COMMUNICATION, CULTURAL CAPITAL AND SOCIAL CAPITAL FOR SUFFICIENCY HAPPINESS OF PEOPLE IN COMMUNITY OF KOAKHA, LAMPANG PROVINCE AND INTHABURI, SINGHBURI PROVINCE

Panida Jongsuksomsakul[1]
Faculty of Business Economic and Communication, Naresuan University
Phitsanulok, Thailand

ABSTRACT

The present aims to relate the communication, social capital and cultural capital for sufficiency happiness in the koakha community, Lampang province and Inthaburi community, Singburi province of Thailand, uses a mixed approach of qualitative and quantitative methods)α= 0.05(. The study explores communication related to cultural and social capital, support for sufficiency of happiness and a sustainable lifestyle. The impact of leaders' communication for living with transparency and participatory communication has led to the transfer of cultural and other sources of sustainable capital including the local equity budget. However, new media with its global reach and its ideological content, capitalistic values, and practices, might have some disadvantageous effects on the local communities' way of life.

Keywords: 1(Communication 2(Cultural and Social Capital 3(Sustainable Happiness 4(Economic Sufficiency

1. Introduction

Since 16th century till now, communication as a tool for develop many countries in the World. Media express content for consumerism society and cultivated convenience lifestyle in human. Money is a medium of wealthy cultures. Cultures modification and imply to a cultural products. The notion of rich and wealth raise people in rural areas growing up to wellbeing society, nonetheless, it can be said that loneliness, hectic and confused lifestyle. Pattamasiriwat, Kamuni and Jongsuksomsakul (2006)

After the military take-over of the civilian government in 2014 through a coup d'état under the command of Royal Thai Armed Forces General Prayut Chan-o-cha, who consequently became the leader of the unelected government assuming the position as Prime Minister, the military government has wooed the Thai people through a sloganeering strategy aimed at bringing back their happiness. The first time he went on television to address the Thai citizens he put forward his agenda in a grand but rather vague slogan "Bring back happiness to all Thai" implying the Thai lost their happiness and he and his government would bring it back under his military rule. In this context, there is an unanswered question that the military government needs to explain, "What is that 'happiness'" that the government hopes to bring 'back' to the Thai people? Compared to the Well-being Policy and Economic Sufficiency and Sustainable Development Policy, the happiness of people takes a subjective meaning, accounting for indicators of well-being

---

[1] Communication Arts Department
E-mail: panidaj@nu.ac.th

and life satisfaction, and should be measured individually. The military government is not alone nor the only one who is trying to achieve happiness. Happiness is the aim of people around the world, but the question of what 'happiness' the military government aims to bring back or give the Thai people remains to be answered.

According to the National Economic and Social Development Plan 12 (2017–2021), Thailand needs to continue the sufficiency philosophy of King BhumipolAdujadej (RamaIX). It is related human development, helping people to live better lives, towards the development of a 'perfect' and happy society. The way towards such a society, was the promotion of better public health and hygiene, as well as improved mental health. This plan advocates the development of improved international relations for the well-being of the people including, energy security, food security, environment and well organized disaster management, and social security against crime and cyber-attacks. This project includes such aspects as health promotion, the promotion of tourism in the northern regions of Thailand, the promotion of the agricultural product industry, including the production of health food products, and places such as spas and massage parlours. Regulations applicable to the standardization of health foods, medicines, and health products such as vitamin supplements and Halal products, which are intended to keep people more healthy and reduce dependence on the medical profession, need to be passed and strengthened.

With regard to children, the provision of medical care and education is a priority. With regard to the elderly, provision needs to be made regarding appropriate medical care and community nursing care. These points are in keeping with the United Nations Development Plan and the Human Development Index.

In the World Happiness Index for 2017 (Helliwell, J., Layard, R., and Sachs, J, 2017) the top 10 nations for happiness were Norway, Denmark, Iceland, Switzerland, Finland, Netherlands, Canada, New Zealand, Australia and Sweden tied for the 9th position. Eighty percent of the variation in happiness across the world is related to internal (domestic) factors of countries. In richer countries, the internal differences cannot be attributed mainly to income inequality, but are influenced by differences in physical and mental health, and personal relationships. The biggest single cause of misery is mental illness. Income differences are more important in poorer countries, but even there mental illness is a major cause of misery.

Work is also a major factor affecting happiness within countries. Unemployment causes a sharp rise in unhappiness and misery. This even affects those who have work, as the working environment and the quality and nature of the work available, can be a source of misery. Part of the problem is that unscrupulous employers can use the unemployment situation to threaten and abuse employees.

In Thailand, many people speak about happiness (Rajana Netseangthip, 2013). From 2008 – 2012, the top five areas for happiness in Thailand were Nakornpanom Province, Pichit, Trang, Chaiyaphum, Krabi. The relationship between happiness and debt was considered between 2000 and 2003. People in the northern region have the lowest level of annual debt in Thailand. Monks and other religious leaders try to induce people to share resources as a source of happiness. These philosophies may have their roots in religious teaching; however, they open the giver to exploitation by the unscrupulous. In the news, there are examples of very wealthy people who commit suicide, suggesting that wealth, in itself, is not a source of happiness. There are reports where thieves may attack and even kill others in order to steal items that may be considered as valuable.

Industrial development significantly affects natural resources and the environment. People are facing global warming and energy shortages. In rural areas, communities are still close. By contrast, in major urban centres, people do not enjoy such close relations and tend to be more individualistic. The relationships are in a form of social and cultural capital.

National development cannot be avoided. Communities therefore have to adapt to the changing situation. Change will ultimately affect livelihoods and relate to the happiness of people in the community. The principle of decentralization and the promotion of local administration have become a key to the promoting regional development in the form of provincial administration. Every sub-district has been allowed to set up an administration and is assessed by state agencies and educational institutions.

This study explores the relationship between communication, cultural capital and social capital and the wellbeing of people in rural communities in Thailand. Two communities have been selected for study: the Koakha sub-district, Koakha District, Lampang province and the Thagham sub-district, Inthaburi District, Singhburi province. Both were rewarded for their administrative practices by the Social and Economic Development National Committee in 2016. With Thailand's 4.0 policy pushing forward and with the ever-increasing investment in digitalisation, it is imperative to look at whether people's happiness and wellbeing have some influence on their use of selected media. While most studies investigate the effects of media use, this study examines the reverse; whether happiness and wellbeing relate to or in-fact can predict specific media use, specifically digital. Thus, the present study is aimed at investigating the response of the respondents, particularly their happiness and wellbeing. The paper will then investigate if these responses are related to respondents use of specific media.

