

## การประเมินผลโครงการเฉลิมพระเกียรติ น้อมรำลึกถึงพระมหากรุณาธิคุณ 62 ปี บรมราชภิเษก ของพระบาทสมเด็จพระปรมินทรมหาภูมิพลอดุลยเดช

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### บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อประเมินผลโครงการเฉลิมพระเกียรติรวมใจไทยเป็นหนึ่ง น้อมรำลึกถึงพระมหากรุณาธิคุณ 62 ปี บรมราชภิเษก ของพระบาทสมเด็จพระปรมินทรมหาภูมิพลอดุลยเดช จากกลุ่มเป้าหมาย 4 กลุ่มตัวอย่าง ได้แก่ ภาคประชาชนทั่วไป หน่วยงานภาครัฐ หน่วยงานภาคเอกชน และภาคสื่อสารมวลชน ผลการวิจัย พบว่า โครงการเฉลิมพระเกียรติ ได้รับความร่วมมือจากภาคีฝ่ายต่าง ๆ มากกว่า 30 หน่วยงาน ได้รับความร่วมมือในการเผยแพร่ข้อมูลในสื่อต่าง ๆ ทั้งสื่อสิ่งพิมพ์ สื่อวิทยุและโทรทัศน์ สื่อออนไลน์ และทางสปอร์ตโทรทัศน์ โดยมีมูลค่าสื่อโดยรวมมากกว่า 4,973,288.90 บาท ได้รับความร่วมมือในการตอบรับการส่งวิดีทัศน์เข้าประกวด ความพึงพอใจของผู้ร่วมงานฝ่ายต่าง ๆ อยู่ในระดับมากที่สุด ผลการดำเนินงานโครงการเฉลิมพระเกียรติฯ นั้นประสบความสำเร็จตามวัตถุประสงค์ที่วางไว้

คำสำคัญ: รวมใจไทยเป็นหนึ่ง, 62 ปี บรมราชภิเษก, บอกรักพ่อในแบบของคุณ

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# An Evaluation of the Commemorative Ceremony Project on the 62<sup>nd</sup> Anniversary of King Bhumibol Adulyadej's Coronation Day

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## Abstract

This research aimed to evaluate the output of the cooperation among the parties participating in the project to commemorate the 62th anniversary of the coronation day of King Bhumibol Adulhadej. The data were gathered from Thai people, government organizations, students, private sectors, journalists and social media agencies. It was revealed that the Project was satisfactorily successful in that more than 30 organizations took active parts in the Project, and financial contribution to the Project amounted to baht 4,973,288.00. All participating parties were most satisfied with the outcomes, and the operations met all objectives of the Project.

**Keywords:** Public participation, commemorative ceremony, His Majesty King Bhumibol Adulyadej

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## Introduction

Thai Kingdom has been established since Sukhothai Kingdom in B.E. 1238. King Bhumibol Adulyadej of the Chakri Dynasty, in the Rattanakosin era of the Thai Kingdom, was one of the beloved King of Thai people since the Sukhothai era. He was crowned King of Thailand on the 5<sup>th</sup> of May 1950 (Wikipedia, 2015). During the ceremony, he pledged that he would “reign with righteousness for the benefit and happiness of the Siamese people” Since then, He has done a lot of work and carried out many development projects. For these reasons Thai people love and honor the king very much. Additionally has been also recognized as the most hardworking king in the world. During His Majesty's reign, he initiated a total of 4,600 projects to improve the quality of life of rural people. (We love the king, 2011). These development projects helped alleviate the environmental problems and promote the quality of life of the rural people. (Creative Thinking Magazine, 2015)

The monarchy is a symbol of the life in Thailand, and a center of Thai traditions, amidst changing social conditions. His Majesty the King gave an interview to the writer of Leader magazine, that: "The first role of the monarchy is to be the symbol of the

country. And if it succeeds, it will be a living symbol of that country. The king must change as the nation changes. But at the same time, as to maintain the essence of the nation, the king is representative of the spirit of the nation meaning all the people here together may have different nationalities and these common characteristics must be in the prime of state" (Onwimon, 2009)

