



# Citizens' Information and Good Governance Attitudes: A Survey of Thailand's Regional Inhabitants

Suchitra Punyaratabandhu\*

## Abstract

This article investigates the relationship between citizen information variables and good governance attitudes. Linkages among information, the news media as a channel for disseminating information, and good governance are often assumed, but in the case of Thailand there has been little empirical corroboration of this relationship. This study reports findings based on a sample of 3,033 respondents surveyed in the northern, northeastern, central and southern regions of Thailand. The OLS regression analysis revealed that the information variables were positively but weakly associated with good governance attitudes. Of the three information variables, knowing citizens' rights had the strongest relationship with good governance attitudes. Of the remaining variables in the equation, intended to function as the control variables, educational attainment was positively related to good governance attitudes, but the degree of urbanization, surprisingly, was negatively related. Satisfaction with the government's ability to solve problems (a proxy for rational trust) and trust in public officials (relational trust) were negatively associated with good governance attitudes. Citizens that are satisfied with and trust the government may feel less need to show attitudinal support for good governance. Successful implementation of governance reforms requires mutually-supportive

---

\* Graduate School of Public Administration, National Institute of Development Administration (NIDA)  
118 Moo 3, Serithai Road, Klong-Chan, Bangkok, Bangkok 10240, THAILAND.  
E-mail: suchitra.punyaratabandhu@gmail.com

and cooperative relationships among stakeholders. Good governance attitudes may be strengthened through the dissemination of information to citizens regarding their legal entitlements, as well as information regarding public agencies' resources, legal mandates, procedures, and practices.

**Keywords:** Good Governance, Attitudes, Information, Thailand

## ความสัมพันธ์ระหว่างการรับรู้ข้อมูลข่าวสารและทัศนคติต่อธรรมาภิบาล: ผลการสำรวจประชาชนในส่วนภูมิภาคของประเทศไทย

สุจิตรา บุญยรัตพันธุ์\*

### บทคัดย่อ

บทความจากการวิจัยฉบับนี้เป็นผลจากการศึกษาเรื่อง ความสัมพันธ์ระหว่างการรับรู้ข้อมูลข่าวสาร และทัศนคติของประชาชนต่อธรรมาภิบาล ซึ่งที่ผ่านมาได้มีการศึกษาในหัวข้อนี้ไม่มากนักในประเทศไทยโดยมีสมมติฐานการวิจัยว่า ข้อมูลข่าวสารและช่องทางการเผยแพร่ข้อมูลข่าวสาร มีความสัมพันธ์กับทัศนคติของประชาชนต่อธรรมาภิบาล ศึกษาโดยการสำรวจกลุ่มตัวอย่าง 3,033 คนจากผู้ที่อยู่อาศัยอยู่ในภาคเหนือ ภาคตะวันออกเฉียงเหนือ ภาคกลาง และภาคใต้ ผลการศึกษา พบว่า ข้อมูลข่าวสารและช่องทางการเผยแพร่ข้อมูลข่าวสารต่างก็ส่งผลต่อทัศนคติต่อธรรมาภิบาลแต่มีความสัมพันธ์ในระดับต่ำ โดยตัวแปรด้านการรู้สิทธิขั้นพื้นฐานของประชาชนเป็นตัวแปรที่มีอิทธิพลต่อทัศนคติของประชาชนต่อธรรมาภิบาลมากที่สุด และเมื่อดำเนินการทดสอบตัวแปรอื่น ๆ แล้ว จึงพบว่าระดับการศึกษามีผลเชิงบวกต่อทัศนคติดังกล่าว ในขณะที่ระดับความเป็นเมืองส่งผลเชิงลบ เช่นเดียวกับความพึงพอใจในการแก้ปัญหาของรัฐและความไว้วางใจต่อรัฐ ที่ต่างก็ส่งผลเชิงลบต่อทัศนคติต่อธรรมาภิบาล จึงสะท้อนว่าหากประชาชนพึงพอใจและไว้วางใจในการทำงานของรัฐมาก อาจต้องการความมีธรรมาภิบาลน้อยกว่าประชาชนที่ไม่พึงพอใจและไม่ไว้วางใจการทำงานของรัฐ ซึ่งในการขับเคลื่อนและการส่งเสริมทัศนคติต่อธรรมาภิบาลในอนาคต จำเป็นต้องสร้างความร่วมมือและการสนับสนุนจากภาคส่วนต่าง ๆ ในสังคม เพื่อร่วมกันส่งเสริมให้ประชาชนได้รับรู้และเข้าใจในสิทธิของตนเอง รวมทั้งได้รับรู้ข้อมูลข่าวสารที่สำคัญเกี่ยวกับการใช้ทรัพยากรของรัฐ ตลอดจนจรรยาบรรณ กฎหมาย ระเบียบขั้นตอน และแนวทางปฏิบัติงานต่าง ๆ ที่สำคัญของรัฐ

**คำสำคัญ:** ทัศนคติต่อธรรมาภิบาล ข้อมูลข่าวสาร ประเทศไทย

\* คณะรัฐประศาสนศาสตร์ สถาบันบัณฑิตพัฒนบริหารศาสตร์  
เลขที่ 118 หมู่ 3 ถนนเสรีไทย แขวงคลองจั่น เขตบางกะปิ กรุงเทพมหานคร 10240  
อีเมล: suchitra.punyaratbandhu@gmail.com

## Introduction

In development administration, the concept of *good governance*, first proposed by the World Bank and other donor agencies in the 1990s, has become firmly established. It is one of the United Nations' Millennium Development Goals (MDGs), and is viewed as a necessary condition for providing an enabling environment for sustainable development (Schneider, 1999: 7). The Thai government, too, has formally adopted the principle of good governance, albeit in consequence of loan conditionality imposed by the International Monetary Fund and Asian Development Bank in the aftermath of the financial crisis of 1997.

Good governance is a construct that is normative and value-laden (Punyaratabandhu, 2008: 4). The values it embodies are ones originally formulated by international donor institutions; and they are Western values. Doornbos remarks, "If donor-conceptualized standards of good governance were more fully elaborated ... it would almost certainly imply an insistence that Western-derived standards of conduct be adopted in non-Western politico-cultural contexts" (2003: 8). These so-called "Western-derived standards" of good governance require mutually supportive and cooperative relationships among three groups of stakeholders: government, civil society, and the private sector. The assumption is that citizens' support of good governance is a necessary condition for its sustainability and maintenance.