2. Materials and Methods

Media Effects and Media Use: Media is a tool that could be used to explore and experience different points of view. It can be utilised to express what and how people think, and the way they live. Media effects studies have shown both positive and negative effects of the media, which can be both constructive and destructive (Mehraj et. al.2014), although much emphasis is given on negative media effects. Some general contributions of media to society, is the promotion and distribution of goods through advertising, keeping people up-to-date of happenings around the world, and bringing people closer together (Ibid). New media can also have a positive effect on society as it can provide a platform for people to express opinion, meet like-minded people (across the world), unite people under a common cause, and keep people in touch with one another (Sadiqui and Singh 2016).

Use and Gratification Theory: The theory that people purposefully use media is founded on the functionalist perspectives of mass media communication, known as the use and gratification theory (U&G). It was first developed in the 1940s, and came out of research which examined the effectiveness of radio as a mass communication medium. It focuses on an explanation for audience members' motivations and associated behaviours. Former, scholars of psychology coined the term 'gratification' to depict both the specific dimensions of usage, and the overall satisfaction of radio audiences. This thesis posits that audiences are 'actively' involved in media use, interacting strongly with various forms of communication media. Studies found similar usage in internet and social media users, but behaviour differs with studies conducted with radio and television users. An example of this can be found in Rubin, (1994, p.177) who observes that certain kinds of television programs have been shown to accommodate various human requirements. Examples include, information acquisition, escape, emotional release, companionship, reality exploration and value reinforcement.

Digital media and digital culture: Digital media is affecting the daily lives of people, as more and more kinds of media, streamed through various gadgets, are introduced into the home. In addition, the switch to digital media, also has a profound effect on people's day to day routines. Continued exposure to certain types of media, show that the psychologically

vulnerable may be influenced by behaviour seen on various platforms. A 2015 World Economic Forum report (2018), noted that the 5 top biggest social network applications are Facebook, What App, QQ, FB Messenger and QZone. Consumers of these apps are privilege to free communication within and across communities. They can be connected to friends, family and others within seconds. However, the way in which these sites are sometimes used, as well as the lack of the guidelines connected to conventional media platforms, can lead to them to acquiring a 'questionable' reputation. Digital media, such as the social networks, are impacted by false information, often published by users with no journalistic experience, nor an understanding of media ethics. Information such as this, can have a deeply negative effect on certain individuals. In turn, the reputation of a social media outlet can suffer, and although many companies have set standards (censoring / removing harmful content), the sharing of false information, graphic imagery, hate speech could have been seen, retweeted, liked, or saved by millions before its removal.

Mass media and cultural capital: Technology determinism (McLuhan, Marshall, 1964) referred to social mass modernization, and the spread of cultural information across all kinds of media platforms. McLuhan argued that communication technology can be analytical of our society, particularly when the medium is not just a technical support, or a neutral or invisible channel through which media messages flow (Ibid). In asserting that "the medium is the message", the author reminds us that the medium is also symbolic and can impact upon audiences with increased strength through selling techniques, which enhance the role of symbols in the distribution process. Negus explains that cultural economy means cultural economics and the economics of art, which make up all cultural products (1997). Besides reflecting on products, it was suggested that culture has also influenced the consumption of media products. Furthermore, Lury, (2011), shows that mass media is able to form a link between cultural consumers and cultural production; therefore, it could be suggested that what is considered to be a "symbolic economy" is based on abstract products and concepts, including information financial tools, and "culture" (i.e. art, literature, fashion, music, tourism).

Measuring happiness: Mostly, happiness is connected to well–being, typically measured using the accuracy and reliability of quantitative research. Van Praaq (2004), utilised satisfaction questions adopted by modern happiness economists, and derived measure welfare from salaries. In addition, there are also debates on whether it is possible (and plausible), to measure happiness. Can it be measured? If so, how? What are the determining factors that affect it? Quantitative studies of happiness are usually based on the measurement of subjective wellbeing, derived from survey questions such as: ''Taking all things together would you say you are very happy, quite happy, or not very happy'' (Dolan, Peasgood, and White 2007; Frey and Stutzer 2002; Layard 2005). Jorgensen et al. (2016) investigated possible links between social status, and wellbeing, using a combination of economic and psychological approaches. For example, to what extent is individual well-being influenced by (1) demographic characteristics (i.e., household income, age, education, employment, and length of residence); (2) perceptions of one's environment (e.g., local services and employment prospects); (3) attitudes toward political officials; (4) participation in community life; (5) SES, and (6) reference income? Although there is still some doubt about the validity of such methods, there is a growing body of evidence in support of such measures (Bray and Gunnell 2006; Layard 2005). In the present study six dimensions were examined: Mental and physical health, job security, economic security, community and family relationships, local administrative management, and social environment. The first dimension was studied, based on the Thai Happiness Indicator (TMHI-15, 2009), published by the Department of Mental Health, Thailand. The wellbeing measurement, with a systems theory approach, is used by the National Economic and Social

Development and others to quantify 'happiness', as a subjective and individualistic issue, by first rating the basic living status of people. The human dimension should be added to complete the picture of this issue.

Over time, these researchers contributed to the development of frameworks that could be used in measuring happiness. Appropriate control variables have been developed, many of which are based on multiple regression models. According to Oswald, ''Reported happiness is high among those who are married, on high income, women, whites, the well-educated, the self-employed, the retired and those looking after the home'' (p. 1823). There are a wide range of econometric studies investigating both the socioeconomic, and the demographic determinants of happiness and wellbeing. However, there are only a few empirical studies that investigate the role of 'place and space' with regard to happiness and wellbeing. The work of Cropper (1981), Graves (1983), and Roback (1982) are of upmost importance in the context of the present study, as they examine the relationship between wages, rent, and subsequent quality of life. These studies tend to define wellbeing as a set of measurable factors that are linked to the individual's quality of life. Alternatively, a British Household Panel Survey (BHPS) indicated that the wellbeing of unemployed people is positively correlated with reference group unemployment at the regional and household level. This implies that ''unemployment hurts, but it hurts less when there are more unemployed people around'' (Clark 2003, p. 346).

