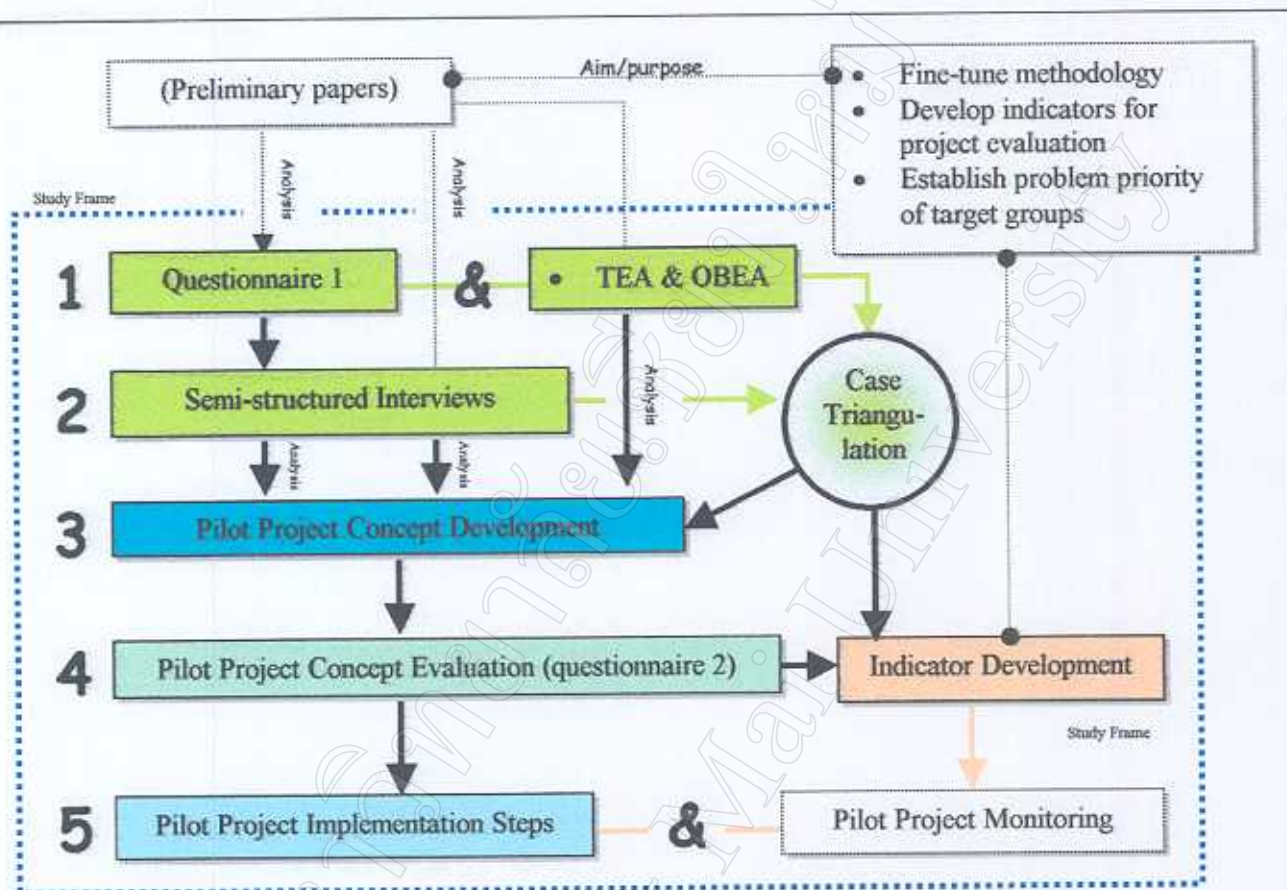


Figure 9: Study implementation