

เครื่องมือในการศึกษา<sup>1</sup>

คำถาມสัมภาษณ์เจ้าบ้านโครงการ.....

ส่วนที่ 1: ภูมิหลัง

วัยเยาว์

- พึงพอใจในลักษณะในครอบครัว และบรรยายกาศในครอบครัวเป็นยังไงบ้าง
- อยากรู้ว่าตัวเองต้องการเรียนในสาขานั้นด้วยครับ
- พึงพอใจในลักษณะสภาพแวดล้อม และผู้คนในลักษณะบ้านด้วยครับ

ช่วงวัยรุ่น

- ช่วงเยาว์ประวัติการศึกษา รวมทั้งเหตุที่เลือกเรียนในสาขานั้นด้วยครับ
- ทำกิจกรรมอื่น ๆ นอกจากการเรียนบ้างในครอบครัว แล้วทำไม่ถึงทำ (ไม่ทำ)

ช่วงทำงาน

- ตอนที่เรียนหลังนี้ ปีไหนจะเรียน
- ช่วงนั้นทำงานด้านไหนในครอบครัว อยากรажบด้วยว่าทำไม่ถึงเลือกทำงานนั้น
- ตอนนั้นพึงพอใจในลักษณะด้านmorality และสังคมบ้านเรามากเป็นยังไงบ้างครับ รู้สึกว่ามีปัญหาอย่างไรบ้างในครอบครัว (ถ้ามี) แล้วพึงคิดว่าปัญหาเหล่านั้นควรจะได้รับการแก้ไขอย่างไรดี

ส่วนที่ 2: การตัดสินใจซื้อบ้าน

- ทำไม่ถึงต้องการย้ายออกจากบ้านเก่าครับ บ้านหลังนั้นมีปัญหารือไม่เหมาะสมอย่างบ้าง
- สภาพแวดล้อม/ ผู้คนแวดล้อม เป็นอย่างไร มีผลต่อความรู้สึกอยากร้ายบ้านบ้างในครอบครัว
- ตั้งเป้าหมายหรือเงื่อนไขในการหาบ้านใหม่ไว้ยังไงบ้างครับ
- แล้วทำอย่างไรต่อ จนมารู้จักและเลือกซื้อที่โครงการนี้ครับ ได้เทียบกับโครงการอื่นอย่างไร
- สุดท้ายแล้ว อะไรเป็นปัจจัยสำคัญที่สุดและรองลงมาที่ทำให้ตัดสินใจซื้อครับ
- โดยตัวบ้านกับภายนอกในบริเวณโครงการเอง ชอบส่วนไหนมากที่สุดครับ ที่ทำให้ตัดสินใจซื้อ
- รู้จักแนวคิดการออกแบบของทางบ้านดังแต่แรกหรือเปล่าครับ และมีผลต่อการตัดสินใจอย่างไรหรือเปล่าครับ

<sup>1</sup> เครื่องมือนี้ ๆ จะมีทั้งภาษาไทยและอังกฤษ ในที่นี้นำเสนอเพียง 1 ภาษาของแต่ละเครื่องมือเท่านั้น

8. ความทรงจำจากวัยเด็ก เช่น สภาพครอบครัว มีผลต่อการตัดสินใจบังหรือเปล่าครับ
9. ตอนนั้นรู้มาราคาประมาณเท่าไหร่ครับ คิดว่าเหมาะสมหรือไม่อย่างไหร่ครับ
10. การดูแลของเจ้าหน้าที่โครงการช่วงที่จะซื้อเป็นอย่างไรบ้าง ดีมั้ยครับ

ส่วนที่ 3: การออกแบบและก่อสร้าง

1. มีการเพิ่ม แก้ไขแบบบ้านจากมาตรฐานของโครงการบังหรือเปล่า ถ้ามี เพราะอะไรครับ
2. ช่วงก่อสร้างพิเข็มมาตรฐานบ่อยในครับ มีความพอใจคุณภาพการก่อสร้าง วิศวกร ไฟร์แมน และช่างผู้รับเหมามากน้อยแค่ไหน หรือมีปัญหาหนักใจอย่างไรบ้างครับ
3. ช่วงก่อสร้างมีการต้องทุบรื้ออะไรทิ้งบ้างในครับ การรักษาความเป็นระเบียบเรียบร้อย ความสะอาดของพื้นที่ก่อสร้างเป็นอย่างไรบ้าง
4. ตอนตรวจรับงาน คิดว่าคุณภาพบ้านและบริการของทางบริษัทเป็นที่พอใจ ตามความคาดหวัง แค่ไหนครับ ไม่ทราบว่าทางแลนด์เจ้ามีแบบประเมินให้ลูกค้ากรอกหรือเปล่า