In conclusion, these perspectives have been adopted to serve the purpose of the present study; to investigate how communication behaviour affects the wellbeing of people in Koakha and Thagham. Background and social capital are a unique factor, contributing to their acceptance of new forms of media innovation. The Thagham and Kokha communities also possess various forms of national cultural symbolism, for example, the ancient reclining Buddha image, as well as funding from government for community projects (recycling depository project), existence of government offices (local kindergarten), as well as broadband access. Most of the research in this area is concentrated on the disciplines of anthropology and sociology. However, it is important to note that very little covers communication from socio-economic and micro-level approaches. Generally, social capital is related to a small-scale aggregation of social relations based on a network of trust and reciprocity, and the purpose of providing benefit to the members of the network reference (Newton, 1997).

3. Methodology

This study uses a mixed-method approach. To answer research question one, a quantitative approach was employed, to investigate the happiness and wellbeing of the selected communities via a survey. The survey questionnaire contained questions for measuring happiness and wellbeing, as well as the type of media people use, and the purpose for its use. The statistical tools used were as follows: For the descriptive section, mean and standard deviation (for calculating happiness and wellbeing, and media use), and percentage for socio-economic variables were used. For the inferential part, multiple regression (for predictors of media usage (X_i) on wellbeing (Y_i)) were used. To answer research question two, a qualitative approach was conducted through an in-depth interview of 15 key informants, such as community leaders, local government officers, and local people. The data was coded and analysed, to support the findings as well as provide a deeper insight into people's use, and the effect, of media. Sample communities were in central and northern Thailand. The purposive stratified sampling methods, with a sample size of 400 people in 2 communities, uses Taro Yamane's formula (Yamane, 1973) and has a 5% margin of error ($p=0.05$). Four-hundred questionnaires were distributed, based

on a total population of 7,845 people. The reliability and validity of the questions were determined by 3 professors from Economics Department of National Institution of Development Administration in Thailand, Communication Arts and Business Administrative Departments, Faculty of Business Economics and Communication in Naresuan University, Thailand and 3 Directors of Administrative Management Section and 58 local residents in the Thagham and Koakah communities who were familiar with the background of both samples. Internal consistency of the data was determined using Cronbach's alpha test. The resultant coefficient of Koakha ($r = 0.93$) and Thagham ($r = 0.94$) was higher than the standardized alpha (0.7). Therefore, the questionnaire was deemed appropriate. The wording and number scale was also adjusted from 1-5, to 1-10 to improve choice and consistency.

4. Results

Table 1: Socio economic profile of the respondents and over-all mean happiness score.

Respondents (n = 387)	Male (32%)		Female (68%)	**Happiness** $\bar{x}$=6.7		Age range 17-87 $\bar{x} = 54$
Civil-status	Married (60.2%)		Never married (11.6%)	Divorced (18.9%		Separated (2.3%)
Literacy	Literate (84.8%)		Read, no write (8.9%)	No read, no write (6.3%)		
Education (completed)	Primary (42.4%) Didn't attend (2.3%)		High School (36.4%)	Bachelor (10.3%)		Post-graduate (2.3%)
Occupation	Unemployed	Labour	Farm worker	Business owner	Gov. official	Work in private firm
	14.2%	34.4%	18.9%	15.2%	8.3%	7.5%
Average Income/ baht/Month	<8,000		10,000-14,999	15,000-20,000		>20,000
	22.2%		13.4%	14.7%		8%

The table summarises the socio-economic profile of the respondents in the two communities, as well as indicating their over-all happiness, which was at a level of ($\bar{x}$=6.7). Most of them were female, aged 17-87, with an average of 54. Almost all were married, however, also included were divorcees, spinsters and separated.. Almost of them had finished their compulsory education, but less had gone on to study at university and post-graduate levels. Level of education affects occupation, and most are employed in the blue-collar sector - industrial, farm workers, and small-business owners. While less of them work in private firms. Lastly, a number are unemployed. Most of the respondents had debt (43.2%) but were managing satisfactorily. Almost all had access to government health insurance and were on the

free cure program; the remainder were receiving welfare. Respondents also had insurance policies that were self-funded.

The following Table (2) shows communication usage and behaviour of the respondents which include digital and analogue media (TV and Radio), personal media, offline media, and print media.

Table 2: Communication behaviour of respondents

Type of communication	$\bar{x}$	S.D.	Meaning
Broadcasting > Television Broadcasting			
Watching analogue	4.01	0.9	seen often
Watching digital television	3.41	0.03	sometimes
Personal media			
Local representative in village such volunteer	3.43	0.15	sometimes
Family members communication	3.39	1.59	sometimes
Talking with monks	3.14	1.63	sometimes
Talking with neighbours	3.05	1.31	sometimes
Social media			
Regular chatting via their mobile phones	3.41	1.55	sometimes
Keep a mobile phone available at all times	2.62	1.72	sometimes
Regular use of Internet connections	2.43	3.22	rarely
Internet and social media such as Facebook, LINE, Twitter	2.35	1.19	rarely
Keep their mobile phones available at the bed time	2.29	1.72	rarely
Download and update applications to keep in contact with their friends	2.25	1.72	rarely
Information gathered 24 hours a day via the Internet	2.22	1.83	rarely
Send stickers and short message to maintain group relations	2.06	1.72	rarely
Social engagement via the use of social applications	2.04	1.61	rarely
Offline media			
Public announcements are made everyday	3.29	1.62	sometimes
Public announcements are made using a community public address system	3.23	1.74	sometimes
Flyers, bulletins, Local Government Newsletters	3.02	2.17	sometimes
Advertising posters attached to moving vehicles	2.41	1.61	sometimes
Print media> Newspaper			
Like to read a newspaper every morning	3.23	1.79	sometimes
Reading national newspapers	2.36	1.60	rarely
Reading a local Newspapers	1.93	1.66	rarely
Like to read a newspaper while having a meal	1.55	1.69	rarely
Broadcasting > Radio			
Listen to political content on local radio shows	2.46	1.85	sometimes
Listen to entertainment programme on the radio received via satellite	2.28	1.80	rarely
Listen to entertainment programme receive via local radio stations	2.17	1.71	rarely
Like to listen to the radio while watching television	1.84	1.84	rarely
Listening to the radio continuously over the day	1.78	1.63	rarely

