

## Abstract

This is the case study on the contribution of the community radio program "Ruam Duay Chuay Kan" (Let's all help each other) to solve the problem of Bangkok people. The purpose of this research is to study on the factors contributed to problem solving from the program listeners, and factors which make listeners offer their assistance in solving the problem in the program. Sample of the population in this case study are the people who listen to the Ruam Duay Chuay Kan program who live in Bangkok. The method of random selection is done by using Interval Sampling, the population of program listeners who participate in the program in September, 1999, with a total of 140 people. The correlation analysis between each variable was done on personal factors, uses and gratification approach and external factors such as suggestion from others, or channel of communication from listener. In this study, listeners of the program can be grouped according to the level of involvement as followed:

1. Listeners call in to the program and offer personal opinion or experience on the issue by telling it to other listeners.
2. Listeners report on incidents or call into the program to give advice in case of same other listeners ask for help to the program.
3. To actually help the person who reported at the location, as well as participate in the activities of "Ruam Duay Chuay Kan".

The study found that factors contributing to the level of problem solving from listeners in the program Ruam Duay Chuay Gan are:

Personal factors such as sex, level of education, being a member of the social group, level of confidence in the program. Results of the study show that male listeners, with education level lower than bachelor degree, who is a member of the community group and has high confidence in the program, will tend to contribute in solving the problem at the location where it occurs and participating in activities of Ruam Duay Chuay Gan.

In term of psychological motivation, the study has found that motives which resulted in listeners contributing to solving the problem in the programs are, listeners want to be involved in activities for the communities, helping others, making use of free time, use skills and expertise for the benefits of the community, especially the response of psychological drive such as the wants of recognition from society to the family.

Occupation, income and geographical location do not contribute to the involvement of listeners in the program.

Uses and gratification approach of community radio usage such as purposes, length and frequency of listening to the program, benefits from the program during Ruam Duay Chuay Kan part and Traffic Report part, as well as the satisfaction derive from listening to the program.

The study has found that if listener frequently listen to the program for lengthy period of time, and listeners want to be involve in what happening around us then that person tends to be involved in helping to solve the problem at the occurring spot or involve in the activities of the program.

Communication Channel. From the study of sampling listeners, there are more listeners, who use one way communication channel or channel which has delayed response, involving in helping to solve the problem, than sampling listeners who use two-way communication channel because of the busy line and long call waiting time. Suggestion or invitation from other party has no effect.

### Suggestions

In the next study, depth study should be done on attitude and relation pattern between listeners, community organizations, and government authorities, who involve in helping to solve the problem in case of Ruam Duay Chuay Kan both in Bangkok and up country. This would lead to ideal communities with cooperative network that can help each other within the community. The study should also pay more attention to public space in term geographical location and social usage. This is the meeting place where people of same interest can share and exchange their knowledge. The role of local media to the civic learning of the community members should also be studied in details.