ส่วนที่ 4: สภาพปัจจุบันและอนาคต

1. อยู่นานถ่ายปีแล้ว บ้านมีปัญหาอะไรที่เกิดจากการออกแบบก่อสร้างบังหรือ แล้วแก้ไขอย่างไร ทางบริษัทเข้ามารื้อยามากน้อยแค่ไหนครับ
2. มีความพึงพอใจในด้านบ้านส่วนไหนมากที่สุดและน้อยที่สุดครับ
3. ชีวิตในบ้าน เพื่อนบ้านเป็นอย่างไรบ้าง มีทำกิจกรรม พูดคุยกันมากน้อยแค่ไหนครับ
4. การบริหารจัดการหมู่บ้านเป็นอย่างไรครับ มีกรรมการหมู่บ้านหรือเปล่า
5. ได้ใช้ประโยชน์จากพื้นที่สวนกลาง มากน้อยแค่ไหนครับ
6. ตั้งแต่เข้ามายังปัจจุบันของบ้าน หมู่บ้านอย่างไรบ้าง แล้วมีการแก้ไขกันอย่างไร
7. เห็นความเปลี่ยนแปลงของหมู่บ้านอย่างไรบังหรือ ครับ
8. มีความพึงพอใจการใช้ชีวิตในบ้านด้านไหนมากและน้อยที่สุด ถ้าจะให้ดีขึ้นควรทำอย่างไร
9. ตัวพี่เอง ความรู้สึกนึกคิดและการใช้ชีวิตมีการเปลี่ยนแปลงบ้างไหมครับ ตั้งแต่มาอยู่ที่นี่ (ถ้ามี) เป็นเพราะอะไรครับ
10. ช่วงนี้รู้บាលกิจกรรมของบริษัท เช่น ประยัดพัฒนา กทม กิจกรรมของบริษัทเรื่องการรักษาสิ่งแวดล้อม ตัวพี่เองได้ทำอะไรบังหรือเปล่าครับ (ทำหรือไม่ทำ) เพื่ออะไรครับ
11. ไม่ทราบว่ามีข้อเสนอแนะสำหรับการประยัดพัฒนาและรักษาสิ่งแวดล้อม เกี่ยวกับการออกแบบบ้านและการอยู่อาศัยบ้างไหมครับ
12. มีกิจกรรมพิเศษอีก ฯ หรือใช้เวลาว่างอย่างไรบังหรือ
13. มองอนาคตตัวเองอย่างไรบังหรือ ทั้งโดยทั่วไปและการอยู่อาศัยที่นี่

คำถ้ามสัมภาษณ์นักพัฒนาโครงการและสถาปนิก จะคล้ายกับข้างต้นบางส่วน ส่วนที่แตกต่างจะเริ่มที่ช่วงเริ่มทำงาน ยกตัวอย่างเช่น

### คำถ้ามสัมภาษณ์สถาปนิกโครงการ.....

#### ช่วงเริ่มทำงาน

1. ขอทราบประวัติการทำงานสั้น ๆ ก่อนหน้านี้ และเหตุผลที่เลือกมาทำกับที่นี่ครับ
2. ตอนเริ่มต้น รับผิดชอบงานด้านไหน และมี concept ในการทำงานของตัวเองอย่างไร

#### ส่วนที่ 2: การออกแบบและก่อสร้าง

1. เมื่อได้รับมอบหมายงาน มีความรู้สึกหรือมุ่งมองอย่างไรต่อแนวคิดของโครงการ
2. คิดว่าแนวคิดของโครงการเราน่าจะเป็นจุดขายที่ดี / ขายออกหรือไม่ เพราะอะไรครับ
3. มีการหาข้อมูลความต้องการอยู่อาศัยของลูกค้าเป้าหมาย รวมทั้งสภาพแวดล้อมเฉพาะของแต่ละโครงการ และนำมาเป็น design criteria ของผังและรูปแบบบ้านอย่างไรบ้างครับ
4. ข้อกำหนดมีเรื่องประยัดพลังงานและรักษากุณภาพของสิ่งแวดล้อมอย่างไรบ้างครับ แล้วเหล่านี้ใช้กับทุกโครงการของที่นี่หรือเปล่า
5. มีปัจจัยสนับสนุน และอุปสรรคในการนำแนวคิด มาสู่ภาคปฏิบัติอย่างไรบ้างครับ
6. การลงทุนโดยรวมสูงขึ้นมากน้อยแค่ไหน เมื่อเทียบกับบ้านที่ไม่ได้มีลักษณะเด่นแบบนี้ครับ
7. ที่นี่ค่าก่อสร้างต่ำต่าของเมตรละเท่าไรครับ ที่ใช้เป็นเกณฑ์ในการควบคุมงบฯ
8. ใช้เกณฑ์อะไรในการจัดแบ่งขนาดแปลงที่ดินแต่ละแปลง
9. การควบคุมคุณภาพการก่อสร้างหน้างานจริง มีการดำเนินการอย่างไรให้ได้มาตรฐานครับ
10. ความสำเร็จของโครงการมาจากการปัจจัยอะไรบ้างครับ
11. มีการสำรวจความพึงพอใจ ของลูกค้าหลังจากได้ย้ายเข้ามาอยู่บ้านหรือไม่ เป็นอย่างไรครับ
12. ที่คิดว่ายากที่สุดในการทำโครงการคืออะไร แก้ปัญหาให้ไว้ใน และ เพราะอะไรจึงให้ไว้นั้น