In contrast, however, Thailand has often been described as having a clientelist political system within an authoritarian state (Baker and Phongpaichit, 2005), a system that is hardly conducive to the operations of good governance, which require transparency, accountability, adherence to the rule of law on the part of government, and participatory behavior on the part of stakeholders. In Thailand, it may be said that the construct has been by and large supply side, rather than demand driven, by civil society or the private sector. Yet scant consideration has been given in the scholarly literature to the demand side. What are Thai citizens' values and attitudes toward good governance? Are such values and attitudes supportive of the exercise of good governance?

A salient consideration in this regard has to do with the role of information as influencing attitudes toward good governance. Juillet and Paquet (2001) direct attention to the emergence of the knowledge-based and information society and discuss governance challenges in the provision of access to information. Linkages among

information, the media as a channel for disseminating information, and good governance are assumed, if not taken for granted. UNESCO, for instance, has proclaimed that, "... wider access to information...ensures greater citizen participation in governance," and that the "media have a crucial function to promote vigilance towards the rule of law" (2016). The role of the media in promoting transparency and good governance has been noted by Curran (2002), Yadav (2001), Norris (2006), and Ashraf (2016), among others. Norris and Odugbeni (2010) noted that in theory, the news media can perform the following functions: act as watchdogs, act as gatekeepers, and promote agendas by raising awareness. Their findings suggest that notwithstanding the constraints on freedom of the press, "in many countries the media does often promote transparency... and (is) effective in strengthening political interests and knowledge" (2010: 379). In the case of Thailand, however, there has been little empirical corroboration of the relationship between information, the media, and attitudinal support for good governance.

This article is part of a series investigating Thai citizens' attitudes toward good governance. The first article (Punyaratabandhu, 2008) focused on scale construction for four dimensions of good governance: accountability, participation, rule of law, and transparency, and reported findings for respondents living in the northern and northeastern regions of Thailand. Despite a cultural context characterized by clientelism, with emphasis on hierarchical relationships, the citizens in these two regions indicated receptiveness to the principles of good governance, with the greatest support given to accountability, followed by transparency, rule of law, and participation.

A second article (Punyaratabandhu, 2011) utilized the methodology devised and reported in the previous article, and presented survey findings for a probability sample of respondents from the northern, northeastern, central and southern regions of Thailand (excluding Bangkok). The findings indicated that Thai citizens by and large are supportive of the concept of good governance. Regional differences exist: the respondents in the north and south were most supportive, followed by the respondents in the central region, and lastly, by the northeastern respondents. The northeastern region, the poorest and least educated in Thailand, not only ranked last of all four regions on the composite governance scale, but also on most of its sub-dimensions.

The purpose of this article is to investigate the relationships between citizen information variables and good governance attitudes. Does the hypothesized relationship

have empirical support? If so, what is the strength of the association? To the extent that the government is charged with maintaining freedom of the media and ensuring citizens' access to information, the findings here would have implications for appropriate proactive measures.

## Methodology

### Sample and Data Collection

The sample was taken from four separate regional surveys conducted by this researcher in three consecutive years in the northern, northeastern, central and southern regions of Thailand.<sup>1</sup> The findings have been reported separately for each region (Punyaratabandhu 2007, 2008; Punyaratabandhu and Unger, 2008). For the present study, a smaller sample of 3,033 respondents were drawn from the combined, larger data set, with probability proportional to size in regard to region and place of residence, and may be considered a national probability sample, with the exclusion of Bangkok, the capital city. Although Bangkok comprises roughly 12 percent of Thailand's population, it was excluded on the grounds that its inhabitants are markedly different from the rest of the country, especially with respect to income (the per capita income of Bangkok inhabitants is approximately three times that of the rest of the country), access to educational institutions, educational attainment levels, access to information and exposure to the media, degree of urbanization, occupation, and political party preference (Bangkok has voted for the Opposition Party in all elections since 2001).

Excluding Bangkok, our sample for the northern, northeastern, central, and southern regions consists of 631, 1135, 810, and 457 respondents, respectively. For the data collection, face-to-face interviews were held in their homes with heads of households or their spouses. If the head of household or the spouse was not available, then the interview was conducted with the eldest son or daughter over the age of 18, or with a family member (grandparents or uncles, aunts under the age of 71) that was residing in the household.

### Variables and Measurement

The variables in this study are divided into three groups: the independent variable, citizen information; the dependent variable, support for good governance; and a set of

control variables hypothesized to affect the relationship between citizen information and good governance attitudes.

*The Independent Variable: Citizen Information.* Data were collected on three kinds of information variables:

a) Media consumption. The media can play an important role in conveying information. The respondents were asked how frequently they listened to radio programs, watched television, and read newspapers. They were also asked about broad categories of media content: news (economic, agricultural, political, government bulletins), society news, entertainment. The responses indicated that while almost all of the respondents viewed television on a daily basis, they watched mainly entertainment programs, consisting of music, comedy, and soap operas. Then the respondents were asked from which media they obtained their news. Radio turned out not to be an important source of news, except for agricultural broadcasts to which farmers listened on a regular basis. Newspapers, however, provided readers with information and commentaries on political, economic, and social matters, and on public affairs and policies. It may be noted here, parenthetically, that with respect to freedom of the press, relatively more freedom and diversity of opinion are exercised by the newspaper media than by the television media, many of the largest channels being owned by state-run authorities. Having reviewed the data, it was decided to exclude watching television and listening to the radio as important news sources, and to focus on the frequency of obtaining news from newspapers as an indicator of access to information.

b) Knowing citizens' rights. People's participation in a democracy is predicated in part on self-interest. Knowing what is in one's self-interest includes understanding what entitlements are guaranteed to citizens by the Thai Constitution. The respondents were asked whether they were entitled to the following: a free 12-year education; receiving social services on an equal basis; the right to sue government agencies; and the right to remove politicians from office. The knowledge of rights index consisted of aggregating the correct answers to the preceding questions. The Cronbach's alpha for the four-item index was 0.780.

c) Name recognition of public figures. Knowledge about public affairs implies that a person should at least recognize the names of well-known public figures and institutions.

The names of well-known public figures and organizations were read to the respondents, who were asked whether they knew or had heard of them. The list included prominent social critics (such as Magsaysay Award winner Dr. Prawase Wasi), politicians (such as former prime minister Anand Panyarachun), and persons in key government positions, as well as organizations such as the National Counter Corruption Commission. Responses were scored as follows: not knowing any names, knowing one name, knowing two names, knowing three or more names. The Cronbach's alpha for the index was 0.541.