Based on Table 2 (above), Television is still the preferred medium. It is also important to note, that social communication between the respondents increased due to their collective interest in certain shows, news, game shows or cultural events. Strangely, although it was a slight difference, the respondents reported they had more interpersonal communication with their leaders or volunteers than their family members. Perhaps, this was due to most members going out to work, and the frequent contact of volunteers and leaders with household members. The amount of time spent together, dictated the amount of time spent on discussions about shared media .
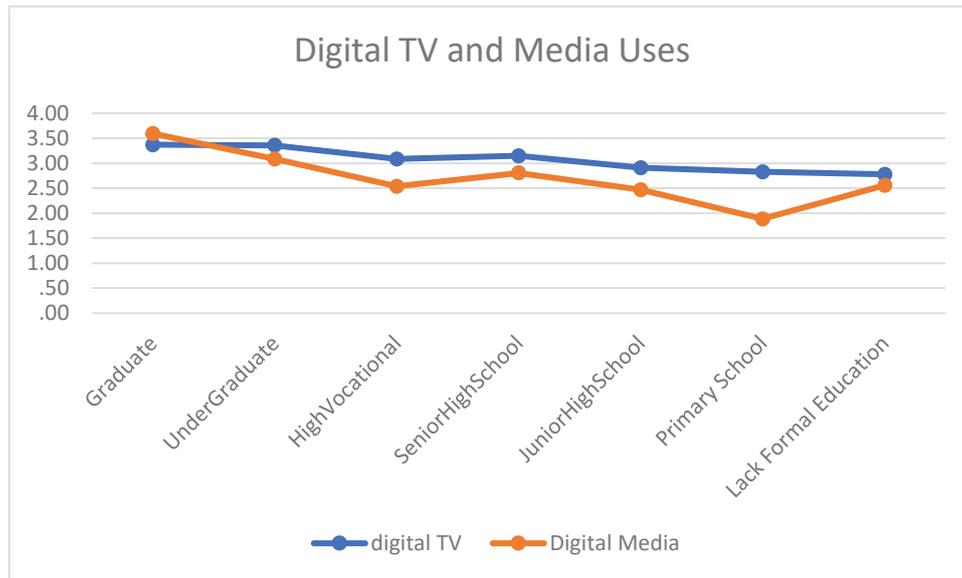

Figure 1: Digital media and digital tv use correlate with education levels

Figure 1 shows that people with the highest level of education use digital media more frequently than those with formal education. However, people who have not had the opportunity to receive a formal education may still be regarded as well-educated in their own community, as they may know all that is necessary to cope within their own social circumstances. In these communities, people perceive digital television as more valuable than social media. Literacy levels are low, thus using a mobile phone for social networking is not possible.

Table 3: Communication behaviour and SES

Communication Behavior	F	p-value
Age	2.85	0.005**
Sex	0.05	2.962
Occupations	-3.71	0.000**

Note: The numbers in square brackets are the t-statistics to test whether each coefficient is significantly different from zero. ***** and ****** represent the significant levels of 0.05 and 0.01, respectively, from the F-tests.

There is no significant differences in behaviour and gender, however, in age and occupation there is a significant difference in preferred communication types*.*
Happiness Indicator
The data regarding personal wellbeing, obtained from 84 indexes, was divided into six dimensions of wellbeing. Most of the results indicate average happiness levels. However, questions regarding issues such as, community environment and climate dimension was

reported to be among the lowest scores. It is therefore noted that their happiness levels are in the average range for high happiness, supporting the aforementioned observations. Previous research has demonstrated the measure of life satisfaction, i.e. the cognitive component of wellbeing, has a test–retest reliability of around 0.6 (Krueger and Schkade, 2008). The loading for the single-item measure for wellbeing had a fixed priority of 0.895 which is consistent with this study. Details for each dimension of wellbeing are summarized, with factor analyses displayed in figure 2 (below).
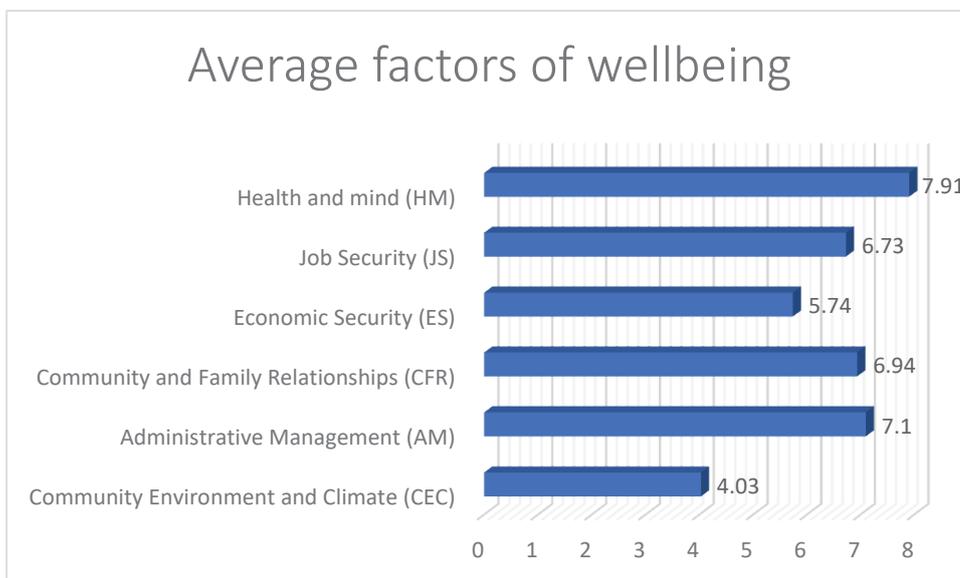

Figure 2: An average factor of six wellbeing aspects

Table 4: Factors and correlated loadings of variables

Variables	Factors				
	F1	F2	F3	F4	F5
Dimension 1 Health and Mind					
1. Happy to help others	**0.78**				
2. Good relationship with neighbours	**0.76**				
3. Physical and personal satisfaction	**0.74**				
4. Happy to take on new work with the determination to succeed	**0.72**				
5. Pride in oneself, family and own society	**0.64**	0.53			
6. Ability to manage a crisis and overcome it	**0.62**				
7. Adequate rest and sound sleep		**0.78**			
8. Success and progress in one work	0.42	**0.73**			
9. Family support in times of illness		**0.73**			
10. Feel Happy		**0.72**			
11. Available family support in times of need	0.40	**0.42**			
12. Attitude towards being rejected			**0.83**		
13. Lively/Fresh		0.40	**0.77**		
Eigen-Value	6.08	1.27	1.10		
Cumulative share of experienced %	46.80	9.74	8.44		
KMO (Kaiser-Meyer-Olkin) Statistic	.858				
Dimension 2 Job Security	**F1**	**F2**			
1. Pride in work	**0.88**				

