

Abstract

The objective of the research study entitled “The Communication Factors Affecting the Political Participation of the Electricity Generating Authority of Thailand (EGAT)’s Labor Union Members with the Labor Union” is to study the political participation of EGAT Labor Union members and the communication factors affecting EGAT’s Labor Union members political participation.

This study was implemented in accordance with quantitative research proceedings which were survey research and proportional sampling. Then, samplers were collected by means of accidental sampling and questionnaire usage which was considered the major tool of this research. Samplers were 400 members of EGAT Labor Union working in EGAT headquarter, Bang Kruai District, Nonthaburi Province. And the data analysis was carried out by using descriptive statistics to explain the data characteristics i.e. frequency, percentage, mathematical mean, and standard deviation in order to clarify the factor of demography characteristics, the factor of the Labor Union’s media exposure, the factor of their political role understanding, the factor of their political information seeking, and their involvement as well as the inferential statistics i.e. test of the difference between the mean of 2 groups using independent t-test and more than 2 groups using the analysis of variance (ANOVA), and the analysis of Pearson’s Correlation to test the relationship between independent variant and following variant in various hypothesis.

The results of this study are as follows:

1. Members of EGAT’s Labor Union with different demography characteristics, namely sex, education, level of performance, and duration of their working with EGAT, have different political participation with the Labor Union. However, characteristics of their performance and working lines are exceptional. To explain in detail, those of different sex have different political participation as male member have more participation than female ones. Besides, different educational levels have different political participation as members with educational levels of secondary school or technical diploma and the

higher diploma or the certificate in vocational education have more participation with the Labor Union than those with educational level of Master degree or up. The level of performance has an impact as well. It is found that members with different performance level have different participation. Members who are in level 6 and 7 have more participation than those in level 4. And the different performance duration varies their participation as members who have worked for EGAT for up to 11-15 years, 16-20 years, and 21 years have more participation than those who have worked for EGAT lower than 5 years. However, there is no difference of political involvement between members with different performance characteristics or those who are in different working lines.

2. The factor of EGAT's Labor Union members understanding in political role relates to the factor of the mentioned participation. Members who have more knowledge and understanding in political role have more political participation accordingly.

3. The factor of their political information seeking relates to the factor of their political involvement. Members who have more behavior in seeking political information take more political part in the union.

4. The factor of their media exposure relates to the factor of their political involvement. Members with more accepting of the union's media have more political involvement.

In conclusion, the most affecting factor to EGAT's Labor Union members' political participation is the factor of their political information seeking. The secondary one is the factor of their media exposure. And the factor of political understanding affects their participation as well, but in a small level.