#### ส่วนที่ 3: สภาพปัจจุบันและอนาคต

1. ถ้าให้แก้ตัวได้ เพื่อให้งานดีขึ้น อย่างทำอะไร เพราะอะไรครับ
2. หลังจากที่นี่ได้ทำงานแนวี้อีกบ้านหรือเปล่า เพราะอะไรครับ
3. ปีที่แล้วที่ทางการมีการจัดสัมมนาเรื่อง "เกณฑ์ขั้นต่ำในการพิจารณาเลือกซื้อบ้านจัดสรร ประยัดพลังงาน" ดูเหมือนว่าปัจจุบันยังไม่ค่อยได้รับการตอบสนองจากตลาดและผู้ซื้อแบบมากนัก ทำไม่เงื่อน เช่นนั้นครับ
4. คิดว่าถ้าจะให้เรื่องการออกแบบที่ประยัดพลังงานและรักษาระดับสิ่งแวดล้อมเป็นที่เพร่หลาย ควรจะทำอย่างไรกันดีครับ

PARTICIPATION CONSENT FORM

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Dear Sir/ Madam,

I am requesting your voluntary participation in my doctoral research. The focus of my inquiry is to look at the process of personal transformation that stimulates changes of how we create the built environment, and the improvement of the healthiness of that environment over a period of time. Cases in the USA, Europe, and Asia will be studied for comparison.

My research involves an interview about your life history and information about the community that you have participated in, as well as your present situation in this particular community, possibly with the following up email responses.

In this study:

- 1 Your participation is strictly voluntary and all responses will be reported anonymously in the study. Contributions to the final reports will not require personal identification and thus will be anonymous. All responses to interview questions are confidential. The findings of this research will contain no actual participant names. Anonymity will be maintained by assigning pseudonyms to all respondents. Both the responses and the list of pseudonyms will be kept in separate, locked files. After five years all data will be destroyed. All responses to the interview questions will be in text and will be transcribed by this researcher or a designee that understands the confidentiality code.
2. You have the right to refuse to answer or respond to any part of this study.
3. You may stop your participation at any time.
4. I cannot guarantee any potential direct benefit to you.
5. You will receive a copy of this consent form and a copy of your rights.
6. The potential risks in your participation are negligible. However, you may refuse to participate or answer specific interview questions - again all responses will be reported anonymously in this study.
7. Potential benefits to you personally and to society include a refined and deepened understanding of sustainable real estate community developments that have the potential to contribute to the richness of humankind and nature.
8. If you wish to ask further questions about this study, convey concerns about confidentiality, or the potential benefits please feel free to speak to me prior to agreeing to participate in this study. Any enquiries afterward should be sent to me at the following address:

Tanapon Panthasen Email: [tanaponpan@yahoo.com](mailto:tanaponpan@yahoo.com)

The Netherlands Address (until 14<sup>th</sup> July): Pootstraat 169<sup>1</sup>2613 PK, Delft Phone: 06 4110 4213

Thailand Address: 85/6 Moo 9, Soi Panu 19, S. Panurangsee Village, Bangkruay,

Nontaburi 11130, Thailand Phone/ Fax: 66-2-422-1224

9. You also have the right to anonymously report any concerns you may have or which may arise during this study to:

Prof. Vimolsiddhi Horalangkura, Ph.D.

Post: Faculty of Architecture, Thammasat University, Rungsit Campus, Khlong Luang, Pathumthani 12121 Thailand, Email: [hvimolsi@arch.tu.ac.th](mailto:hvimolsi@arch.tu.ac.th) Phone/ Fax: 66-2-986-9605-6

Or

Assoc. Prof. Nuntana Ronnakiat, Ph.I.

PhD Program in Integrated Sciences, 2<sup>nd</sup> Floor, the Old Library Building, Thammasat University, Bangkok 10200, Thailand, Email: [i-scienc@tu.ac.th](mailto:i-scienc@tu.ac.th) Phone/ Fax: 66-2-613-2845

10. I understand that my participation in this study is strictly voluntary and I may terminate that participation at any point.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

#### RIGHTS FOR PARTICIPANTS

You have the right to...

...be treated with dignity and respect;

...be given a clear description of the purpose of the study and what is expected of you as a participant;

...be told of any benefits or risks to you that can be expected from participating in the study;

...ask any questions you may have about the study;

...decide to participate or not without any pressure from the researcher or his or her assistants;

...have your privacy protected within the limits of the law;

...refuse to answer any research question, refuse to participate in any part of the study, or withdraw from the study at any time without any negative effects to you;

...be given a description of the overall results of the study upon request.

...discuss any concerns or file a complaint about the study with the chair of my committee

Main Questions: What were the factors that influenced the beginning and the transformation of the sustainable real estate development?

Remark: 'real estate development' itself includes urban planning, community and housing development, architecture, landscaping, and construction, and my research focuses on ecological house and sustainable community development.

I would like to learn about the context at the beginning, the major changes since then, the context at present, and the trend in residential development. The respondents may consider the influential factors in various aspects as follows.

#### Global movements

In 1960's, there were the emergence of the alternative movements, including deep ecology and green movement, the new knowledge about quantum physics, and the Eastern influence. At the same time, environmental problems became clearer. Frijol Capra called the period of "Paradigm Changes" had emerged.

The first world conference regarding environmental issues was conducted in Sweden in 1970's. That led to the Brundtland Report, published in 1987, and the 1992 Rio Earth Summit and the Agenda 21.

- So, when and how did these factors start to impact the environmental movement here?