Variables	Factors				
	F1	F2	F3	F4	F5
2. Sufficient income	**0.88**				
3. Present job security	**0.87**				
4. Regular income	**0.87**				
5. Income and work are secure and unchanging	**0.77**				
6. Itinerant workers or freelance	**0.68**				
7. Present job is affected by volatility of fuel prices		**0.86**			
8. Decrease in income by the national economy		**0.79**			
Eigen-Value	4.733	1.135			
Cumulative share of experienced %	59.159	14.192			
KMO (Kaiser-Meyer-Olkin) Statistic	.887				
Dimension 3 Economic Security					
1. Economic sufficiency lifestyle	**0.819**				
2. Present income satisfaction	**0.784**				
3. Household income is derived from home industries	**0.755**				
4. Occupation depends on national economic security		**0.754**			
5. Have health problems which incur more expense		**0.655**			
6. Manageable debt	0.451	**0.47**			
7. More expenditure than income		**0.46**			
8. Manage their regular account – household expenses		0.441			
Eigen-Value	2.52	1.34			
Cumulative share of experienced %	31.51	16.80			
KMO (Kaiser-Meyer-Olkin) Statistic	.722				
Dimension 4 Community and Family Relationships					
1. Family has a close relationship	**.940**				
2. Family has honour and sincerity	**.930**				
3. Problem discussion in the family all times	**.906**				
4. Family communicates at all times	**.883**				
5. Family is supportive and help each other	**.879**				
6. Family does activities together	**.747**				
7. Family does regular religious activities together	**.486**				
8. Problem discussion in the family all times	**.486**				
9. Family member(s) abuse alcohol		**.836**			
10. Family member(s) gamble		**.828**			
Eigen-Value	5.204	1.379			
Cumulative share of experienced %	52.036	13.791			
KMO (Kaiser-Meyer-Olkin) Statistic	.898				
Dimension 5 Administrative Management					

Variables	Factors				
	F1	F2	F3	F4	F5
1. Community officials are local people with local family connections.	**0.82**				
2. Availability of regular budgets for community needs	**0.81**				
3. Community officials are honest and sincere.	**0.80**				
4. Local staff occupies most positions in local organisations.	**0.79**				
5. Cooperation between various departments of the local government and the local community	**0.78**				
6. Understand that the community budget makes prior provision for emergencies and unforeseen events.	**0.71**			0.48	
7. Local Organization Management or Or-Bor-Tor looks after problems in the community.	**0.71**				
8. Equal access to health care, aging people fund and social welfare.	**0.66**				
9. Village headmen should work honestly and have access to their community people	**0.65**				
10. Community leaders respect and engage in participatory and transparent management.	**0.63**	0.46			
11. Safety inspection by the local government	**0.63**				
12. Pride in community due to successful local governance	**0.63**		-0.42		
13. Local people are able to participate in and state their views in local meetings.	**0.61**			0.51	
14. Members of the community help each other in social activities.	**0.61**	0.56			
15. Justice and civil protection is the responsibility of local organisations.	**0.58**	0.49			
16. Local community organisations treat people according to the relevant laws and accepted rules.	**0.58**				
17. People are able to elect local officials.	**0.54**				
18. Local government leaders make people feel proud of their land and community.	**0.47**				
19. Pride to be a member of the community due to good assessments from outsiders	**0.44**				
20. Members of the community receive information from others, including officials, about local activities.		**0.72**			
21. Small media in the community such as radio, bulletin boards, mobile speakers, and leaflets are the main information channels.		**0.66**			

Variables	Factors				
	F1	F2	F3	F4	F5
22. Local government provides public parks, fitness and exercise equipment which are meeting places in the community.	0.45	**0.62**			
23. The president of the Tambon Administration Organization is a rich man who is unable to solve his people's problems			**0.94**		
24. Members of the Tambon Administration Organization are wealthy and do not understand their people or their problems. They are also too busy with their own affairs to help their people			**0.93**		
25. The head of the community is a rich man so he can reach all his people			**0.86**		
26. Members of the community help each other and participate in the planning and development of projects.				**0.88**	
27. The community is informed of the contents of local budgets.				**0.76**	
28. Village headmen must work to support their community members					**0.79**
Eigen-Value	12.550	2.735	1.419	1.188	1.040
Cumulative share of experienced %	44.88	9.77	5.07	4.24	3.72
KMO (Kaiser-Meyer-Olkin) Statistic					.938
Dimension 6 Community Environment and Climate					
1. There is garage and industrial in community.	**.784**				
2. There is water and air pollution from garage and industrial activities.	**.777**				
3. There is dumped waste causing bad smell in the environment.	**.703**				
4. There is a crime problem in your community.	**.697**				
5. There are dust, smoke and carbon-dioxide from cars in your area.	**.678**				
6. There are drugs and drug addiction in the community.	**.626**				
7. There is noise pollution from automobile transport.	**.550**			.537	
8. There is a transport problem due to dirt roads.		**.856**			
9. There is an insufficient public park.		**.828**			
10. Public parks are inconveniently located far from residents.		**.751**			
11. Availability of irrigation for agriculture		**.727**			
12. There is a transport problem due to flooding.		**.637**			

Variables	Factors				
	F1	F2	F3	F4	F5
13. Insufficient public parks		**.478**	.453	-.448	
14. Training and opportunities to reform juvenile delinquents is available.			**.855**		
15. Local organizations are able to solve community problems.			**.851**		
16. Juvenile drug addiction, police and legal responses	.438		**.652**		
17. There is transport problem due to road construction and heavy traffic.				**.676**	
Eigen-Value	5.450	3.374	1.993	1.193	
Cumulative share of experienced %	28	18.74	11.07	6.63	
KMO (Kaiser-Meyer-Olkin) Statistic				.824	

Bold numbers indicate the largest loading for each variable.