*The Dependent Variable: Attitudes toward Good Governance.* The attitudes toward good governance in the present study were a composite of four sub-scales: accountability, participation, rule of law, and transparency.<sup>2</sup> Approximately two dozen items were included in the questionnaire, designed to measure the four dimensions. Some of the items were intended to tap traditional values (such as social hierarchy and patron-client ties) assumed to run counter to governance norms. For the scale construction, factor analysis employing a varimax rotation was performed as a preliminary check as to whether the Likert-scale ("agree," "somewhat agree," "somewhat disagree," "disagree") items loaded on the hypothesized dimensions of governance. Nineteen items with factor loadings equal to or greater than .35 were retained for the scale construction. A description of the four sub-scales and the composite good governance scale is given in Punyaratabandhu (2011). The Cronbach's alpha for the accountability sub-scale (four items) was 0.923; the participation sub-scale (six items) was 0.701; the rule of law sub-scale (five items) was 0.596; the transparency sub-scale (four items) was 0.855.<sup>3</sup>

The Good Governance scale was a composite of the preceding sub-scales. Since each dimension consisted of between four to six items, combining all of the items to form a composite scale would have resulted in weighting the dimensions unequally in the new scale. Thus, in order to create a composite governance scale based on four components weighted equally, rather than aggregating individual items, the governance scale was computed using the mean of the accountability, participation, rule of law, and transparency sub-scales. A reliability coefficient was computed separately for the combined 19 items in the four dimensions of governance. The Cronbach's alpha was 0.770.

*Control Variables: Demographics and Trust in Government.* The citizen information and good governance attitudes were each hypothesized to be related at the same time

to a number of external variables, such as the respondent's gender, age, level of education; whether the respondent lived in a rural or urban area; and the respondent's trust in government. This study sought to estimate the influence of information on good governance attitudes. Therefore these external variables are introduced here as control variables. That is, the influence of information on good governance attitudes will be estimated, holding the external variables constant.

a) Demographics. The respondents were asked their age and highest level of educational attainment. Since all of the interviews were conducted face-to-face, the interviewers simply marked the respondents' gender on the questionnaire. The underlying rationale for treating these respondent characteristics as the control variables was the implicit assumption that older persons are less educated and therefore are likely to be less informed than younger persons, and they would be less supportive of good governance. Additionally, since men tend to have somewhat higher levels of education than women, the assumption was that men would be more informed and thus more supportive of good governance than women.

b) Urbanization. In Thailand, as in other countries, there exists an urban-rural divide, and the inhabitants of the two areas tend to have different occupations, lifestyles, and norms. With respect to attitudes toward good governance, urban-rural differences have been described elsewhere (Punyaratabandhu, 2008). In this study, which examined the relationship between information and good governance attitudes, urbanization was treated as a control variable. The assumption was that urban inhabitants tend to have higher educational levels and more access to information than rural inhabitants. The hypothesis was therefore that urban inhabitants would be more supportive of good governance than rural inhabitants. Residence outside or within a municipality was used as a proxy variable for the degree of urbanization, thus: living in a rural village (least urban), living in a *tambon* municipality (semi-urban), and living in a town or city municipality (most urban).

c) Trust. One of the assumptions of this study was that information influences trust in the government, and that trust and good governance attitudes are mutually reinforcing. Citizen trust is a necessary condition for good governance, while good governance itself leads to citizen trust. The literature on political trust distinguishes two

sorts of trust: *utilitarian or rational trust*, which involves consideration of information or knowledge about government and calculation of whether government will do what a citizen wants, and *relational trust*, also known as *affective or moralistic trust*, which is belief or faith in the goodness of public officials and in government (Coleman, 1988; Gambetta, 2000; Hardin, 2002; Job, 2005).

(i) Rational Trust: satisfaction with the government's performance. In this study, satisfaction with performance was used as a proxy measure for rational trust. The rationale was that if a citizen is satisfied with a government's performance, then he or she is likely also to trust the government to perform. The respondents were asked to rate their satisfaction with the government's ability to solve problems of poverty, education, and health. A Likert-scale ("satisfied," "somewhat satisfied," "neither satisfied nor dissatisfied," "somewhat dissatisfied," "dissatisfied") was employed. The Cronbach's alpha for the three-item scale was 0.837.

(ii) Relational Trust: trust in public officials. Using a five-point Likert-scale, the respondents were asked to rate their trust in the following public officials: *kamnan* and village headmen; local *tambon* (or municipal, depending on location) councils; members of parliament; government officials; and the local police. The first three categories are elected; the last two categories are civil servants. The Cronbach's alpha for the five-item scale was 0.867.

## Findings

### Characteristics of the Sample

The sample in this study consisted of heads of households or their spouses. If neither was at home on the survey date, the eldest son or daughter aged 18 or above was interviewed instead. Failing this, the interview was conducted with an older family member under the age of 71 (grandparent, uncle, aunt) residing in the household, if available. Table 1 presents the characteristics of the sample, by region. The proportion of women was somewhat greater than the men (51.8 and 48.2 percent, respectively). This corresponds to the distributions reported in the national census. Slightly over half of the respondents were between 36 to 55 years of age. The mean age was 44.6 years. Respondents in the north and northeast regions tended to be somewhat older than the respondents in the central and southern regions.

In terms of educational attainment, 48.2 percent of the sample had less than a sixth grade education. About 19.0 percent had a sixth grade education; 11.3 percent had a ninth grade education; 11.2 percent had completed high school; and 10.7 percent had two or more years of college. Regional differences exist. The respondents in the south tended to have the most education, followed by the respondents in the central region, the north, and the northeast, respectively. For example, 36.5 percent and 40.1 percent of the respondents in the southern and central regions had less than a sixth grade education, in contrast to 51.4 percent and 56.8 percent of the respondents in the north and northeast, respectively.

Place of residence was a proxy for degree of urbanization. Nearly four out of five respondents (77.9 percent) resided in villages, outside the municipal areas. Another 12.3 percent lived in semi-urbanized *tambon* municipalities, and 9.9 percent lived in municipal towns and cities. In terms of regional differences, the northeastern and northern regions had the most respondents living in villages (84.6 and 80.5 percent, respectively), as opposed to 67.3 and 76.4 percent, respectively, in the central and south regions. The greatest degree of urbanization was in the central region, followed by the southern, northern, and northeast regions, respectively.

The respondents were also asked about their occupation and religion. Nearly 30.0 percent of the sample were engaged in agriculture, including fisheries and animal husbandry; 27.4 percent were shopkeepers, ran small businesses or were self-employed; and 20.4 percent were laborers and wage earners (non-company employees). Public sector employees (government and state enterprises) accounted for 8.5 percent of the sample. The remaining occupations consisted of company employees (3.5 percent), students (2.6 percent), and housewives (8.1 percent).