#### Local Pollutions, and environmental and natural resource situations

- Was there any major environmental problem or the crisis on natural resource in The Netherlands? If yes, when was it and how did it contribute to the sustainable architecture and housing design?

#### Politics and politicians as well as the public policies

- When did the recycling, pollution reduction, and energy saving become the public policies; i.e. public agencies start to support these matters? How could they start? How have they provided the supports and the incentives for sustainable housing development?

### Environmental regulations/ 'green' codes

- When and how were the environmental regulations/ 'green' codes implemented? Has there been any significant improvement so far? And how would they be in the near future? Have they gotten any civic participation?

### Public consciousness regarding environmental problems and healthier lifestyles

- When did the environmental consciousness start to be noticed in public? How was it? Why did people start to like it? Was there anything above related to the demand of healthier community development?

### Shared visions

- Has there been any change in sustainable real estate development as a result of the associations of professionals, the business men, and the consumers according to their shared visions regarding sustainability? How was it?

### Cultures and norms

- When did you start to recycle, reduce, and reuse things? What made you start?

Has there been any cultural support in creating the sustainable living?

### Social values about and demands for eco-house and living in a sustainable community

- How were the public perceptions and demands for eco-house and living in a sustainable community? Can you tell about the trend as well?

### Academic movements

- When and how did you become involved in the movement of sustainability?

When and how did your academic body start the activities regarding sustainability?

When and how did the public and private sectors start to support R&D in the sustainable development, especially in real estate development or building sector?

### Professional standards and practices

- When and how did the professional standards and practices in urban planning, architecture, and construction start to change in the ways that support sustainability?

Can you give me some backgrounds of the standards like "ECOQUANTUM"? Are they widely used? Why or why not?

Economic environment

- Have there been any economic factors that contribute to the sustainable real estate development? How has it contributed?

Technological advances

- How long have the solar panel, wind generator, and other environmentally friendly products been used in residential development? Are they popular or not? Why is that? How the public and private sectors have been serious about developing the product and giving incentives to the users?

Networks and cooperation

- Has there been any factor in this aspect that makes knowledge and benefits of sustainable living more known and more successful?

## CITY FUTURES: HOW IT WAS, IS AND WILL BE

MEME	ENTERING PHASE (xxxxxx)	PEAK PHASE (xxx)	EXITING PHASE (xxxxxx)
PURPLE 2	Where there is someone to look out for me and I can be with others like myself. It should be easy to find my way and not get lost.	We need safe place for ourselves and our ancestors, where we are free to live in our traditional ways without fear of others' magic or their spells.	I want some room to be on my own. You need some space, especially when other people let you down and you realize me is maybe all I got.
RED 3	I want a city that's ripe for the picking. I know what I want and I don't let anything get in my way. The city should keep off my back.	I'm OK if they keep their distance and don't try to tell me what I can or can't do. I'm free to live my own way and they should give me what I need.	Sometimes you need a few rules to keep people in line. They need to straighten things out so I don't get messed with so much by enemies.
BLUE 4	We need to knock some heads. It's the job of a city to take control and tell people how it is to be. Tough, but fair for law & order.	The truth must prevail and all live in a moral, just way. The city can be secure in a rich spiritual life that prepares each of us for eternity.	Living the right way with meaning and purpose is why we exist. Yet, we have been given opportunities and choices to bring about change.
ORANGE 5	I'm meant to be great! I want a city where I can become a winner--that's full of winners--and stays on top. We must be world-class.	Life means progress. This city's job is to back me up as I work to make things better. Generate new ideas, and compete in a globalizing marketplace.	Material success and prosperity aren't all there is. Our city is a place for people and we need to improve family life and values now.
GREEN 6	Interdependence is the key for a community. We all need each other and must build bridges, whatever the cost, to foster togetherness.	We are in a community that needs and respects each other. We honor our differences then come together to make life better for all, sharing to gain.	We cannot meet everyone's desires. Our resources are limited and we must learn to improve life without increasing costs beyond reason.
YELLOW 7	My friends and I don't need much from the city. I prefer to be as self-sufficient as possible and want a minimalist support system.	The city provides those services that require collective energy. It wastes nothing on show, but concentrates on effective overall outcomes & results.	We cannot be an island, though that might be nice. Instead, we will have to accept a regional and even global citizenship role.
TURQUOISE 8	The Earth is a living system, and cities are part. We are becoming accountable for our choices on a grand scale, so must act globally.	We are part of a world community. Our local and regional interests are factors in a new geo-consciousness and we must assess our niche carefully.	A global consensual commune isn't a viable decision system. There has to be a central command and control point of some kind.

