

Independent Study

Political Participation Among  
Voters in Muang District of  
Chiang Mai Province : A Case  
Study of The Election on March  
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### Abstract

The main objective of this research is to study about the political culture, levels of political participation and factors affecting decisions in casting votes among voters in Muang District of Chiang Mai Province in the general election of March ๒๒, ๑๙๙๒.

It is hoped that the study will bring about new approaches and recommendations for the betterments of the nature of political participation among Muang District Chiang Mai's voters to more advanced stages in the future.

The methodology of the research can be divided into 2 parts :

The first part is based on documentary research to gather knowledge about political culture of Chiang Mai townspeople which has significant effects on their political behaviors and political decisions especially in times of casting their ballots in a general election.

The second part is based on the analysis of information gathered from field questionnaires of which 200 eligible voters in Muang District of Chiang Mai Province are selected and interviewed by using the technique of accidental sampling and using statistical techniques of frequency distribution and percentage in analysing the gathered data.

The research indicates that the eligible voters of Amphoe Muang Chiang Mai have a rather low level of political consciousness inspite of receiving regularly current political information. According to the theory of Almand and Verba, the voters of Amphoe Muang Chiang Mai can be classified as "subject type" of which despite having rather high level of political participation, there is a disinterest in getting involved in politics in person. Therefore, it is found out that the percentage of those who cast their vote is high at 99.9 per cent but only 0.9 per cent used to be the official political parties or used to be elected to political offices.

Concerning factors effecting the pattern of voting, it is found out that the candidate's personal qualifications and the political parties which they belong to have significant effect on the voters' decisions.

For the sake of correcting political shortcomings, certain recommendations are proposed. If corrections in key areas, such as; decentralization of political power, elimination of vote buying, dissemination of political knowledge, it would surely enhance the development of political participation among eligible voters of Amphoe Muang Chiang Mai.