This subset was used for regression analysis with some additional variables. Here, logarithmic-linear functional form and enter regression models have been chosen, this estimates the relationship between dependent variables (average wellbeing including dimension 1 health and mind; Factor 1 (F1) (Happy and pride in oneself, successful family and society), Factor 2 (F2) (Happy to live in family and community), Factor 3 (F3) (Happy and unhappy), dimension 2 job security; Factor 1 (F1) (Job security and Sufficiency lifestyle), Factor 2 (F2) (Job security depends on national economic performance), dimension 3 economic security; Factor 1 (F1) (Economic Sufficiency), Factor 2 (F2) (Problem in economic security and Manageable debt), dimension 4 family and community relationship; Factor 1 (F1) (Interfamily communication and support), Factor 2 (F2) (*Negative family trait*), dimension 5 administrative management; Factor 1 (F1) (Participatory communication a key success for local and people in a community activities), Factor 2 (F2) (Social capital, engagement in respect of the management of leaders in the community with local governance and participatory communication) Factor 3 (F3) (Public Relations in public sphere), Factor 4 (F4) (Representation and background of individuals by leaders of communities) Factor 5 (F5) (Transparency in budget management and good governance and middle-level leader devotion), and dimension 6 community environment, climate Factor 1 (F1) (Condition of drug use, environmental pollution and waste problems in the community), Factor 2 (F2) (Recreation and water infrastructure limitations), Factor 3 (F3) (Adequacy of response to deviation from sociology norms) and independent variables: Communication Type

Regression analysis was used with Enter Method Technique to find the correlation (R) and prediction Coefficient of determinism (R^2) and measure the coefficient of determination (R^2 change) F ratio (F) and proportion of coefficient of determinism (F change) from various measures to predict the wellbeing of the Koakha and Thagham people (Y), as shown in Table 4

Table 5: Correlation and Regression Coefficient of Cultural and Social Capitals and wellbeing factors in Koakha and Thagham communities.

Happiness	r	p-value
Thagham's social and cultural capitals	.519**	.000
Koakha's social and cultural capitals	.439**	.000

Note: The numbers in square brackets are the t-statistics to test whether eachcoefficient is significantly different from zero. *****, ****** represent the significant levels of 0.05, and 0.01, respectively

Table 5 (above), explains that all communication utilised (except radio broadcasting), is strongly tied to the wellbeing of the community. People in the centre and northern part of Thailand are significantly influenced. It can be suggested that this has increased, since the Thai government launched the 4.0 policy. The extensive use of cultural and social capital, and the way it is on computer mediated communication affects people, was discussed by Bourdieu (1986, p. 244) and Wakefield (1986, p.18). Dependent variables, or happiness or wellbeing of people, acquires 23.1%. The remaining 76.9% have other variables that affect happiness or wellbeing (Y). Happiness sampling (387 people), increased 7.56 when relationship brotherhood and root of cultural increased 0.456, cultural capital and public sphere increased 0.143, modified economic sufficiency philosophy for capital increased 0.11. government officers support community for cultural capital increased to 0.053, while cultural capital in local areas increased 0.049.

In all cases, and across careers, people need to contribute to society and pay their way within their community, and within their country. In some cases, debt is unavoidable. For example, in the case of labourers and government officials, they had to take out study loans from the government in order to pay for their education. However, as the repayment system is not particularly unfair, these people are able to manage, although loans may take years to repay. Some of these people are land owners and they are able to secure mortgages against the value of their land. The mortgages can be repaid using money accrued as rent, or income from the land. If these people lose their jobs, they are able to return to their land and to agricultural production. This is in keeping with the sufficiency philosophy of the late King Bhumibol Aduyadej Rama, IX. Alternatively however, some of these people have debt because they used money to support a modern life style, as persuaded by media makers and advertising companies, and which is reflected on television and on social networks. In addition, reports across Thailand's media, suggests that many government officers are corrupt (Jaturon Chaiseang, 2018). This is in contrast with the sample areas study, who display a high level of authoritative transparency, good governance, job security and a comfortable lifestyle, all of which are the strongest factors contributing to happiness. Positive solutions to environmental issues, the climate, drug control and waste problems were the strongest factors contributing to happiness.. Government officials and a more 'local' leadership style is important for local people. Having an official who understands the wants and needs of the local populace, and who is devoted to working for the community. Consistent with community needs, people attend public meetings where they can express their own views relating to finance and local improvements. This enables the community as a whole to work together. The attendance at these meetings are examples of a participatory communication (figure 3). This is a primary form of communication, and these meetings allow for all decisions to be discussed, decided and ratified with a high level of transparency; therefore, local governance is trusted and strong. As these meetings are

face-to-face, there is less need for technology. Such a system allows the community to remain informed of events within, and beyond, their community.

The result found that the informal manner of leaders in the community are integral to social capital and wellbeing. It can be suggested that social capital and management reflects a community's happiness. Ballas & Tranmer (2012), referred to Keyes (1998) and Putnam (2000) in the measurement of wellbeing, and examined the association with a community's social and support network, to people's quality of life and the relevance to happiness. Nonetheless, sufficiency economics in activities extended to projects that require funding are also key. For example, projects relating to agriculture, and recycling centres.

According to the philosophy of sufficiency, the leaders of the Koakha and Inburi sub – districts, along with the government, cooperate in teaching the community new agricultural methods. This involves non-chemical techniques, which are more ecologically friendly. In this system, waste is taken to a collection point where it is separated. Biological waste is turned into fertilizer, and metals, plastics and papers are recycled (figure 4).

5. Discussion and conclusion

These findings have important implications for policy makers in Thailand, such as the Ministry of Culture and the National Broadcasting Telecommunication Committees, who aim to stimulate sustainable growth in culture, and peace in society. The suggestion is that policy must be aimed at economic sufficiency and the communication literacy of people, so they understand the impact (both positive and negative aspects), of media. Media can be used to encourage people to use a product which is advertised on radio and television. The use of false advertising to promote medical, and related products, can have a deeply negative impact. The media can influence people to emulate an advertised lifestyle. Again, this can have a negative impact on a local community as for many, this lifestyle is unobtainable.

Surprisingly, elderly people are using mobile phones to maintain contact with distant family members and friends. In Thailand, a lot of money has been invested in digital television but producers have mainly created generic television programmes, such as game shows, singing contests, reality shows, amusement programmes. These are related to Thai people, but do not alter the mind-set, or educate local people. Most people watch analogue TV and argue that digital TV systems do not necessarily mean a welcome change. The main reason for this, is that it is deemed to be difficult to set up. Also, digital systems are expensive, and many do not have the disposable income to buy a new digital receiver and/or television. In addition, the shows broadcast across the digital platform are essentially old, re-worked ideas, such as game shows, violent dramas, and Thai dance shows.