Under the project of the Sub-Commission on Education and Promotion of Measurement Concerning the Protection of the Monarchy, the Senate has held discussions on the safeguard of the Thailand's Monarchy. Consequently, the honor event was established to commemorate the King Bhumibol Adulyadej and to enhance the unity of Thailand under the project named "The 62 Anniversary of Coronation Day" with the theme as the King's speech "reign with righteousness for the benefit and happiness of the Siamese people". This event was also known as a national project that inspired the youth people to realize the importance of the monarchy through the story of his Majesty the Bhumibol Adulyadej's development projects by learning from the related exhibition and publication. To enhance the awareness of Thai and overseas people in terms of the loyalty and the honor of his Majesty

the King Bhumibol Adulyadej, a short video contest entitled "Tell Your Father How You Love Him in Your Own Way" was created under this project through the website (<http://www.Ruam Jai Thai Pen Nueng com>).

### Research Objectives

1. To study the patterns of cooperation among the parties in this project.
2. To assess the results of the cooperation in terms of contribution and context for this project.
3. To study the response of video transmission from the target audience.
4. To investigate the satisfaction of participants from Thai people, secondary and primary school students, university students, government organizations,

private sectors and mass media agencies

5. In summary of the project achievement based on the views of the committees and subcommittees.

### Scope of Assessment and Evaluation

The researcher gathered the demographic data from the research participants, including the news followers and information providers between April 26, 2012 and July 17, 2012. Sampling population is divided into 4 groups as follows; The public sectors, Government, The private sector, The mass media. To summarize the success of this project by using the retrieved information from each agency and party, including the insight data from the information sheet, data collection and evaluation.

### Evaluation Framework

The evaluation framework of this research was outlined in the Figure 1.

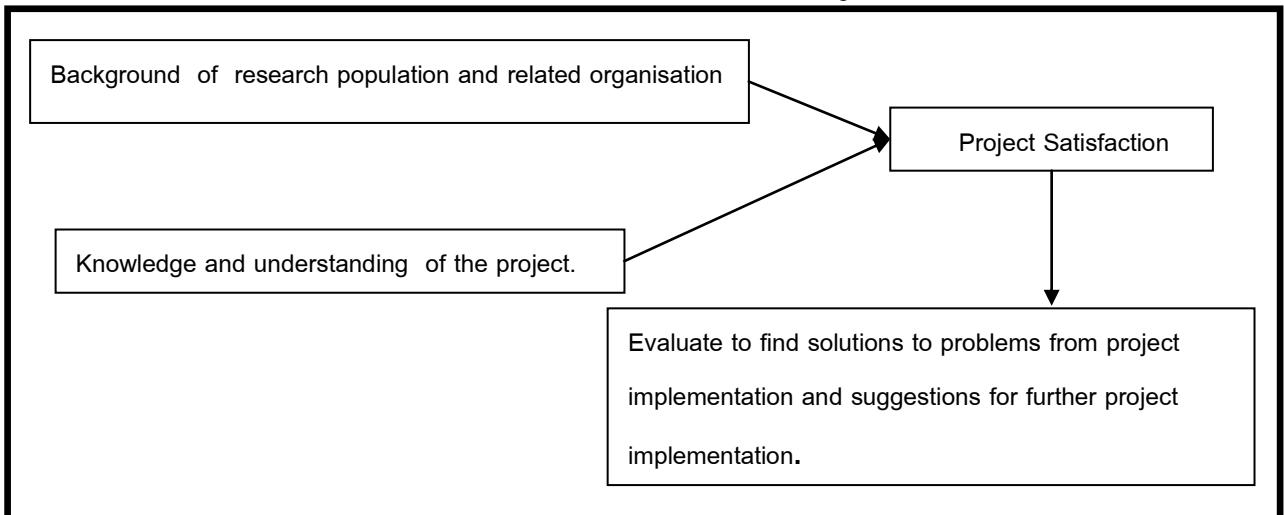


Figure 1. Evaluation framework



## 1. Evaluation Approach

The purpose of the assessment is to evaluate the implementation guidelines. For enhancing the unity of Thailand, the honors project is established under the name "The 62 Anniversary of Coronation". Research tools were used as the mixed sources in the study, including the documented information as a part of the project implementation and the uses of a questionnaire about the project to commemorate the Thai unification with the evaluation process. The objectives, framework, and assessment issues were set as follows.