ภาคที่ 2 ตัวอย่างแนวทางการประเมินระดับพัฒนาการของมนุษย์ในศตวรรษที่ 21 ในการมีส่วนร่วมในกระบวนการตัดสินใจรัฐบาล

Aspects of Life in "MEME" Communities

Spiral Range	Health Care	Education	Environment	Family	Lifespace	Community
2 PURPLE	Spiritualistic	Practice rituals	Unnaturalized	Extended group	Old-country ways	Non-threatening
	Watchers/magic	Family-based	State of nature	Matriarchal	Focus on & reveal	Show reverence
	Ceremonial ritual	Respect for elders	Access to spirits	Sacrificial	Fearful & ring out	Let there be
3 RED	Fix-up wounds	Real-world demands	Unfenced/open	Power-based/gang	Un-restrained	Predatory
	Respond to demands	Street-smart	Battlegrounds	Passing through	Predator/rough	Marine laws
	Fast & easy access	Hands-on skills	Exploit or ignore	Testing ground	"Warrior" in jungle	Unrestricted
4 BLUE	For deserving ones	Traditional steps	Ordered & trimmed	Home of truth	Law & orderly	Neighbourhoods
	Old-age focus	Moralistic	Here-and-now	Hierarchic	Categorical niche	Peace & quiet
	Narcissistic-like	Fragmented/uniform	Domestic/owned	Righteousness	Places for all	Play-your-part's
5 ORANGE	State of art art	High-tech prod	Amusement park	Base for growth	Making success	Property
	Benefit of rare	Niche competitive	Resource pool	Transparel	Upward mobility	Status quo/redo
	Education/force	Mentors & guides	Fully developing	Image conscious	Human central	Safe for elites
6 GREEN	State sponsored	Sharing experience	Preservationist	Hi-Consciousness	Community groups	Open but alone
	Universal right	Neighbourhood based	Green as issue	Group of equals	Humanistic locus	In-group only
	No profiteering	Space development	Nature, but ready	Consensus	Co-creating	Socially aware
7 YELLOW	Life as process	Developmental	Conservational	Intergener.	Responsive fun	Liberating [1]
	Practical limits	Customized to kids	Ecological yes	Changing roles	Learning process	Accountable
	As needed for all	Whole-day package	Minimal impacts	Support system	Build natural way	Homeostat
8 TURQUOISE	Right for all	Experience options	Gross controls	Experimental	Responsible/sure	Global citizen
	Care, as given	Intercontinental	Restorationist	In touch outward	Complex issues	Diversified
	Active outreach	Control of train	Nature as model	Growing initiatives	Multidimensional	Controlled

### ภาพที่ 3

ตัวอย่างแนวทางการประเมินระดับพัฒนาการขององค์กรตามแม่แบบไปรัฐไกด์โนมิคส์

#### “An Effective Organization...” requires integrating, aligning, and synergizing “MEME” systems’ components

Peak MEMES	Characteristics	Decision making	Education	Family	Community	Environment	
PURPLE <i>KinSpirits</i> <i>Nurtur, Altruism</i> <b>RED</b>	Mystical spirits signs Safe chars and nests Powerful elders Our people vs them Kinship & blood ties Raw power Displays Immediate pleasure Unrestrained by guilt Colourful and creative Egocentric & tough Only one right way Purpose in causes Guilt in consequences Sacrifice for honour Absolute (saint's) Compete for success Goal-oriented drives Change to progress Material gain/purs Seeks personal growth	Custom and tradition Elders' counsel Signs of the shaman Clan gets the spoils Honours ancestral ways Tough-one dictates What gets respect What feels good now Powerful grab spoils Guiltless & short-term Orders from authority Do right, obey rules Adhere to tradition Religious earn saint's Follow procedures Betwix-and-between Test options for best Consult experts Successful win spoils Rely on experience Reach consensus All must collaborate Accept any input Communist spoils Work for harmony	Paternalistic teachers Rituals and routines Passive learners Family-like learning Teach customs Rewards for learning Tough-love tactics Work on respect Controlled Reward Set limits & rewards Truth from authority Traditional stay steps Store/size lessons Punishment for errors Structured change Experiments to win High-Tech high status How to win niches Mentors and guides Use high tech To export feelings Shared experiences Social development Learn cooperation Work as teams/groups	Excluded knowledges Rules of pasture Strict role relations Protects bloodline Gender roles sharp Gang-like battles Builds La-chen walls Tests of worthiness Struggles with system Individual survivors Seat of truths & values Proper places for all Codes of conduct Teaches moral ways Provides standards Upwardly mobile Demands attention High expectations In age consciousness Competitive Grouping of equals Participative activity Highly accepting All feelings processed Situational & relative	Respects folk ways Honours ethnicity Let's grand be there! Guards magic places Cares about the elders Predators in control Danger to outsiders Forms fiefdoms Turf wars & vendettas 'No man's land' Cautious & careful Tidy green, & neat Born into society Regulated & secure Caters to prospectus Displays influence Bonds into society Security for the elite State-of-the-art	Old country ways Focus on substance Fearful and mystical Full of spirit beings Fearful of technology Uncivilized High makes right Winners & dead losers Attention-seeking Lays waste Law abiding citizen Places for everybody Sweet peace of mind Rewards to come Regulate & control Wants to prospecc Competent on strategy Lever agents of service Seeks material things "Changes" residues Ties on belonging Needs acceptance Sacrifice feels good Rewards start early Community comes first	
POWER <i>TruthForce</i> <i>Honesty (Adherence)</i> <b>ORANGE</b> <i>StriveDrive</i> <i>Seeks achievement</i>	Powerful grab spoils Egocentric & tough Only one right way Purpose in causes Guilt in consequences Sacrifice for honour Absolute (saint's) Compete for success Goal-oriented drives Change to progress Material gain/purs Seeks personal growth	Orders from authority Do right, obey rules Adhere to tradition Religious earn saint's Follow procedures Betwix-and-between Test options for best Consult experts Successful win spoils Rely on experience Reach consensus All must collaborate Accept any input Communist spoils Work for harmony	Experiments to win High-Tech high status How to win niches Mentors and guides Use high tech To export feelings Shared experiences Social development Learn cooperation Work as teams/groups	Shifts roles Becomes self-directed Wing-day package Tuned to interests Non-rigid structure Self-paced	Expands competitive Takes each as is Information base Accountability	Does more with less Appropriate techs Power is dispersed Integrated systems Learning networks	Life is learning Intrigued by process Freedom just to be Rarely fearful Less is usually more Belong to universe Fit into chain of being Do something here As one with life-force
GREEN <i>HumanBond</i> <i>Humanity, Harmony</i>	Seeks inner peace Everybody is equal Harmony in the group Seeks consciousness	Big picture views Intergener structures Naturalness of chaos Inevitability of change Seeks to learn more	Blends self-directed Resolved paradoxes Competent yet spoils Depersonalized	Access to world Blend feelings & tech Tuned to interests Non-rigid structure Self-paced	Global awareness Grows consciousness Broad interest ranges Seeks outreach Diversity as a norm	Interconnected Highly diversified Not isolator 1st Information rich Spiritual & strong Factors consequences	
YELLOW <i>FlexFlow</i> <i>Systemic Integrative</i>	Scans the macro Synergy of all life Safe, orderly world Restore harmony	Look up/downstream Plan for long range Life gets spoils Reproduce spirit	Access to world Blend feelings & tech Bring past to life Maximize the train Many alternatives	Global awareness Grows consciousness Broad interest ranges Seeks outreach Diversity as a norm	Interconnected Highly diversified Not isolator 1st Information rich Spiritual & strong Factors consequences		
TURQUOISE <i>GlobalView</i> <i>Global, Universal</i>	Field grand balance						