An overwhelming majority of the respondents (96.2 percent) were Buddhist. Muslims accounted for 3.6 percent of the sample, and Christians 0.2 percent. A breakdown by region revealed a significant Muslim minority in the southern region (20.9 percent Muslim, 78.9 percent Buddhist).

**Table 1:** Characteristics of the Sample, by Region (Percent)

Variables	Region				Total (n=3,033)
	North (n=631)	Northeast (n=1,135)	Central (n=810)	South (n=457)	
<b>Gender</b>					
Male	48.5	47.9	49.4	46.4	48.2
Female	51.5	52.1	50.6	53.6	51.8
Total	100.0	100.0	100.0	100.0	100.0
<b>Age</b>					
66 or older	7.1	5.5	2.1	5.7	4.9
56 – 65	16.5	19.0	11.2	13.8	15.6
46 – 55	29.2	26.7	24.3	18.2	25.3
36 – 45	26.9	27.2	34.4	31.1	29.7
26 – 35	15.8	17.4	20.6	19.9	18.3
Under 25	4.4	4.2	7.3	11.4	6.2
Total	100.0	100.0	100.0	100.0	100.0
mean	46.45	46.00	42.26	42.65	44.59
<b>Educational Attainment</b>					
B.A. and Higher	10.3	5.7	4.3	10.6	7.0
Diploma or Higher Occupational Certificate	2.9	2.4	3.7	8.2	3.7
12 <sup>th</sup> Grade or Occupational Certificate	9.7	8.2	14.9	14.2	11.2
9 <sup>th</sup> Grade	9.2	6.2	17.3	16.6	11.3
6 <sup>th</sup> Grade	16.5	20.7	19.6	13.9	18.5
Less than 6 <sup>th</sup> Grade	51.4	56.8	40.1	36.5	48.2
Total	100.0	100.0	100.0	100.0	100.0
<b>Place of Residence (Urbanization)</b>					
Municipal towns and cities	7.4	5.7	15.3	13.8	9.9
<i>Tambon</i> municipalities	12.0	9.7	17.4	9.8	12.3
Villages	80.5	84.6	67.3	76.4	77.9
Total	100.0	100.0	100.0	100.0	100.0

## Information Variables

On the assumption that citizen' attitudes are shaped by the information they have, the survey attempted to gauge how informed Thai citizens are (Table 2). The respondents were asked how frequently they obtained their news from newspapers. Given the low educational attainment of the respondents (48.2 percent had less than a sixth grade education), and that in poorer areas regular subscribers to newspapers were almost nonexistent, it is perhaps unsurprising that 40.4 percent of the respondents said that they never read newspapers. Only 17.9 percent said that they obtained news from newspapers on a daily basis, and another 25.0 percent said they obtained their news from newspapers two to three times a week. Regional differences were striking, and statistically significant. Roughly three out of four respondents (74.3 percent) in the central region stated that they obtained news from newspapers either every day or at least two to three times a week, as opposed to only 45.2 percent for the southern respondents, 35.6 percent for the northern respondents, and a mere 23.6 percent for the northeastern respondents.

People's participation in a democracy is predicated in part on self-interest. Knowing what is in one's self-interest includes understanding what entitlements are guaranteed to citizens by the constitution. Just over half of the sample (55.4 percent) knew about all four rights; however, 7.7 percent did not know any. There were, however, statistically significant regional differences. The central and southern region respondents tended to be the most informed: 63.7 percent and 59.5 percent, respectively, knew about all four of their rights, in contrast with 53.2 percent and 49.0 percent of the respondents in the northern and northeastern regions, respectively.

Knowledge about public affairs implies that a person should at least recognize the names of well-known public figures and institutions. A list of five names was read to the respondents, who were asked if they knew or had heard of the persons or organizations. Only 9.7 percent of the respondents did not recognize any name; 39.3 percent recognized one name; 27.1 percent recognized two names; and 23.9 percent recognized three or more names. Again, regions differed significantly (Table 2): 36.1 percent and 29.6 percent of the southern and central region respondents knew five or more names, in contrast with only 22.5 and 15.7 percent of the respondents in the northern and northeastern regions, respectively. The northeastern region respondents were the least

informed of all regions: 17.4 percent did not recognize any name at all, as opposed to 3.0, 6.2, and 7.1 percent for the central, southern, and northern regions, respectively.

**Table 2:** Information Variables, by Region (Percent)

Information Variables	Region				Total (n=3,033)
	North (n=631)	Northeast (n=1,135)	Central (n=810)	South (n=457)	
<b>Obtaining news from newspapers</b>					
Every day	13.2	8.4	34.7	18.4	17.9
2-3 times per week	22.4	15.2	39.6	26.8	25.0
Once a week	14.0	9.2	6.3	9.5	9.5
Once every 2-3 weeks	9.4	8.0	3.1	9.7	7.2
Never	41.0	59.3	16.3	35.6	40.4
Total	100.0	100.0	100.0	100.0	100.0
$\chi^2=577.54$ , d.f.=12, p=.00					
<b>Knowing about citizens' rights</b>					
Know 4 rights	53.2	49.0	63.7	59.5	55.4
Know 3 rights	19.2	13.4	12.8	19.9	15.4
Know 2 rights	14.1	13.8	9.3	11.2	12.3
Know 1 right	7.0	11.8	8.7	7.0	9.3
Don't know any rights	6.5	12.0	5.5	2.4	7.7
Total	100.0	100.0	100.0	100.0	100.0
$\chi^2=113.08$ , d.f.=12, p=.00					
<b>Name recognition of public figures</b>					
Recognize 3+ names	22.5	15.7	29.6	36.1	23.9
Recognize 2 names	28.4	26.6	25.2	29.9	27.1
Recognize 1 name	42.0	40.3	42.3	27.9	39.3
Don't recognize any name	7.1	17.4	3.0	6.2	9.7
Total	100.0	100.0	100.0	100.0	100.0
$\chi^2=208.88$ , d.f.=9, p=.00					

## Good Governance Attitudes

Good governance is a composite of the four governance subscales: accountability, participation, rule of law, and transparency. An overwhelming majority (90.3 percent) of the respondents expressed attitudes in favor of good governance: 62.4 percent expressed strong agreement with good governance; 27.9 percent expressed agreement; 9.5 percent were neutral; only 0.2 percent expressed disagreement; and not a single respondent expressed strong disagreement (Table 3).