As this paper has suggested, one of the most effective forms of communication within the communities examined, was participatory. Local administrative management, discussions with local leaders, face-to-face contact with people helps to maintain transparency in issues such as budget management. Nonetheless, as the tables show, digital mobile phones are becoming an ever-increasing part of rural community life. This has a positive impact on their life-style, for example when people use a mobile for talking with family and friends, or sending various information quickly and efficiently. Digital media is replacing printed media and radio shows. People can receive both from one device. May people in the community appear to 'multitask' by using several forms of mass media at once, across one device.

The results of this study contrast with a survey by the National Broadcasting Telecommunication Committee (2017). Even though television still popular among Thai audiences under the influence of powerful global media, local media is still important,

mainly due to its ease of use, access, and wide and relevant appeal. Meanwhile, the government usually subsidizes local radio and television projects which are educational For example, health promotion volunteer projects, internal news, and public information, which can be seen across popular media platforms.

The findings of this study suggest that socioeconomic factors and communication types significantly relate to the levels of happiness experienced by the people of Koakha, Lampang province and Thagham, Inthburi in Singhburi provinces represent the North and Centre of Thailand.The patterns reveal parallel positive and negative associations between various socioeconomic factors, particularly job security, economic security, family, community relationships, local administration, the environment and physical and mental health. These factors are interrelated and cannot be separated with ease. With the use of personal and small local media, and traditional stories, the community is able to remain tight-knit, without the use of modern media.

Happiness relates to government policies, laws, the granting of a budget to every community and village. Distributing budgets fairly and administering them transparently through local government could potentially do this. Interestingly, it was also found that local leaders, who are native to the area, are more successful at achieving this than other leaders because of their local knowledge.

Mass media in Thailand consists of radio, television, but also through community that comes from public gatherings and physical social networks. Local organisations are able to interact with local people both face- to- face, and online to present public information. While communication creates networks of relationships among local people, networks connect groups with one another, helping to form beliefs, values and to modify behaviour. Groups that are more likely to share, are said to experience convergence, and groups that share less, experience divergence. Social network application is able to support and increase communication with people who are inclined to communicate less. The amount of variation within the group increases and the structure of the system fragments. This suggests that social media may be able to help those who find it difficult to maintain contact with others, as it provides a means to maintain regular contact over distance.

Communication is a variable of transparency administration and networking, especially face- to- face communication. Modern communication systems and social networks must be treated with considerable caution, as the sources of available information may be difficult to verify. In addition, social and psychological factors across media, helps to mediate people's communication behaviour. People watch TV as a form of escapism. People still depend on television but in addition, they are able to create their own private digital story and message platform. Then, user generated contents are available to everyone who has access. In terms of media theory, the effects now move in diverse directions, it is not only a two – way communication. Media disruption is a crisis for media makers and for university media courses in Thailand. Many course managers are adapting their curricula as well as media owners such printing business and broadcasting company turn into social media. Using and distributing the content through social media and created new design courses for native digital students. As Herbig and et. al, (2015, p. 18) said messages are mediated by different authors in different contexts, individual users have power to create and distribute content. People are not just consumers, but are also producers. Then they are creating a cultural world society, culture is not only actually in a traditional format but it can be said that to create a global society and people's behaviours. If they perceived much more violence and sexual abuse or harassment contents, they can be created easily. Harmful content may be found on social network sites. The owners of social network businesses are updating to protect it for digital teenagers. A few of them such as game makers are not concerned over the effective point so it is still up to international law enforcement.

Happiness or wellbeing includes economic conditions and conceptions which are at the centre of a capitalist ideology. This ideology is unlikely to be rejected, rather it is to be embraced and sustained by governments and their people. In enabling people to lead happy lives, governments have to assume all indices as mentioned above. Happiness can be mentioned using the six aspects of health and mind, job security, economics security, family and community relationships, environment and climate in community, and local administrative management. It is suggested that the factors arising from this study may be divided into two categories: policy suggestions and practical suggestions.

Further recommendations

1. Policy suggestions

1.1 A cultural policy in Thailand is not separated from communication policy. They are the same responsibility. Turning into new media, they can create and receive new culture globally so the divided authority of organizations such as the Ministry of Culture and the National Broadcasting Telecommunication Committee in Thailand (NBTC) should be merged in response to the media and its effect on culture.

1.2 A policy of downsizing the power of national government by, wherever possible, transferring power from the central authority in Bangkok to the local provincial and district authorities. This transfer of authority needs to be carefully carried out to maintain the principle of law and measurement with standardisation.

1.3 Happiness policies in Thailand should be sustained according to the sustainable and sufficiency philosophy of King Bhumibol Adujyadej Mahintarathibej Chakri Naruebhodin Siamintharathiwat Borommanardbhophit (King Rama IX). According to the Social and Economic Development Strategy of the 20 Year Plan (Activated during 2017-2037) almost all activity and budgets follow the Digital 4.0 policy. However, the Sustainable and Sufficiency Philosophy of King Rama IX is the priority and was announced by UNESCO in remembrance of the Great King. These policies include programmes to consider the happiness of the Thai people. It concerns, inter alia, the use of digital media. It does not of itself, directly affect people in terms of their mental wellbeing or their community relations.

2. Practical suggestions

2.1 The promotion of good living conditions with participatory communication and conflict resolution in local areas, both in giving and taking ideas to understand local contexts. The inclusion of local needs and contexts can be taken as part of the national policy documents.

2.2. Communication is the mechanism of everything for everyone, especially the mass media among digital media, as everyone can have access to and therefore use media devices. Such digital media however needs to be used with caution, as they can reach the stage of overuse which can have a negative impact on the wellbeing of the user.

6. Acknowledgements

7. References

Abelson, H. Ledeen, K. Lewis, H. (2008). **Blown to Bits – Your Life, Liberty, and Happiness after the Digital Explosion**. USA: Addison Wesley (254).

Announcement of Good Local Administration (2016). **Office of the Decentralization to the Local Government Organization Committee**, Retrieved 3 July 2017, from http://www.odloc.go.th/

Jorgensen, B. S., et al. (2009). Income, sense of community and subjective wellbeing: Combining economic and psychological variables. **Journal of Economic Psychology**, 31. G. Antonides and D. Read, Ed. Date of access: 8/8/2018.