# SUSTAINABLE COMMUNITY SURVEY

E C O L O N I A

June 21, 2005

Dear Householder,

I am a PhD candidate in the PhD Program in Integrated Sciences, Thammasat University, Bangkok, Thailand. I am doing my PhD dissertation regarding The Transformation Process toward Sustainable Real Estate Development. The main objective is to reveal both supportive and unsupportive conditions that enabled the establishment of sustainable community in each country, and to find out if there is any relationship between the people changes and the environmental changes, from the start of each community to now. Recently, I completed my research in the USA and the UK. I am carrying on the same research activities in the Netherlands, and Thailand next. Understanding those conditions, I hope I can help to pioneer the sustainable communities in the urban areas of Thailand too.

The information received from each community, including yours, will be kept confidential and be used only in anonymous code form in the academic analysis of data. I therefore would be most grateful if you could spare the time to complete this questionnaire.

Directions: The questionnaire contains 5 sections. Please read the direction of each section beforehand. The completed questionnaire can be returned to me by mail using the attached envelope that has my address in Delft and stamp on. I will be around your community until 13<sup>th</sup> July and return to Thailand on the next day. So, you can direct any questions or concerns whenever you see me. Also, you can phone me at 06-4110-4213 or send emails to [tanaponpan@yahoo.com](mailto:tanaponpan@yahoo.com).

Thank you very much for your kind participation in this project.

Tanapon Panthasen (Mr.)

Ph.D. Candidate

*In collaboration with Urban Solutions BV (the Netherlands)*

*Oxford Brookes University (UK) and Ball State University (USA)*

# SUSTAINABLE COMMUNITY SURVEY

Research Survey for Thammasat University Graduate Student Study

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For  
Researcher

## Section 1: About Your Background

First of all, I would like to ask you three questions about when you were young.

**1.1 Which choices describe the most memorable characteristics of your family? Did your family: (Please tick up to 3 boxes.)**

<input type="checkbox"/> want things done as quickly as desired.	<input type="checkbox"/> have a lot of freedom to live.
<input type="checkbox"/> dislike any changes in their lifestyle.	<input type="checkbox"/> have very strict house rules.
<input type="checkbox"/> always explain things to you.	<input type="checkbox"/> support competition for success.
<input type="checkbox"/> always care for others' feelings.	<input type="checkbox"/> preserve the natural environment.
<input type="checkbox"/> support learning in various aspects (e.g. arts, sciences, principles, etc.).	<input type="checkbox"/> live in the self-sufficiency manner.
<input type="checkbox"/> Other (Specify): .....	

**1.2 Which choices describe the most memorable characteristics of your neighbourhood? (Please tick up to 3 boxes.)**

<input type="checkbox"/> People could do what they want.	<input type="checkbox"/> People expected short term benefits.
<input type="checkbox"/> Principles of rightful living were priority.	<input type="checkbox"/> Neighbours were very close.
<input type="checkbox"/> It was highly developed society.	<input type="checkbox"/> People valued financial successes and inventions.
<input type="checkbox"/> Compassion was valued over material possessions.	<input type="checkbox"/> People demanded social equality.
<input type="checkbox"/> Economics, society, and ethics were balanced.	<input type="checkbox"/> The city was a place of knowledge and learning.
<input type="checkbox"/> Other (Specify): .....	