**1.1. Evaluation of productivity**  
Summary of the results of the collection of information on the implementation of the project as the honor of Thailand unification to commemorate the His Majesty the King Bhumibol Adulyadej under the project named "The 62 anniversary of the coronation day". This project obtained the cooperation through public relations and social media. Summary of project also included the results of the submission of the video contest. The evaluation was assessed as follows;

1) To study the results of the cooperation and distribution of information through the variety of media for submitting video entries to the contest.

2) Acceptance of submitting video entry from the target audience by

gathering information from documents, documents, and attendance records. These contest records also included the participation in public events, the application of agencies from, the email and other internet interaction.

**1.2. Evaluation of the survey**  
start from making a questionnaire about the project activities and how to contribute the commemoration of the His Majesty the King Bhumibol Adulyadej under the project named "The 62 anniversary of the coronation day". The summary of the evaluation aimed to investigate the satisfaction of research participants from different sectors such as primary and high school students, university students, government agencies, the private sector and the mass media. The survey project was conducted to enhance the Thailand unity and to commemorate the Royal Coronation Memorial by using the 3-steps surveying.

**1.3. Evaluation of the project's performance.**  
Summary of the results of the collection and evaluation in all activities of the projects under the project named "The 62 anniversary of the coronation day" including the reviews, suggestions, problems and solutions for improving the next projects. The data were shown as the performance of various sectors in each activity.

### Sample

The sample this study can be divided into 4 groups as follows;

1. The public sectors such as students and the general public organisation.

2. Government organisation such as governmental news agencies and government-related participating agencies

3. The private sector, such as the notified agencies and other participating agencies.

4. The mass media, such as the personnel of the media sector which have been notified of the project participation especially in project activities and / or public relations.

### Data Collection

In this study, the researcher collected data from two major sources:

1 Documentation analysis the researchers conduct the in-depth review and summarize the insight data the related documents, books, reports, acceptance letters of attendance on the project. These data also included the other correspondence data through the internet operation as well as the summary reports from the collaborating parties in this project.

2 Field survey the researcher used the questionnaire to assess the data for supporting the information from documentation analysis. The survey was conducted by collecting the questionnaire from the research participants in the public and the government agencies. The total number of questionnaires was 457.

### Data Analysis

In this research, the researcher, processed the data using a computer program. Descriptive statistics are: frequent, percentage, mean, standard deviation. The data included as follows: 1). General background information, population, respondents, and agencies; 2). Knowledge and understanding of the project; 3). Satisfaction with the project; 4). Comments on venues and forms of project activities; 5). Other comments and suggestions. The results of the analysis of the reliability of the questionnaire showed that the first series had the alpha coefficient of 0.8400. The second set had the alpha coefficient of 0.8725, the third set had the alpha coefficient of 0.9224.

## Results

Data in tables 1, 2 and 3 demonstrate that Knowledge and understanding of the project among people who participated in the Project was

totally high. All participating organizations, moreover, were highly satisfied with the outcome venues and activates of the Project

**Table 1. Knowledge and Understanding of the Project (%)**

Knowledge/understanding of the Project	Level (N=309)						
	Very high	High	Moderate	Less	Least	Total	Interpretation
1.Project information knowledge	20.4	41.4	26.9	7.4	0.6	66.7	High
2.Project Objectives and activity	32.3	36.9	25.9	3.9	1.0	41.6	High
3.Project appreaiation	65.0	27.5	6.5	0.3	0.7	89.0	Very high
4.Project participation	49.2	35.3	14.2	1.0	0.3	83.0	Very high
	41.7	35.3	18.4	3.2	0.7	78.2	High

**Table 2. Project Satisfaction (%)**

Project Satisfaction	Level (N=309)						
	Very high	High	Moderate	Less	Least	Total	Interpretation
1.Project objective satisfaction	57.3	30.0	0	0	12.5	80.0	High
2.Project committee satisfaction	50.0	35.0	2.5	0	12.5	77.5	High
3.Vidio contest satisfaction	60.0	25.0	2.5	0	12.5	80.0	High
4.T.V. Show contest	60.0	27.5	0	0	12.5	80.6	High
5.Total project satisfaction	57.5	30.0	0	0	12.5	80.0	High
	56.5	30.0	1.0	0	12.5	79.5	High