**Table 3:** Good Governance Attitudes, by Region (Percent)

Good Governance Attitudes	Region				Total (n=3,033)
	North (n=631)	Northeast (n=1,135)	Central (n=810)	South (n=457)	
Strongly agree (3.41 – 4.00)	67.2	51.9	69.3	69.6	62.4
Agree (2.81 – 3.40)	26.5	32.3	22.6	28.4	27.9
Neutral (2.21 – 2.80)	6.3	15.2	8.1	2.0	9.5
Disagree (1.61 – 2.20)	0.0	0.4	0.0	0.0	0.2
Strongly disagree (1.00 – 1.60)	0.0	0.1	0.0	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0
	Mean = 3.31 s.d. = 0.474	Mean = 3.10 s.d. = 0.592	Mean = 3.28 s.d. = 0.460	Mean = 3.32 s.d. = 0.432	Mean = 3.22 s.d. = 0.522
	$\chi^2=133.91$ , d.f.=12, p=.00				

In regard to the dimensions of governance, the respondents were most supportive of the transparency dimension, followed in successive order by rule of law, participation, and accountability. Regional differences exist, however. As shown in Table 3, the differences were statistically significant. Of the four regions, the respondents in the southern, central, and northern regions expressed attitudes more favorable to good governance than respondents in the northeastern region. The percentage of the respondents expressing strong agreement was 69.6, 69.3, and 67.2 in the southern, central, and northern regions, respectively, in contrast with only 51.9 percent in the northeastern region. In fact, the northeastern region ranked last, not only on the composite governance scale, it ranked last on almost all sub-dimensions.

## Trust in Government and Public Officials

Satisfaction with government in the present study, a proxy for rational trust (“I trust the government to do what I would like it to do”), was a three-item composite scale consisting of satisfaction with the government’s ability to solve problems of poverty, education, and health. Table 4 shows that 48.3 percent of the respondents professed themselves to be either “satisfied” or “somewhat satisfied” with the government’s performance, 40.2 percent expressed neutrality (“neither satisfied nor dissatisfied”), while 11.5 percent said that they were “dissatisfied” or “somewhat dissatisfied.” Significant regional differences exist. The northern and northeastern respondents expressed a far greater degree of satisfaction (61.8 percent in both regions), than the respondents in the central and southern regions (36.8 and 16.7 percent, respectively). At the other end of the spectrum, with regard to dissatisfaction, respondents in the southern region expressed the most dissatisfaction (23.6 percent). By contrast, roughly 12 percent of the respondents in the northern and central regions expressed dissatisfaction, while only 6.2 percent of the respondents in the northeastern region stated that they were either “dissatisfied” or “somewhat dissatisfied.” The positive (as well as the negative) perceptions of the government’s performance may have contained an element of political bias. The northern and in particular the northeastern regions constituted the then government’s political base, and this may have accounted partially for the favorable responses. The south, on the other hand, was at the time the stronghold of the opposition party, and this may have influenced the unfavorable responses. Moreover, although security considerations precluded field data collection in Thailand’s three southernmost Muslim provinces, unrest had affected the neighboring provinces in the survey as well, and assessment of the degree of public safety, or lack thereof, may well have had a bearing on respondent responses.

We note that the economic context could also affect satisfaction with governmental performance. The data collection for this study took place in the last years of the Thaksin government and immediately after the coup that toppled him, that is, between 2004 and 2007. The years immediately preceding Thaksin’s election were marked by the economic crisis of 1997 and its aftermath. The annual GDP growth for the four-year period 1997-2000 averaged 2.27 percent, and Thaksin came to power in 2001, when an economic upturn was already underway. The annual GDP growth for the years 2001-2005,

when Thaksin was in power, averaged a hitherto unprecedented 8.49 percent. A booming economy, together with wide-ranging populist policies instituted by the government, was bound to have an effect on citizen satisfaction.

**Table 4:** Satisfaction with Government and Trust in Public Officials, by Region (Percent)

Variables	Region				Total (n=3,033)
	North (n=631)	Northeast (n=1,135)	Central (n=810)	South (n=457)	
<b>Rational Trust: Satisfaction with the government's ability to solve problems</b>					
Satisfied	26.0	28.6	9.1	4.2	19.2
Somewhat satisfied	35.8	33.2	27.7	12.5	29.1
Neither satisfied nor dissatisfied	26.3	32.1	51.2	59.7	40.2
Somewhat dissatisfied	7.8	4.3	10.0	17.9	8.6
Dissatisfied	4.1	1.9	2.0	5.7	2.9
Total	100.0	100.0	100.0	100.0	100.0
$\chi^2=435.11$ , d.f.=12, p=.00					
<b>Relational Trust: Trust in public officials</b>					
Trust	15.1	18.2	0.9	4.6	10.9
Somewhat trust	41.4	27.6	17.1	14.5	25.7
Neither trust nor distrust	32.8	42.0	63.2	56.8	48.0
Somewhat distrust	7.4	10.1	16.0	20.4	12.7
Don't trust	3.3	2.2	2.7	3.7	2.8
Total	100.0	100.0	100.0	100.0	100.0
$\chi^2=400.39$ , d.f.=12, p=.00					

Although the respondents were on the whole satisfied with the government's ability to solve problems of health, education, and poverty, they indicated lower levels of trust in public officials. A little over one-third of the respondents (36.6 percent) stated that they "trusted" or "somewhat trusted" public officials; 48.0 percent expressed neutrality ("neither trusted nor distrusted"); while 15.5 percent stated that they "somewhat distrusted" or "distrusted" government officials.

Again, there were statistically significant regional differences. The respondents in the north and northeast expressed a greater degree of trust in public officials than the respondents in the central and southern regions: 56.5 and 45.8 percent, respectively, of north and northeastern respondents stated that they "trusted" or "somewhat trusted" public officials, as opposed to only 18.0 and 19.1 percent, respectively, of the respondents in the central and southern regions. Moreover, 24.1 and 18.7 percent of the respondents in the southern and central regions, respectively, stated that they "somewhat distrusted" or "distrusted" government officials, a far higher percentage than the respondents in the northern and northeastern regions (10.7 and 12.3 percent, respectively).

## Hypothesis Testing:

### Information and Citizens' Attitudes toward Good Governance

This study asked two questions: "Does the hypothesized relationship between information and citizens' attitudes supportive of good governance have empirical support? If so, what is the strength of the association?" In this section we first report on the bivariate relationships, using Pearson product-moment correlations. Then we report the results of the OLS multiple regression analysis, in order to assess the effect of information on good governance attitudes, controlling for the respondents' demographics, place of residence, relational trust, and rational trust (satisfaction) with the government.

