

แนวทางการเพิ่มระดับจิตสำนึกสาธารณะแก่ชุมชนของนิสิต
The Ways to Increase Students' Public Consciousness
to the Communities¹

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งานวิจัยขึ้นนี้มีวัตถุประสงค์ 2 ประการ ประกอบด้วย (1) เพื่อตรวจสอบระดับจิตสำนึกสาธารณะของนิสิต และ (2) เพื่อกลั่นกรองแนวทางการเพิ่มระดับจิตสำนึกสาธารณะของนิสิต ประชากร ประกอบด้วย นิสิตชั้นปีที่ 1 ภาควิชารัฐศาสตร์ คณะสังคมศาสตร์ มหาวิทยาลัยศรีนครินทรวิโรฒ จำนวน 120 คน และ ผู้ให้ข้อมูลหลัก คือ เจ้าหน้าที่ขององค์กรบริหารส่วนตำบลเกาะหาด อำเภอปากพลี จังหวัดนนทบุรี จำนวน 7 คน เป็นงานวิจัยแบบผสม โดยใช้แบบสอบถาม และการสัมภาษณ์แบบกึ่งโครงสร้าง วิเคราะห์ข้อมูลโดยใช้สถิติพรรณนาและการวิเคราะห์เนื้อหา ในสามประเด็น คือ การช่วยเหลือผู้อื่น การเสียสละต่อสังคม และ ความมุ่งมั่นพัฒนาสังคม

ผลการวิจัยแบ่งเป็น 2 ส่วนหลัก

(1) ระดับจิตสำนึกสาธารณะแก่ชุมชนของนิสิต ในภาพรวมอยู่ในระดับสูง เมื่อพิจารณาแยกเป็นรายด้าน พบร่วมอยู่ในระดับสูงทุกด้านโดยเรียงลำดับจากมากไปน้อย คือ การช่วยเหลือผู้อื่น ความมุ่งมั่นพัฒนาสังคม และ การเสียสละต่อสังคม ตามลำดับ

(2) แนวทางการเพิ่มระดับจิตสำนึกสาธารณะแก่ชุมชนของนิสิต ในด้านการช่วยเหลือผู้อื่น มีแนวทางหลักคือ การพัฒนาจิตใจที่น้อมนำแนวทางตามหลักศาสนา ในด้านการเสียสละต่อสังคม มีแนวทางหลักคือ ให้ระลึกถึงพระราชดำรัสและการปฏิบัติ

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ตามรอยพระยุคลบาทของพระบาทสมเด็จพระเจ้าอยู่หัวและพระบรมวงศานุวงศ์ และในด้านการมุ่งมั่นพัฒนาสังคม มีแนวทางหลักคือ การปลูกจิตสำนึกร่วมเป็น “พลเมือง” ให้แก่นิสิต

คำสำคัญ : จิตสำนึกร่วม, ชุมชน, นิสิต

Abstract

This research has 2 objectivities which were (1) to verify the students' level of public consciousness and (2) to scrutinize the method to increase such level of public consciousness of the student. There were 120 1st year students, Department of Political Science Faculty of Social Sciences Srinakharinwirot University and 7 staffs of the Koh Wai District Administrative Organization, Amphoe Pak Phli, Nakhon Nayok Province). A mix method is used. The questionnaire and semi-structured interview was research tool by Descriptive statistics and content analysis in three issues: helping others, social sacrifice and commitment to social development.

The results of this study indicated that

1) The public consciousness to community of the students. The overall is high, when considering on a separate basis. It was found that the high level of all sides in descending order: helping others, commitment to social development and social sacrifice, respectively.

2) The ways to increase the public consciousness to community of the students in three issues. In the field of helping others, the main approach is to development of the mind that guided the religious principles. In terms of sacrifice to society, the main approach is Reminiscent of royal speech and follows the footprints of His Majesty the King and the royal family.

And in the field of social development, the main approach is raising the consciousness of being a “citizen” to the students.