Table 3 Venue and Format of Project Activites (%)

Project Appropriateness	Level						Interpretation
	Very high	High	Moderate	Less	Least	Total	
1.Venue	59.6	36.2	0	4.3	0	87.8	Very high
2.Vidio contest	42.6	42.6	10.6	4.3	0	80.9	Very high
3.Projet activites	57.4	31.9	4.3	6.4	0	85.1	Very high
4.Judgement of the committee	51.1	38.3	4.3	6.4	0	83.6	Very high
5. Suitability of tine	48.9	42.6	4.3	0	0	83.3	Very high
6. Reception and services	66.0	25.5	2.1	6.4	0	87.8	Very high
7. Format	61.7	31.9	2.1	6.4	0	88.3	Very high
8. Speed	57.4	25.5	10.6	6.4	0	83.4	Very high
9. Knowledge	63.8	23.4	8.5	4.3	0	86.2	Very high
	56.5	33.1	5.2	5.0	0.0	85.2	Very high

### Concluding Remarks

Implementation of the Project Program was successful in all objectives because many people were interested in submitting a video contest, especially in the high school students and undergraduate students. The main goal of this project was to provide children and youth with the knowledge of Thailand's capacity and better understanding of the monarchy through this project as a the honer of His Majesty the King Bhumibol Adulyadej and commemoration/. This project should be disseminated and extended to other occasions, such as the video contest on the occasion of the birthday of Her

Majesty Queen Sirikit. Additionally, various types of video should be issued to the public such as radio and television, including the follow up the printed media and electronic media and the other social media, especially YouTube, and should have activities through the website of the project [www.Ruam Jai pen Nueng.com](http://www.Ruam Jai pen Nueng.com) <<http://www.Ruam Jai pen Nueng.com>> which you can be seen around the world. At least 1 year.

The questionnaire was collected from the participants. The data collection was carried out through the questionnaires distributed to 457. The analysis of the derived data was

conducted afterwards. For the participants, they were carefully and purposively selected via the inclusion criteria set to confirm the reliability of the result derived. Summary of the satisfaction of the participants. The data from the questionnaire showed that the status of the people, the respondents and the participants. Most of the people are representatives of public organizations, students and students meet the target population. Case at start of project received a letter of invitation from the senate And when the project starts. The information from the site. <http://www.Ruam Jai Thai Pen Nueng com>. Inspired by the project. At most levels 90.2% thought this project was important. At most levels 93.2% of them expect the project to be organized. 60.8% have knowledge and understanding of the project. At most levels 85.2% satisfied with the project. At most levels It is 80.0% and has opinions on venues and activities. Appropriate stay in good accounted for 77.5%.

The project was successfully completed due to the good cooperation from all individuals and organizations as well as the committee, including the supports from a large number of websites, 119 agencies in total. The closure of the banner of the project was taken as a part of the public relations of

this project, including the online communication such as social media which supported by educational institutions, radio stations, television stations. Printed media and other media as for the project announcement.

### Recommendations

1. The database of the participants should be recorded for future use to create a creative social network in the network in order to protect the Thai monarchy including the creation of social networking on Facebook to track and publish information online.
2. There should be activities to keep the reputation of the website and the continuous of revisiting, such as the promotion of events for providing the ideas for the next visit to the website by clicking the Like symbol of the web page to follow and other prizes may also be awarded for who are the follower.
3. Technical issues should be resolved on the voting system in order to ensure the highest possible voting power. To prevent the computer system crashes during the period that many people vote at the time.
4. The channel and volume of public relations should be added to the project so that participants in order to get more details about the project and

the rules of participation. It also publishes media outlets on radio and other media.

5. It should be implemented in a project for a continuous one to three years and the video submitted to the project is published throughout the year. In the application for entry, the contest should be extended to receive more work and the contest continues. The duration of the course is open to the student's open session.

6. Should maintain identity in the project that. "Promote the King's Institute

and Remembrance of Grace" under the concept that "Tell Father How You Love Him in Your Way"

7). Recruiting must be conducted carefully, taking into account the experience and the ability of the recipient to increase the value and benefits of the project as well as the effectiveness of the project.

8. This project should be proposed to the Senate to set up a budget for the fiscal year in order to have a budget for the future project management.

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