*Bivariate Relationships.* With respect to the bivariate relationships (Table 5), information variables (obtaining news from newspapers, name recognition of public figures and organizations, and knowing about citizens' rights as stipulated in the Constitution) were seen to be moderately and positively associated with good governance attitudes. That is, the persons that read newspapers frequently, recognized the names of public figures and organizations, and knew their rights as stipulated by the Constitution

score were more supportive of good governance than the persons that seldom read newspapers, did not recognize the names of public figures and organizations, or knew their rights as stipulated by the Constitution.

Good governance attitudes were also seen to be associated in the hypothesized direction with the following control variables: gender, age, level of education, and degree of urbanization. The men showed somewhat greater support than women; older persons showed less support than younger persons; more educated persons showed greater support than less educated persons; and urban inhabitants were slightly more supportive of good governance than rural inhabitants.

Interestingly, however, and contrary to our assumptions, the good governance attitudes were negatively associated with rational and relational trust. In other words, greater trust levels were correlated with less support for good governance, and lower trust levels were correlated with more support for good governance.

The three information variables were moderately intercorrelated, as might be expected. They were also correlated in the hypothesized direction with gender, age, and education. The degree of urbanization was positively associated with newspaper readership and name recognition of public figures and organizations, but it was uncorrelated with knowing about citizens' rights as stipulated in the Constitution.

Two of the information variables, newspaper readership and name recognition of public figures and organizations, were negatively associated with rational and relational trust. The inference to be drawn from this is that the wider the coverage of news that citizens receive from newspapers, and the more informed they are about public figures and organizations, the less trusting they are of government and public officials.

**Table 5:** Correlation Matrix

	Gender	Age	Educa- tion	Urban- ization	Read News- papers	Recognize Public Figures	Know Rights	Satis- faction	Trust
Good Governance	.036	-.090	.178	.039	.196	.215	.240	-.216	-.204
Gender		.075	*	*	.111	.139	.086	*	.042
Age			-.494	-.071	-.269	-.152	-.118	.091	.145
Education				.239	.408	.365	.168	-.210	-.232
Urbanization					.232	.157	*	-.172	-.196
Read Newspapers						.374	.228	-.187	-.248
Name Recognition of Public Figures							.296	-.165	-.138
Know Rights								-.038	*
Satisfaction									.543

Note: \*not statistically significant. All remaining correlations are significant at the 0.05 level.

*Multivariate Regression Findings.* In order to answer the question, “What is the effect of information on good governance attitudes, controlling for the effects of other variables?,” an OLS regression analysis was performed. The regression results in Table 6 have four prominent features. First, after controlling for the effects of other variables, all three information variables were seen to be positively associated with attitudes in support of good governance. The association was, however, a weak one. Of the three variables, knowing about citizens’ rights had the largest relationship with good governance attitudes. Its beta coefficient was twice the size of the beta coefficient for name recognition, and three times as large as the beta coefficient for obtaining news from newspapers.

Second, of the four control variables, gender and age dropped out of the equation (beta coefficients were not statistically significant). Educational attainment and degree of urbanization, however, remained significantly related to good governance attitudes. Educational attainment was positively related to good governance attitudes, as hypothesized. Degree of urbanization, surprisingly, was negatively related. Controlling for educational attainment, the inhabitants of town municipalities were inclined to be less supportive of good governance than their rural counterparts.

**Table 6:** Regression Analysis Results with Good Governance Attitudes as the Dependent Variable  
(n = 3033)

Model	B	Std. Error	Beta	t
(Constant)	3.396	.062		54.466***
Gender (dummy variable)	.000	.015	.000	n.s.
Age	.000	.001	.012	n.s.
Educational attainment	.016	.006	.057	2.585**
Degree of urbanization	-.030	.012	-.044	-2.406**
Frequency of reading newspapers	.017	.006	.063	3.144**
Name recognition of public figures	.041	.009	.089	4.499***
Knowing citizens' rights	.061	.006	.184	10.092***
Satisfaction with the government's ability to solve problems	-.062	.010	-.121	-5.905***
Trust in public officials	-.062	.012	-.107	-5.117***

R= 0.362 R<sup>2</sup> = 0.131

\* Significant at the .05 level. \*\* Significant at the .01 level. \*\*\* Significant at the .001 level.

n.s.=not significant

It should be noted that the beta coefficients for both educational attainment and degree of urbanization were smaller than the beta coefficients of the three information variables. In other words, in terms of strength of association, each of the three information variables had beta coefficients that were larger than those of educational attainment and degree of urbanization. The coefficients for frequency of reading newspapers and name recognition of public figures were somewhat larger, while the coefficient for knowing about citizens' rights was about three times as large.

Third, satisfaction with the government's ability to solve problems (a proxy for rational trust) and trust in public officials (relational trust) remained negatively associated with good governance attitudes. The greater the levels of satisfaction and trust were, the less was the perceived need to monitor governance. Conversely, lower trust levels were correlated with more support for good governance.

Fourth, it should be noted that all of the variables in the regression analysis that were significantly related to the dependent variable, good governance attitudes, together accounted for only 13 percent of the variance. The beta coefficients of the information variables, however, were somewhat higher than those of the other variables in the equation.

Thus far, we have presented the results for the national sample. The question that arises is whether citizens' attitudes toward good governance were influenced by the same set of variables in each of the four regions. Table 7 below shows the results of the OLS regression analysis by region. There were some regional differences as well as similarities. The information variables were significantly related to good governance attitudes in all four regions; the variables were similar in the northern and northeastern regions, but dissimilar in the southern and central regions. Trust in government officials (relational trust) was negatively related to good governance attitudes in the northern, northeastern, and southern regions, while satisfaction with the government's ability to solve problems (rational trust) was negatively related in the northern, central, and southern regions. Degree of urbanization was negatively related to good governance attitudes only in the central region. Gender, age, and education dropped out of the equation in all four regions.