Keyword: public consciousness, Communities, Students

1. Introduction

The issue of “public consciousness” in Thailand began to talk after 1957 or the start of the “National Economic and Social Development Plan” (NESDP). And later on during the 8th “NESDP”, this issue has been attention since then because this is a plan that focuses “people” which are the center of development. As Thiranpan (1999, p.3) states, the concept of public mind or public consciousness is accompanied by the concept of decentralization and concept of human resource development during the 8th “NESDP”. Therefore, the concept of public consciousness is a new topic for Thai society. This contrasts with the concept in the western, in particular Europe or the United States, which has long been cited by civil society theory. It is based on the idea that any rule or matter comes from the mindset of the people especially by people within the nation. All problems cannot be solved with one or a single group. So, public consciousness concept is an important thing that making citizens aware of their rights and duties by sharing ideas and participation to solve the problem or develop all the things. When this concept is linked to youth in Thai society, it is found that the cause of material misery which is lack of mental development is the source of the social problem is growing because some are not suitable for Thai traditions and customs. The public interest is beginning to disappear from the consciousness, causing a recession of public consciousness. (Phukongchai, 2015)

At present, public consciousness is an important issue and that is a matter for the society to pay attention and to cultivate in all levels because we must create our young to be both good and talented people to cultivate good moral and ethical values to public interest rather than creating competitive values to survive in society. And if the youth can learn and cultivating public consciousness regularly, It will absorb these great attributes and make Thai society can develop sustainably. According to the policy of the National Peace Corps, it has been shown that public spirits should be promoted to young people to considering the benefits of the common and the nation over their own interests. The public consciousness that begins at the level of youth is therefore an important and urgent necessity. However, students in higher education institutions still have inappropriate public consciousness, such as not helping to preserve the institution's properties, lavish use of watered. Public consciousness of students is not deeply embedded in their mind, it is just a moment's feeling but over time, it will be noted that they cannot initiate public consciousness activity by them. They will not do and still lack sacrifice for the public. (Kampan et al, 2015, p.302)

In the higher education there are many subjects related to this issue such as the subject of the good people, the subject of consciousness, the subject of public spirit and the volunteer project involved activities to being public awareness for community. At the university, faculty, and department level, Public Administration is directly subject that relevant to this issue. Public administration is linked to the term "public", whether it is "public consciousness," "public service," "public space," "public person". To achieve the goal of the course is understand knowledge of public administration issues and organization that working in the area of beneficial to the public. Students need to have knowledge by documents, textbooks and projects, as well as study visit to gain practical experience.

Therefore, this research is a research of Area Based Approach by the University: Nakhon Nayok. To meet the university's strategy, the study area was Koh Wai District Administrative Organization, Amphoe Pak Phli, Nakhon Nayok Province. This area is the one in the central region where has been selected as the outstanding social responsibility management organization in 2014 by the resolution of the subcommittee on selection of outstanding volunteers and organization with outstanding social activities. In the joint project of the students: "Public Welfare Project, Public Interest Project at Koh Wai District Administrative Organization, Amphoe Pak Phli, Nakhon Nayok Province" to gain public awareness of the students and to promote the public consciousness to the community under the study of the subject matter of Public Administration in the area of public consciousness of the students to integrate the course in accordance with the action plan. According to the 15-year Strategic Plan, Srinakharinwirot University (Updated 2010-2025): Strategy 1: create knowledge in education to improve the quality of learning management. Strategic 2: develop research and innovation into social problems and global direction and Strategic 3: create knowledge and develop quality academic programs for sustainable community and society development. This includes the strategic plan of faculty: Strategy 1: develop courses and quality teaching and learning processes. Strategic 2: develop and promote research in various fields of social sciences. Strategic 3: promote and support academic service to the community. Strategy 4: promote the development of cultural and local wisdom and strategic issues. Strategy 5: develop internal management system.

2. Literature Review

Public consciousness, it is often used with other words such as public mind, volunteer spirit, social consciousness, social behavior. However, the word “public consciousness” has a common point of meaningfulness in two major ways. (1) It is a mental feature. As Ajpru (2001, p.104) states that public consciousness is the desire to solve problems for others or the society as an inner feeling expressed in action and as Meekhwamdee (2004, pp.19 - 20) states that public consciousness refers to the actions of individuals with a desire for and realization of social responsibility with care. And (2) Participation in volunteering for public benefit as The Ministry of Education (2010, p.220) states that public consciousness is a feature that expresses participation in activities or situations that benefit others, communities and societies with enthusiasm without expectation. In summary, public consciousness refers to the feeling within the mind of others, and then expresses itself as a behavior or action that benefits others towards the society as a whole.