**1.3 Which choices describe the most memorable characteristics of your neighbouring environment? (Please tick up to 3 boxes.)**

<input type="checkbox"/> village	<input type="checkbox"/> agricultural neighbourhood
<input type="checkbox"/> the shady and cool town as covered by trees	<input type="checkbox"/> a place for learning to live respectfully with Nature
<input type="checkbox"/> crowded with buildings	<input type="checkbox"/> so polluted
<input type="checkbox"/> deteriorated, but people joined hands to restore its healthiness	<input type="checkbox"/> deteriorated, while people did nothing about it
<input type="checkbox"/> Other (Specify): .....	

**1.4 Please give details of your education at all levels, before you moved in your present home, by writing the areas of study in the spaces where applicable to you.**

• Vocational Training in .....	<input type="checkbox"/> University degree in .....
• Post-graduate in .....	<input type="checkbox"/> Other (Specify): .....

**1.5 Which choices best describe the nature of your work, before you moved in your present home? Was your work: (Please tick up to 3 boxes.)**

<input type="checkbox"/> focused on quick earnings	<input type="checkbox"/> risky
<input type="checkbox"/> dependent on roles and rules	<input type="checkbox"/> routine
<input type="checkbox"/> to benefit from economic growth	<input type="checkbox"/> technology-oriented
<input type="checkbox"/> in social developments	<input type="checkbox"/> in environmental conservations
<input type="checkbox"/> consensus based	<input type="checkbox"/> to generate long term and holistic well-being
<input type="checkbox"/> based on integration of sciences and views	<input type="checkbox"/> Other (Specify): .....

## Section 2: About Your Home

I would like to ask you some questions about why you moved to your present home and why you chose it.

**2.1 What were your motives for moving from your previous home? Was this because: (Please tick up to 3 boxes.)**

<input type="checkbox"/> you felt over crowded in your last home	<input type="checkbox"/> you lacked privacy	<input type="checkbox"/> you wanted "the good life"
<input type="checkbox"/> you wanted a change	<input type="checkbox"/> you wanted a healthier lifestyle	<input type="checkbox"/> financial incentives
<input type="checkbox"/> you had changed the way you wanted to live	<input type="checkbox"/> you changed your work place	<input type="checkbox"/> of your health
<input type="checkbox"/> of a change in your income	<input type="checkbox"/> of problems maintaining your previous home	
<input type="checkbox"/> None of these	<input type="checkbox"/> Other (Specify): .....	

**2.2 Was your move to your present home influenced by any changes personally? Was this because: (Please tick up to 3 boxes.)**

<input type="checkbox"/> you wanted to live amongst people with similar values to yours	<input type="checkbox"/> you wanted the like-minded neighbours
<input type="checkbox"/> you felt you would have more mutual support in the new community	<input type="checkbox"/> other member in your family wanted to move
<input type="checkbox"/> you were unhappy with the lifestyle in your previous community	<input type="checkbox"/> your children left home
<input type="checkbox"/> None of these	<input type="checkbox"/> Other (Specify): .....

**2.3 Was your move influenced by the environment in which you used to live? Was this because: (Please tick up to 3 boxes.)**

<input type="checkbox"/> the environment of your previous home was polluted	<input type="checkbox"/> the environment of your previous home was too congested
<input type="checkbox"/> it was difficult to get to local services (e.g. school, health centre, etc.)	<input type="checkbox"/> it was difficult to get to local facilities (e.g. shops, park, etc.)
<input type="checkbox"/> it was difficult to get to your place of work	<input type="checkbox"/> you appreciated the healthy suburban lifestyle
<input type="checkbox"/> you anticipated less energy cost at your new home	<input type="checkbox"/> the value of your previous home made the move possible
<input type="checkbox"/> None of these	<input type="checkbox"/> Other (Specify): .....

**2.4 When you decided to move in, what did you feel about the design of your present home? Did you feel your home was: (Please tick up to 3 boxes.)**

<input type="checkbox"/> peaceful	<input type="checkbox"/> relaxed	<input type="checkbox"/> beautiful
<input type="checkbox"/> secure	<input type="checkbox"/> appropriate for your social status	<input type="checkbox"/> tasteful
<input type="checkbox"/> None of these	<input type="checkbox"/> Other (Specify): .....	

**2.5 Was the choice of your present home influenced by any of the following factors? Was it because: (Please tick up to 3 boxes.)**

<input type="checkbox"/> of reasonable price	<input type="checkbox"/> of the quality of the construction	<input type="checkbox"/> of the developer's special offers
<input type="checkbox"/> the design was well publicised	<input type="checkbox"/> the design of the space suited your needs	
<input type="checkbox"/> None of these	<input type="checkbox"/> Other (Specify): .....	

**2.6 Which social aspects of the community influenced you to move in your present home? (Please tick up to 3 boxes.)**

<input type="checkbox"/> collective values	<input type="checkbox"/> collective lifestyle	<input type="checkbox"/> collective activities
<input type="checkbox"/> easy access to relatives	<input type="checkbox"/> easy access to neighbours	<input type="checkbox"/> privacy
<input type="checkbox"/> None of these	<input type="checkbox"/> Other (Specify): .....	