Celia, L. (2011). **Consumer Culture** (2ⁿᵈ Ed). UK: Polity Press.

Clark, A. E. (2003). Unemployment as a Social Norm: Psychological Evidence from PanelData. **Journal of Labor Economics,** 21, 324-351.

Cropper, M. L. (1981). The Value of Urban Amenities. **Journal of Regional Science**, 21, 359-72.

Diener, E. (2000). Subjective Wellbeing: The Science of Happiness and a Proposal for a National Index. **American Psychologist,** 55, 34-44.

Dolan, P., Peasgood, T. and White, M. (2007). Do We Really Know What Makes us Happy?. A Review of the Literature on the Factors Associated With Subjective Wellbeing. **Journal of Economic Psychology**, 29, 94-122.

Easterlin, R. (2003). Explaining Happiness. **Proceedings of the National Academy of Sciences of the United States of America**, 100, 11176-11183. http://www.pnas.org/content/100/19/11176. full.pdf.html.

Faris, C. B. (2012) **Information and Communications Technology and Gross National Happiness – Who Serves Whom? Proceedings of the First International Conference on Operationalization of Gross National Happiness. Centre for Bhutan Studies, Thimphu 2004**. pp. 140-173. Retrieved from http://crossasia-repository.ub.uni-heidelberg.de/372/

Frey, B. and Stutzer, A. (2002). **Happiness and Economics**. Princeton, NJ: Princeton University Press.

Graves, P. E. (1983). Migration With a Composite Amenity: The Role of Rents. **Journal of Regional Science,** 23,543-546.

Helliwell, J., Layard, R. and Sachs, J. (2017). **World Happiness Report 2017**, New York: Sustainable Development Solutions Network. Retrieved from www.worldhappiness. report/ed/2017.

Jaturon Chaiseang. (2018). Cheating poor people. Retrieved from https://www.prachatai.com/ journal/2018/03/76001. (in Thai).

Jeongsub, Lim. (2013). The relationships of online journalists' emotional responses to competitors with job satisfaction, workload, and perception of the quality of the news website. **Asian Journal of Communication,** 23(2), 209-224.

Jongsuksomsakul, P. (2016). Media and Happiness of NongKwaw Indigenous people, Thamuang District Kanchanaburi Province. **Media Asia**, 42(3), 166-179.

Kramanon, R. And Gray, R. (July 1, 2015). Differentials in Happiness among the Young Old, the Middle Old and the Very Old in Thailand. **Journal of Population and Social Studies,** 2(23), 180-192. Retrieved from //www.tci-thaijo.org/index.php/jpss/article/view /102342.

Krueger, A. and Schkade, David A. (August 2008). The reliability of subjective wellbeing measures. **Journal of Public Economics, Netherlands: Elsevier,** 9(28-9), 833-1845.

Layard, R. (2005). **Happiness Lessons From a New Science**. London: Penguin Books.

McLuhan, . (1964). **Understanding Media.** Routledge, London.

Mehraj, H. K., A. N. Bhat and H. R. Mehraj. (2014). Impacts of media on society: A sociological Perspective. **Journal of Humanity and Social Science Invention**, 3(6), 56-64.

Neilson. (2017). Accessedon 5thAugust 2017. From http://www.agbnielsen.net/whereweare/ dynPage.asp?

National Broadcasting Television Committee. (2017). Accessed on 5thAugust 2017 from http://www.nbtc.go.th/News/Press-Center.

National Economic and Social Development Plan 12. (2017 – 2012). **National Economic and Social Development**. Retrieved 13 July 2017, from http://www.nesdb.go.th.

Office of the National Economic and Social Development Board. (2002). **Wellbeing of Thai People in 5 years after Economic Crisis.** Bangkok: Office of the National Economic and Social Development Board (in Thai).

Oswald, A. J. (1997). Happiness and Economic Performance. **Economic Journal**, 107, 1815-1831.

Oswald, A. (2007). Commentary: Human Wellbeing and Causality in Social Epidemiology. **International Journal of Epidemiology,** 36, 1253-54.

Praag, van H. M. (2004). Can stress cause depression?. **Neuro-Psychopharmacology & Biological Psychiatry**, 28, 891- 907.

Rajana Netseangthip. (2013). National Statistical Office Thailand. Retrieved 3 July 2016, from http://service.nso.go.th/nso/nsopublish/themes/files/mentaldoc.pdf.

Roback, J. (1982). Wages, Rents, and the Quality of Life. **Journal of Political Economy**, 90, 257-1278.

Rubin, A. M. (1994). Media uses and effects: A uses-and-gratifications perspective. **Media effects: Advances in theory and Research,** J. Zillmann & D. Bryant. Ed. London: Erlbaum.

Siddiqui. S, Singh. T. (2016). Social Media its Impact with Positive and Negative Aspects. **International Journal of Computer Applications Technology and Research**, 5(2), 71-75.

Shah. V. Dhavan. (1998). Civic Engagement, Interpersonal Trust, and Television Use: An Individual-Level Assessment of Social Capital. **Political Psychology**, 19(3). from http://onlinelibrary.wiley.com/doi/10.1111/0162-895X.00114/abstract

Stephen, W. L. (2002).**Theories of Human Communication (**7th ed.). Belmont, CA: Wardsworth/Thomson Learning.

Sumner, L. W. (1996). **Welfare, Happiness and Ethics**. Oxford: Clarendon Press.

Taro Yamane (1973). **Statistics: An Introductory Analysis (**3rd Ed). New York. Harper and Row Publications.

Top 10 happiness places in Thailand. (2016). **Mental health of Thai people in 2016** . Retrieved from http://service.nso.go.th/nso/nsopublish/themes/files/mental-healthm_aug_58.pdf 2016

Valkenburg P. M. and Peter J. (2013). The differential susceptibility to media effects model. **Journal of Communication,** 63(2), 221-243.

Warde, A. (2005). Consumption and Theories of Practice. **Journal of Consumer Culture**, 5(2),131-153. DOI:10.1177/1469540505053090

WEForum, World Economic Forum, Date of access: 9/4/2018. http://www3.weforum.org/ docs/ GAC16/Social_Media_Impact _Digital**.**pdf**.**