Theories related to public consciousness. There are a variety of theories. In this research, the three main theories are used: theories of civil society, theories of cognitive social learning and ethical tree theory. There are different elements of public consciousness that vary according to the age level of the sample studied. However, overall Singhapol (1999, pp.15-16) has mentioned that there are 3 main areas of public consciousness: 1) self-consciousness 2) others oriented consciousness and 3) social or public consciousness.

For the measurement of the public consciousness element of a particular student to community, in this research is based on the elements of public consciousness. The three main components are: helping others,

social sacrifice and commitment to social development. The syntheses of the concept are Sribriboon (2007), Premtaveethanachoke (2014) and Vorakamin et al (2016). “Helping others” means behavior that demonstrates to others to help guide what is right for others, collaborate with others in the workplace, facilitate others and share items with others. “Social sacrifice” means behavior shown to others and society, by taking physical strength and taking time to help others and society and see more public benefits than their own. Sacrifice for the benefit of the masses or the weaker and spend time to benefit the society. And “commitment to social development” means behavior shown to others and society by interested in problems and changes. The idea is to develop society, intended to work for the collective until successful, to work in any way to achieve the goals set and beneficial to society. And initiate new things to develop the society.

Each element has the following sub-elements as show in figure 1

1. “Helping others”

- 1.1 Help recommending the right things to others
- 1.2 Cooperate with others in social development
- 1.3 Facilitate others
- 1.4 Share things with others

2. “Social sacrifice”

- 2.1 Sacrificing physical strength and asset for others
- 2.2 Be more than a recipient
- 2.3 Sacrificing personal interests in exchange for the benefits of the group or the public

- 2.4 Spend free time volunteering to help society

3. “Commitment to social development”

- 3.1 Interested in problems or events occurring in society and thinking of finding solutions

- 3.2 Jointly to offer activities to develop or help society
- 3.3 Intended to accomplish the activity to social development
- 3.4 Create a concrete activity with creativity

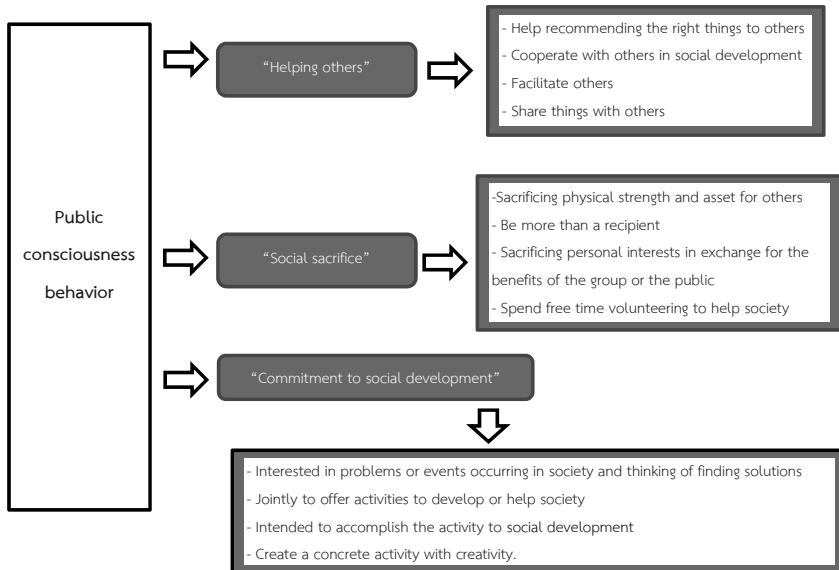


Figure 1 show model to analyze level of public consciousness of the student

3. Objectives of the Study

This research has 2 objectivities which were (1) to verify the students' level of public consciousness and (2) to scrutinize the method to increase such level of public consciousness of the student

4. Research Methodology

For respond to research purposes. To fulfill the first objective, the population is 1st year students, Department of Political Science Faculty of

Social Sciences. There are 120 students of Srinakharinwirot University. To fulfill the second objective, the main informants are the 5 staffs and 2 administrative boards of Koh Wai District Administrative Organization, Amphoe Pak Phli, Nakhon Nayok Province.