**Table 7:** Regression Analysis Results with Good Governance Attitudes as the Dependent Variable, by Region

Model	B	Std. Error	Beta	t
<b><u>Northern Region</u></b>				
Constant	3.408	.094		36.352***
Name recognition of public figures	.061	.017	.135	3.539***
Knowing about citizens' rights	.079	.012	.239	6.366***
Satisfaction with the government's ability to solve problems	-.066	.020	-.146	-3.328***
Trust in public officials	-.047	.024	-.087	-1.964*
	R= 0.370 R <sup>2</sup> = 0.137			
<b><u>Northeastern Region</u></b>				
Constant	3.375	.069		48.799***
Name recognition of public figures	.074	.015	.141	4.830***
Knowing about citizens' rights	.072	.010	.210	7.220***
Trust in public officials	-.143	.017	-.231	-8.297***
	R= 0.370 R <sup>2</sup> = 0.137			
<b><u>Central Region</u></b>				
Constant	3.538	.080		43.990***
Degree of urbanization	-.071	.018	-.139	-4.046***
Frequency of reading newspapers	.049	.009	.177	5.236***
Knowing about citizens' rights	.047	.011	.151	4.392***
Satisfaction with the government's ability to solve problems	-.120	.018	-.229	-6.838***
	R= 0.367 R <sup>2</sup> = 0.135			
<b><u>Southern Region</u></b>				
Constant	3.597	.100		36.143***
Name recognition of public figures	.066	.018	.165	3.619***
Satisfaction with the government's ability to solve problems	-.072	.025	-.139	-2.858**
Trust in public officials	-.056	.028	-.099	-2.035**
	R= 0.259 R <sup>2</sup> = 0.067			

\* Significant at the .05 level. \*\* Significant at the .01 level. \*\*\* Significant at the .001 level.

For the northern region, two of the information variables, name recognition of public figures and knowing about citizens' rights, were positively associated with good governance attitudes. Satisfaction with the government's ability to solve problems

(rational trust) and trust in public officials were negatively associated. These four variables explained 13.7 percent of the variance. Education, degree of urbanization, and obtaining news from newspapers dropped out of the equation.

Similar results were yielded for the northeastern region, except that satisfaction with the government's ability to solve problems dropped out, together with education, degree of urbanization, and obtaining news from newspapers, leaving only three variables in the equation: name recognition of public figures and knowing about citizens' rights were positively associated with good governance attitudes, while trust in public officials (relational trust) was negatively associated. These three remaining variables together explained 13.7 percent of the variance.

In the central region, two of the information variables, obtaining news from newspapers and knowing citizens' rights, were positively associated with good governance attitudes, as is degree of urbanization. Satisfaction with the government's ability to solve problems (rational trust) was negatively associated. These four variables accounted for 13.5 percent of the variance. Education, name recognition of public figures, and trust in public officials dropped out of the equation.

In the southern region, only one information variable, name recognition of public figures, was positively associated with good governance attitudes. Both satisfaction with the government's ability to solve problems and trust in public officials (relational trust) were negatively associated. These three variables accounted for only 6.7 percent of the variance.

## Discussion and Conclusions

Our finding was that good governance attitudes were positively but weakly associated with education and information variables (i.e., frequency of reading newspapers, name recognition of public figures and organizations, and knowing about rights as stipulated by the Constitution), thus corroborating the hypotheses set out at the beginning of this article. Good governance attitudes were negatively, albeit weakly, associated with satisfaction with public services (a proxy for rational trust), and trust in public officials (relational trust). The greater were the levels of satisfaction and trust, the less was the perceived need to monitor governance. In retrospect, an argument could

be made that citizens that trust government may feel less need to show attitudinal support for the transparency, accountability, participation, and rule of law dimensions of good governance, these dimensions not being traditionally part of Thai political culture, as already noted at the beginning of this article. On the other hand, it should occasion no surprise that citizens that do not trust government would show more positive support for the preceding dimensions of good governance.

Contrary to our initial hypotheses, age and gender turned out not to be directly related to governance attitudes. They were, however, indirectly related through the education and information variables. The men tended to have slightly higher education levels and to score higher on the information variables than the women. Older persons tended to have less education and be less informed than younger persons.

Degree of urbanization was weakly associated with good governance attitudes, but not in the hypothesized direction. Controlling for education, information, satisfaction with the government's performance, and trust in public officials, the scores on good governance were higher for the rural than for the urban respondents. The reason for this is not clear and requires further investigation. It could be a case of response bias: that rural inhabitants are more likely than their urban counterparts to give favorable responses to good governance if they think they are expected to do so. It could also be the case that, in contrast to their urban counterparts, rural inhabitants living in closely-knit, small communities, and placing value on fairness, justice, equity, and participation in community activities, would tend to have core values consistent with attitudes supportive of good governance. Urban dwellers, on the other hand, tend to have less of a sense of community, and in many respects simply earning a livelihood is far more challenging for them than it is for rural people. Notions of good governance may be somewhat removed from their daily concerns.

Successful implementation of governance reforms requires mutually-supportive and cooperative relationships among stakeholders. Our findings suggest that good governance attitudes may be strengthened through the dissemination of information to citizens regarding their legal entitlements, as well as information regarding public agencies' resources, legal mandates, procedures, and practices. This information may be disseminated by the news media, by educational institutions, and by not-for-profit

organizations, but in fact the key actors in the process are the public bureaucracies themselves, for they are in possession of the salient facts and control accessibility to information, both directly and through the media. What is critical is that the form and content of information be made easily accessible and in language that takes education and literacy levels into consideration.

Finally, it should be noted that all of the variables in the regression analysis that were significantly related to the dependent variable, good governance attitudes, together accounted for only 13 percent of the variance. The information variables, although significantly related, together did not explain a large percent of the variance, but their beta coefficients were higher than the other variables in the equation. Our recommendation is that further research should be conducted, in order to validate the strength of the association between the information variables and good governance attitudes, and to identify and investigate other factors influencing such attitudes. The findings reported in this article should be viewed as preliminary in nature, a first step toward testing the hypothesized association between information variables and good governance attitudes using multivariate analysis, based on a nationwide regional sample of respondents.

## Endnotes

1. The national sample for this article was drawn from four regional surveys (northern, northeastern, central, and southern regions) previously conducted by the author. Each region had been sampled separately. For each region, a sample of approximately 2,450 households was drawn, using a multistage stratified (by degree of urbanization) sampling design. Interviews were conducted with heads of household or their spouses. If neither was available, interviews were conducted with a son or daughter or immediate relative residing in the household, aged between 18-80 years. Findings were reported by stratum.

The provinces in the sample were: northern region – Chiangmai, Lampang, Pitsanuloke, Uttaradit; northeastern region – Nakhon Ratchasima, Nong Khai, Ubon Ratchathani, Udon Thani; central region – Ayutthaya, Chonburi, Nakhon Patom, Ratchaburi, Samut Prakarn; and the southern region – Chumpon, Nakhon Sri Thammarat, Satun, Songkhla, Surat Thani, Trang. The author is grateful to the National Statistical Office of Thailand for providing generous assistance in drawing the sample and for supplying area maps.

The present article, however, called for an unstratified, national sample. Simply to combine the four regional samples would not have yielded a national probability sample. In order to obtain a national sample, therefore, after combining the four regional samples, a sample was then drawn with probability proportional to size with respect to region and place of residence (a proxy for degree of urbanization).

