

Kuntida Chancharoen 2012: Human Resource Development Strategies through Folk Media: A Case Study of Projects on Folk Media for Youth Well-Being. Doctor of Philosophy (Human and Community Resource Development), Major Field: Human and Community Resource Development, Department of Human and Community Resource Development.  
Thesis Advisor: Associate Professor Prasong Tanpichai, Ph.D. 349 pages.

The objectives of this research were to 1) explore the use of folk media to promote youth well-being, 2) reflect lesson learned on strategies for bridging and binding youths to participate and restrain in the process of well-being promotion, and 3) synthesis human resource development strategies through folk media for youth well-being promotion. Purposively selected key informants comprised 20 project leaders, 32 community leaders, and 28 youth leaders. Data were collected by documentary review, survey, in-depth interview, group discussion, observation, field-note recording, information sharing to fill up missing points, and triangulation cross-check.

It was found from the research that the use of folk media was derived from community problems including the recess of traditional culture, lack of pride in community identity, risky behaviors of youths, and a generation gap. The project leaders' inspirations to run the project involved needs for activating the diminishing folk media, youth risky behavior prevention, and awareness in community and environmental changes. The types of selected folk media included tales, plays, objects, and rites. There were 1,313 youth participating in the projects by means of sharing thoughts and ideas, project administration, knowledge acquisition, and knowledge transmission. The contents of health could be integrated in all types of folk media and made inclusive impacts on youth well-being physically, mentally, socially and spiritually. Strategies for youth bridging and binding involved 1) community preparations based on community leaders coordination, community exploration, knowledge exchange forum, training, and youth activity synchronization, 2) youth gathering through school coordination, youth and community leaders, popularity and teamwork building, external force, and recruitment, 3) learning process by ways of instructing, lecturing, demonstrating and independent study which was responsive to the desired goals on encouraging youths to be knowledgeable, thinkable, capable, aware of folk media value, and able to transfer knowledge to society, 4) evaluation by assessment form, learning exchange and discussion, and lesson-learned reflection.

Human resource development strategies through folk media synthesized from the research was "the Strategic 6's MUST" comprising 1) must be area sensitive, 2) must be through strategic leaders, 3) must be based on an active network, 4) must be media literate, 5) must be collaborative-oriented, and 6) must be towards sustainable approaches.

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Thesis Advisor's signature