Data collection is consistent with objectives. To fulfill the first objective, with questionnaire with 1st year students, Department of Political Science Faculty of Social Sciences who register in the subject “Introduction to Public Administration” and participate in the public interest project at the Koh Wai District Administrative Organization, Amphoe Pak Phli, Nakhon Nayok Provinc. It was divided into three areas: helping others, social sacrifice and commitment to social development. To fulfill the second objective, use structured interviews with into three areas: helping others, social sacrifice and commitment to social development, too.

Data analysis: (1) analyze the data collection from the questionnaire indicating the public consciousness level of the student to community from the highest average to the lowest Likert's scale with descriptive statistics. (2) analyze the data collection from semi-structured interviews with content analysis method as specified in a summary of the information obtained from the main informants to identify ways to increase public awareness of the student to community.

5. Research Result:

Research result could be divided into 2 parts as follows:

(1)The public consciousness to community of the students. The overall is high (mean =3.81), when (1) The public consciousness to community of the students. The overall is high, when considering on a separate basis. It was found that the high level of all sides in descending

order: helping others, commitment to social development and social sacrifice, respectively (mean =4.01, 3.74, and 3.68, respectively). (As shown in Table 1)

Table 1 shows mean, standard deviation of public consciousness level of students in overall and each aspect

Public consciousness behavior	Mean	Standard Deviation	Public consciousness level
helping others	4.01	0.42	high
social sacrifice	3.68	0.53	high
commitment to social development	3.74	0.50	high
Total	3.81	0.48	high

When considering separately, it was found that

(1) level of public consciousness to the communities of student in “Helping others” is high. When considering each item, it was found that 3 items were in the high level and at very high level 1 item, it was arranged in descending order as follows (as shown in Table 2).

Table 2 shows mean, standard deviation of public consciousness level of students in “Helping others”

public consciousness to the communities of student in “Helping others”	Mean	Standard Deviation	Public consciousness level	Rank
1. Help recommending the right things to others	4.34	0.64	Very high	1
2. Cooperate with others in social development	3.61	0.88	high	4
3. Facilitate others	3.98	0.77	high	3
4. Share things with others	4.12	0.73	high	2

(2) level of public consciousness to the communities of student in “Social sacrifice” is high. When considering each item, it was found that 3 items were in the high level and at the moderate level 1 item, it was arranged in descending order as follows (as shown in Table 3).

Table 3 shows mean, standard deviation of public consciousness level of students in “Social sacrifice”

public consciousness to the communities of student in “Social sacrifice”	Mean	Standard Deviation	Public consciousness level	Rank
5.Sacrificing physical strength and asset for others	3.82	0.56	high	2
6.Be more than a recipient	3.83	0.76	high	1
7. Sacrificing personal interests in exchange for the benefits of the group or the public	3.82	0.75	high	2
8. Spend free time volunteering to help society	3.27	0.81	moderate	3

(3) level of public consciousness to the communities of student in “Commitment to social development” is high. When considering each item, it was found that 3 items were in the high level and at the moderate level 1 item, it was arranged in descending order as follows (as shown in Table 4).

Table 4 shows mean, standard deviation of public consciousness level of students in “Commitment to social development”

public consciousness to the communities of student in “Commitment to social development”	Mean	Standard Deviation	Public consciousness level	Rank
9. Interested in problems or events occurring in society and thinking of finding solutions	3.97	0.76	high	2
10. Jointly to offer activities to develop or help society	3.35	0.81	moderate	4
11. Intended to accomplish the activity to social development	4.13	0.69	high	1
12. Create a concrete activity with creativity	3.52	0.73	high	3

(4) The ways to increase the public consciousness to community of the students in three issues. In the field of helping others, key informants mentioned above included 7 guidelines. The main approach is to develop of the mind that guided the religious principles. The second is the creation of a positive view on the consciousness of helping others and the emphasis on the family institution, which instills true public consciousness for the youth, respectively.

In terms of sacrifice to society, key informants mentioned above included 9 guidelines. The main approach is reminiscent of royal speech and follows the footprints of His Majesty the King and the royal family. The second is encouraging students to be socially responsible through sacrifices to the social community, starting with small activities and expanding into complex and extensive activities and the encourage students to group themselves for social support such as giving friends, donating, or helping others in the community and so on society without hope, respectively.