**2.7 Which physical factors of the community influenced you to move in your present home? (Please tick up to 3 boxes.)**

<input type="checkbox"/> being close to services and facilities	<input type="checkbox"/> location	<input type="checkbox"/> well-planned public spaces
<input type="checkbox"/> means of transportation	<input type="checkbox"/> environmental conservation	<input type="checkbox"/> well landscaped
<input type="checkbox"/> the way to manage the community	<input type="checkbox"/> None of these	<input type="checkbox"/> Other (Specify): .....

**2.8 Can you describe any aspects of the living environment in your early days that supported your decision to get involved with this community? May be about natural environment, society, works, family, teachers, friends, or books you read.**

### Section 3: About Yourself and the Community

I would like to ask you about your own opinions and your views about the community.

Each of the following items consists of 5 statements. Please rate each statement in relations to your views in two periods. Mark two answers per statement in the boxes below on the following scales: -

1 is "Strongly Disagree"    2 is "Disagree"    3 is "Neutral"    4 is "Agree"    5 is "Strongly Agree"

	RATE IN 2 PERIODS →	When you first moved in					At present				
		Disagree		Agree		Disagree	Agree	Disagree		Agree	
<b>3.1 I perceive that the World ...</b>		1	2	3	4	5	1	2	3	4	5
consists of diverse natural systems facing crises.		✓						✓			
is the habitat in which we join hands and hearts to prosper in peace and equality.				✓					✓		
gives me unlimited opportunities to get anything I want.				✓						✓	
is under divine control.			✓							✓	
is where people must fight for their survival.						✓					✓
<b>3.1 I perceive that the World ...</b>		1	2	3	4	5	1	2	3	4	5
consists of diverse natural systems facing crises.											
is the habitat in which we join hands and hearts to prosper in peace and equality.											
gives me unlimited opportunities to get anything I want.											
is under divine control.											
is where people must fight for their survival.											
<b>3.2 I feel ...</b>		1	2	3	4	5	1	2	3	4	5
materialism makes people unconcerned about others.											
I can be happier if I reduce my consumption.											
everyone must seek out opportunities to achieve success.											
righteous living guarantees real happiness in the future.											
I have a lot of energy to do all I want in life.											
<b>3.3 About healthcare, I ...</b>		1	2	3	4	5	1	2	3	4	5
do nothing.											
exercise by doing household works.											
do occasional exercises.											
engage with ancient lifestyles (e.g. yoga, meditation, eating organic food, etc.).											
practice both modern and ancient means to keep my mind and body healthy.											
<b>3.4 In my purchases, I ...</b>		1	2	3	4	5	1	2	3	4	5
buy what I want.											
spend as little as possible, in every situation.											
buy high-quality goods and services.											
if possible, I always get the "toxic-free" products.											
think seriously if I can use it in the most cost-effective manner.											

	RATE IN 2 PERIODS →	When you first moved in					At present				
		Disagree		Agree		Disagree	Agree	Disagree		Agree	
<b>3.5 Regarding my immediate neighbours, ...</b>		1	2	3	4	5	1	2	3	4	5
I share food and talk to them regularly.											
I don't care about them because I have my own ways.											
I talk to them once in a while because I work hard and prefer privacy.											
my family and I are close to them because they are friendly and knowledgeable.											
I like to share experiences in building a strong community.											
<b>3.6 About the environmental concerns, I think ...</b>		1	2	3	4	5	1	2	3	4	5
it is important to teach children about living on Earth in the broad pictures.											
each family here lives in an environmentally responsible manner.											
I just keep my own property neat that may be enough.											
sustainable lifestyle is good but should not reduce the quality of my good life.											
it is no meaning to change my lifestyle.											
<b>3.7 The local authority, which takes care our community, ...</b>		1	2	3	4	5	1	2	3	4	5
emphasizes efficiency.											
makes very quick and absolute decisions.											
maintains a clear structure and defined roles.											
takes part in networks that yields competency to achieve the problems as needed.											
pulls everyone together to make mutual decisions that always care for sensitivity.											
<b>3.8 I choose the programs and information from the media that highlight ...</b>		1	2	3	4	5	1	2	3	4	5
challenging excitement.											
things that keep my living standards.											
competitive competency in economics (e.g. business, trade, and investment, etc.).											
living green.											
all different views that are valued and revealed accurately.											

#### Section 4: About Your Opinions Living Here

I would like to ask you to explain a little more about yourself and your community. Please answer in the spaces provided.

##### 4.1 Since you became a member of this community, what factors do you think they have changed you most?

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**4.2 Since you have lived here, what factors have you noticed they have changed this community?**

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**4.3 What do you see as the most satisfying aspects of living in this community?**

**4.4 What do you see as the least satisfying aspects of living in this community?**

**4.5 Do you have any suggestions for that you think could improve this community?**

## **Section 5: About Your Profile**

Finally, I would like to ask you some more questions about yourself. Please tick in the box of your choice or write the information in the space where provided.

**5.1 How old are you now? \_\_\_\_\_ years old**

**5.2 You are [ ] Female [ ] Male**

**5.3 How long have you been in your home now? \_\_\_\_\_ years**



**THANK YOU VERY MUCH FOR YOUR TIME**

You have made important contribution to the richness of living environment.

If you have further comments to make for this research, please write them down below.