2. The construct good governance is multidimensional and lacks a standard definition. Some definitions stipulate four dimensions of governance, others six, yet others eight (<http://www.worldbank.org>, <http://www.adb.org>, <http://www.escap.org>). Good governance has been defined as consisting of all or some combination of the following dimensions: accountability, transparency, participation/voice, rule of law/predictability, regulatory quality, political stability, responsiveness, consensus orientation, equity and inclusiveness. Elimination of corruption and its variants (e.g. "efficiency") is sometimes treated as a separate dimension, although corruption is generally subsumed under rule of law. The dimensions complement each other, and there is overlap among them: mutually reinforcing, they are also conceptually intertwined.

3. Survey questions and scoring procedures for good governance sub-scales.

*Accountability Sub-Scale.* The respondents were asked to answer "yes" or "no" as to whether they thought the actions of politicians they approved of should be subjected to scrutiny. "Should the following persons be subject to scrutiny....?"

- Politicians that you're certain are good persons
- Politicians whose performance you approve of
- Politicians that are supported by the majority of the people
- Politicians that have personally helped you or with whom you're friendly

Answers were scored as follows: 4 = "Yes" to all 4 items; 3 = "Yes" to 3 items; 2 = "Yes" to 1-2 items; 1 = "No" to all items.

*Rule of Law Sub-Scale.* The items on the rule of law scale tapped the dimensions of equality before the law and tolerance regarding corrupt practices. The respondents were asked to Agree, Somewhat Agree, Somewhat Disagree, Disagree, with the following items:

- It's all right to use connections to put one's children in school or to find them jobs. (*Reversed score*)
- It's all right for rich people to be above the law. (*Reversed score*)
- It's all right to sometimes bribe government officials, in order to receive better and more efficient service from them. (*Reversed score*)
- It's all right for government officials to accept "envelopes" to turn a blind eye on small violations of the law. (*Reversed score*)
- It's wrong for government officials to accept "envelopes" for speeding up services.

Note: the first four items reflect *negative* attitudes toward the rule of law. Thus, with the exception of the last item, a low score was assigned to agreement with any item, and a high score was assigned to responses indicating disagreement.

*Transparency Sub-Scale.* Transparency refers to the "availability of information to the general public and clarity about government rules, regulations, and decisions" (<http://www.adb.org>). Respondents were asked to Agree, Somewhat Agree, Somewhat Disagree, Disagree, with the following items:

- The public must be kept informed about government decisions.
- The government must inform the public how it spends its budget.
- The public must be informed what their local government does with its budget.
- The people can remove politicians that don't perform well.

*Participation Sub-Scale.* Respondents were asked to Agree, Somewhat Agree, Somewhat Disagree, Disagree, with the following items:

- Government leaders are like the head of family. We should accept and obey their decisions in all matters.
- Government officials know their duties. The people don't need to advise them on how to do their work.
- Politics is for politicians. Ordinary people shouldn't interfere.
- Farmers and poor people shouldn't be involved in protest activities.
- People that are more educated have more opportunity to express their political views than people with little education.
- Voting isn't a duty. Whether one votes depends on whether it's convenient to do so.

## References

- Ashraf, P. (2014). The Role of Media in Good Governance: Paid News Culture of Media and the Challenges to Indian Democracy. *International Research Journal of Social Sciences* 3(3): 41-43.
- Baker, C. & Phongpaichit, P. (2005). *A History of Thailand*. Cambridge: Cambridge University Press.
- Coleman, J. (1988). Social Capital in the Creation of Human Capital. *American Journal of Sociology*. 94, Supplement, S95-120.
- Curran, J. (2002). *Media and Power*. London and New York: Routledge.
- Doornbos, M. (2003). Good Governance: The Metamorphosis of a Policy Metaphor. *Journal of International Affairs*, 57(1): 3-17, Fall 2003.
- Gambetta, D. (2000). Can We Trust Trust? In Gambetta D., ed., *Trust: Making and Breaking Cooperative Relations*. Oxford: Department of Sociology, Oxford University.
- Hardin, R. (2002). *Trust and Trustworthiness*. New York: Russell Sage Foundation.
- Job, J. (2005). How Is Trust in Government Created? It Begins at Home, but Ends in the Parliament. *Australian Review of Public Affairs*, 6(1): 1-23.
- Juillet, L. & Paquet, G. (2001). *Information Policy and Governance*. Centre on Governance, University of Ottawa. Retrieved July 10, 2016, from <http://www.gouvernance.ca/publications/01-26.pdf>
- Norris, P. (2006). *The Role of the Free Press in Promoting Democratization, Good Governance and Human Development*. New York: UNESCO.
- Norris, P. & Odugbemi, S. (2010). Assessing the Extent to Which the News Media Act as Watchdogs, Agenda Setters and Gatekeepers. Chapter 15 in Norris P., ed., *Public Sentinel: News Media and Governance Reform*. Washington, D.C.: CommGAP, World Bank, 379-394.
- Punyaratabandhu, S. (2007). Corruption and Government Trust: A Survey of Urban and Rural Inhabitants in the North and Northeast of Thailand. *International Public Management Review (e-journal)*, Fall, 164-181.
- \_\_\_\_\_ (2008). Citizen Attitudes toward the Concept of Good Governance: A Survey of the North and Northeast Regions of Thailand. *NIDA Development Journal*, Vol. 38, No. 2 (April-June).

- \_\_\_\_\_ (2011). Good Governance Attitudes in a Clientelistic Polity: Thailand as a Case Study. *NIDA Development Journal*, Vol. 41, No. 2 (April-June).
- Punyaratabandhu, S. & Unger, D.H. (2008). *Citizen Attitudes Toward Good Governance: A Survey of Thais in the Southern Region*. Research Report Submitted to the Asia Foundation, Bangkok.
- Schneider, H. (1999). Participatory Governance: The Missing Link for Poverty Reduction. *Policy Brief No. 17*. Paris: OECD Development Centre.
- UNESCO. (2016). Retrieved July 11, 2016, from <http://www.unesco.org/new/en/unesco/events/prizes-and-celebrations/celebrations/international-days/worldpress-freedom-day/previous-celebrations/worldpressfreedomday200900000/theme-media-and-good-governance>
- Yadav, L.B. (2001). *Role of Media in Promoting Good Governance*. Retrieved July 9, 2016, from <http://www.jdhr.org/publications/media-and-development>

### Translated Thai References

- Punyaratabandhu, S. (2007). *Citizens and Good Governance: A Survey of Thais in the Central Region*. Research Report Submitted to the School of Public Administration and the Research Center, National Institute of Development Administration, Bangkok.