And in the field of social development, key informants mentioned above included 5 guidelines. The main approach is raising the consciousness of being a “citizen” to the students. The second is to push students to have “leadership” in public consciousness and encourage students “Practical” to community and social development. By knowing the real problem with defining problems to help solutions by groups and then go to the community to see the real situation, including evaluation and do it consistently.

6. Summary and Discussions

The discussion of research results is divided into 2 parts.

1) The public consciousness to community of the students. The overall is high, when considering on a separate basis. It was found that the high level of all sides in descending order: helping others, commitment to social development and social sacrifice, respectively. It was consistent with the work of Premtaweechanachot (2014) which found that entire topics of this level of characteristic of volunteer spirit were evaluated at medium rate. Considering each of its dimensions, it is found that the highest level was volunteering to help and assist people was at the high rate. The second

level was volunteering to determine for developing was at the medium rate. The last level was volunteering to sacrifice for society was at low rate respectively.

2) Issues of guidelines for increasing public consciousness to the community of students, consisting of helping others, commitment to social development and social sacrifice.

In the field of helping others, the main approach is to development of the mind that guided the religious principles. The second is the creation of a positive view on the consciousness of helping others and the emphasis on the family institution, which instills true public consciousness for the youth, respectively. It was consistent with the work of Saenphuwa (2012) which found that creating the mechanical system or activities that was useful for public use by having the policy of fostering the social support or making benefit or public use by bringing religious institutions to enter participating in fostering, disciplining social mind for common good and had the creative education in interesting points.

In the field of commitment to social development, the main approach is reminiscent of royal speech and follows the footprints of His Majesty the King and the royal family. The second is encouraging students to be socially responsible through sacrifices to the social community, starting with small activities and expanding into complex and extensive activities and the encourage students to group themselves for social support such as giving friends, donating, or helping others in the community and so on society without hope, respectively. It was consistent with the work of Khammadee and Pasunon (2015) which found that the need to create a public mind must start from the recognition of one's self-efficacy and awareness of morality and ethics concerning public consciousness, students must encourage themselves to join together to help society.

In the field of social sacrifice, the main approach is raising the consciousness of being a “citizen” to the students. The second is to push students to have “leadership” in public consciousness and encourage students “Practical” to community and social development. By knowing the real problem with defining problems to help solutions by groups and then go to the community to see the real situation, including evaluation and do it consistently. It was consistent with the work of Premtaweechanachot (2014) which found that participation of student activities seriously in a manner that is dedicated to being involved in thinking, correcting, developing and embarking on a real action will result in more development of volunteer features.

7. Recommendations

Participation in activities of student can develop volunteerism. But the stakeholders are cooperating with each other to raise awareness and understanding of the value to our students. This will help develop students in various fields, especially the volunteer nature. In this research, It was divided that nature into three areas: helping others, social sacrifice and commitment to social development. The overall of the students’ public awareness from participate the public interest project (the “project base”) at Koh Wai District Administrative Organization is high, and when considering on a separate basis. It was found that the high level of all sides. Therefore, the faculty and the university can apply the research as a guideline for the development of public mental behavior for the students and it works better if done thoroughly and consistently.

The ways increase public consciousness to community of the students in three issues. In the field of helping others, key informants mentioned that

the main approach is to develop of the mind that guided the religious principles, so their parents must promote the desired behavior students from home by take our family to carry out religious activities because understanding of good practices must start from childhood. In terms of sacrifice to society, key informants mentioned the main approach is reminiscent of royal speech and follows the footprints of His Majesty the King and the royal family, so we must provide knowledge about the royal case that is a good example for the youth to know and be a model for compliance. And in the field of social development, key informants mentioned that the main approach is to raise the consciousness of being a “citizen” to the students, so universities should set the course of action as a policy. And the action plan is clear about the development of “citizenship” for the faculty to implement, concrete and continuous evaluation such as to include student activities as part of graduate program, evaluation the quality of student activities in terms of quantity and quality and support for student activities in various way. There should also be research in other perspectives. The study of factors supporting public awareness rising for students and qualitative research: in-depth interviews or case studies to get more detailed information.

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