

ABSTRACT

Abstract of dissertation submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Doctor of Philosophy in Rural Planning and Development

RURAL PEOPLE'S PARTICIPATION IN COMMUNITY AND PUBLIC RELATIONS PERFORMANCE BY POLICE OFFICERS: A CASE STUDY IN BANLOOK VILLAGE, MUANG-NGA SUB-DISTRICT, MUANG DISTRICT, LAMPHUN PROVINCE

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This research was conducted to find out factors influencing the participation of rural people in community and public relations performance by police officers, to improve their participation, and to evaluate their participation improvements. The results were as follows:

Stage 1 : Survey research, divided into four parts:

1. The respondents were 44 years old on average. They had completed at least secondary or bachelor levels of education. About three-fourths of the respondents were not members of any community organization and two-thirds had no experience in any participatory training in the community. Two-thirds were farm workers and hired laborers, with an average monthly income of 8,122.73 baht.

2. In terms of factors influencing their participation in community and public relations performance by police officers, the respondents were found to have a moderate level of perception of all social variables i.e. life and physical security, team or group working, decrease of conflicts in the community, self-reliance for community development, and community

strengthening. They also had a moderate level of perception of all economic variables of the community and public relations performance i.e. property security, maintenance of community benefits, and maintenance of local resources. In terms of socio-psychological factors, the respondents' perception of community and public relations performance was at a low level; voluntary participation in community work, a moderate level; community participation to achieve benefits, a low level; and positive attitudes towards the community and public relations performance, a high level. For the frequency of using media, the respondents were found to use radio 29 times/month; television 15 times/month; word of mouth 2 times/month; newspaper 8 times/month; and other forms of media 2 times/month.

3. The respondents were found to have no participation in all dimensions of community and public relations performance i.e. participatory thinking, participatory planning, participatory decision-making, joint performance, and participatory evaluation.

4. The study on the relationship between factors and participation of the people in community and public relations performance indicated that 12 variables were obtained at a low level by the respondents without participation: life and physical security; group or team working; decrease of community conflicts; self-reliance for community development; community strengthening; property security; maintenance of community benefits; local resources maintenance; knowledge of community and public relations performance; voluntary participation in community activities; community participation to achieve benefits; and good attitudes towards community and public relations performance.

Stage 2: Improvement of people's participation

This involved the development of the rural people's participation in community and public relations performance through action research. The activities were monitored and tested in 3 stages and the data was analyzed to improve participation based on J. Lofland principles in 6 areas (i.e. action, activity, plan, group relationship, participation, and social conditions). One of the strategies of change i.e. persuasive strategy was used, influencing the respondents' thinking and creating good attitudes and values. The F.S.C. technique (future, search, conference) was also used by organizing training, practice, and meeting to provide guidelines for conducting activities. The results of the first-stage analysis revealed that the

people's participation was still minimal; they were not much interested in group/team work, did not participate much in community activities, were passive and worked individually. In the second stage, participation development guidelines were improved, strategies of change were emphasized, leading to behavioral changes in the 6 areas. The respondents were found to have group participation, more expression of ideas, more group activities by all group members taking part in expressing ideas, planning activities, decision-making, working, and evaluating the work done. In stage 3, the participation in activity performance within and outside of the area was excellent. Everyone had an understanding and ability to conduct activities without advice. They participated in thought expression and working as well as giving suggestions to other groups.

Stage 3: Evaluation of participation improvements

The respondents' participation in community and public relations performance before and after the participatory development project was compared in 5 dimensions. Before the development, the respondents were found not to participate (mean score 1.22) in the community and public relations work but after the development they were found to do so (mean score 1.86). Increases in their mean scores of participation in each dimension after the participatory development were: thinking, from 1.23 to 1.76; planning, from 1.20 to 1.87; decision making, from 1.23 to 1.92; working, from 1.18 to 1.85; and evaluation, from 1.29 to 1.94.