

Research and development of children and youth television program monitoring system

Chanettee Tinnam

Faculty of Communication Arts, Chulalongkorn University 254 Phayathai Rd., Pathumwan, Bangkok 10330

E-mail: chanettee_tinnam@yahoo.com

Tortrakool Ubolwatra

Faculty of Communication Arts, Kasem Bundit University 1761 Pattanakarn Rd., Suanluang, Bangkok 10250

E-mail: tortrakool.ubo@kbu.ac.th

Phichate Phimcharoen

Faculty of Communication Arts, Kasem Bundit University 1761 Pattanakarn Rd., Suanluang, Bangkok 10250

E-mail: phichate.phi@kbu.ac.th

Correspondence concerning this article should be addressed to **Chanettee Tinnam**, Communication Arts, Chulalongkorn University, 254 Phayathai Rd., Pathumwan, Bangkok 10330

E-mail: chanettee_tinnam@yahoo.com

Received date: November 29, 2021 Revised date: January 11, 2022 Accepted date: March 8, 2022

Abstract

PURPOSES: To develop and implement an online monitoring system for children's and youth TV programs. **METHODS:** Research and development were used as approaches for developing the online monitoring system. The sample groups were children's programs from five TV channels, namely, popular channels (Work Point Channel, Channel 3HD, and Channel 7), a public media channel (ThaiPBS Channel), and a family channel (MCOT Family Channel). Program evaluators were groups of children, youth, parents, the general public, media producers, and working groups on children and youth. **RESULTS:** The criteria in the online monitoring system for children's and youth television program content evaluation were: 1) Unsafe and uncreative program content, 2) Safe and creative program content, and 3) Types of program quality. The reliability coefficient of criteria was 0.812. **THEORY/POLICY IMPLICATIONS:** The children's and youth television program monitoring system is able to evaluate children's and youth television programs without limitation on time or place. The summary and results will be displayed automatically after evaluation.

Keywords: Television programs, media monitoring, children and youth

การวิจัยและพัฒนาระบบการเฝ้าระวังเนื้อหารายการโทรทัศน์สำหรับเด็กและเยาวชน

ชเนตติ์ ทินนาม

คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย 254 ถนนพญาไท แขวงวังใหม่ เขตปทุมวัน กรุงเทพมหานคร 10330

E-mail: chanettee_tinnam@yahoo.com

ต่อตระกูล อุบลวัตร

คณะนิเทศศาสตร์ มหาวิทยาลัยเกษมบัณฑิต 1761 ถนนพัฒนาการ แขวงสวนหลวง เขตสวนหลวง กรุงเทพมหานคร 10250

E-mail: tortrakool.ubo@kbu.ac.th

พิเชษฐ พิมพ์เจริญ

คณะนิเทศศาสตร์ มหาวิทยาลัยเกษมบัณฑิต 1761 ถนนพัฒนาการ แขวงสวนหลวง เขตสวนหลวง กรุงเทพมหานคร 10250

E-mail: phichate.phi@kbu.ac.th

ติดต่อผู้เขียนบทความที่ **ชเนตติ์ ทินนาม** คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย 254 ถนนพญาไท แขวงวังใหม่ เขตปทุมวัน กรุงเทพมหานคร 10330

E-mail: chanettee_tinnam@yahoo.com

วันที่รับบทความ: 29 พฤศจิกายน 2564 วันที่แก้ไขบทความ: 11 มกราคม 2565 วันที่ตอบรับบทความ: 8 มีนาคม 2565

บทคัดย่อ

วัตถุประสงค์ เพื่อพัฒนาและทดลองใช้ระบบการเฝ้าระวังเนื้อหารายการโทรทัศน์สำหรับเด็กและเยาวชน **วิธีวิจัย** การวิจัยและพัฒนาเพื่อสร้างระบบการประเมินรายการโทรทัศน์สำหรับเด็กและเยาวชนแบบออนไลน์ กลุ่มตัวอย่างประกอบด้วย รายการโทรทัศน์สำหรับเด็กและเยาวชนจาก 5 ช่อง ได้แก่ ช่อง ยอดนิยม (ช่อง Work Point ช่อง 3HD และ ช่อง 7) ช่องสื่อสารสาธารณะ (ThaiPBS) และช่องที่มีเนื้อหาสำหรับเด็กและเยาวชน (ช่อง MCOT family) ผู้ทำหน้าที่เป็นผู้ประเมินรายการประกอบด้วย กลุ่มเด็ก กลุ่มเยาวชน กลุ่มพ่อแม่ผู้ปกครอง กลุ่มประชาชนทั่วไป กลุ่มผู้ผลิตสื่อ และ กลุ่มคนทำงานด้านเด็กและเยาวชน **ผลการวิจัย** เกณฑ์ที่อยู่ในระบบเพื่อการประเมินคุณภาพรายการ มี 3 ด้าน คือ 1) คุณภาพเนื้อหารายการที่ไม่ปลอดภัยไม่สร้างสรรค์ 2) คุณภาพเนื้อหารายการที่ปลอดภัยและสร้างสรรค์ และ 3) คุณภาพด้านรูปแบบรายการ โดยค่าความเชื่อมั่นของการเกณฑ์การประเมินเท่ากับ 0.812 **นัยทางทฤษฎี/นโยบาย** ระบบการเฝ้าระวังเนื้อหารายการโทรทัศน์ เป็นระบบการประเมินคุณภาพรายการโทรทัศน์สำหรับเด็กและเยาวชนแบบออนไลน์ โดยไม่มีข้อจำกัดด้านเวลาและสถานที่ ทั้งยังสามารถสรุปและประมวลผลการประเมินพร้อมแสดงผลแบบอัตโนมัติได้ทันทีภายหลังทำการประเมิน

คำสำคัญ: รายการโทรทัศน์ การเฝ้าระวังสื่อ เด็กและเยาวชน

Introduction

A survey of content quality in broadcast radio and television, conducted by the National Broadcasting and Telecommunications Commission (2014), revealed that children's and youth programs in Thailand were of moderate quality. To elevate the content quality, the broadcasting sector must overcome several challenges: a limited amount of content that encourages children's creative learning and development, a low application of technology and innovation in content production, and a lack of consistency in examining and monitoring violent and pornographic content.

Systems generally used for evaluating TV program quality are quantitative popularity ratings. Popularity ratings of Thai TV programs, operated by Nielson Co. Ltd., are also quantitative ratings, rather than qualitative ones. A quantitative rating method merely asks two questions: 1) whether viewers turn on the TV and 2) viewers choose to watch which programs (Chantalert, 2005).

Measuring popularity by counting the numbers of viewers is an indicator of survival among TV programs. Programs that feature entertainment and chase sensational issues always receive high viewership. TV programs, then, shun quality content. It is skeptical that quantity ratings would include all groups of a target audience in the samples. Furthermore, quantity ratings cannot distinguish children and youth from other

groups of a target audience, neither can they fully reflect the nature of a fragmented audience in the age of media convergence.

Therefore, it is important to develop quality ratings to counterbalance the influence of quantity ratings that gear media direction. By having the online community evaluate the programs shortly after being broadcast, an alternative tool for measuring the quality of children's and youth programs has been developed. This is another way to promote media watching and media literacy in a civil society. The people sector can directly evaluate the programs and voice their opinions. Concurrently, program producers can receive feedback, knowing how viewers think about their programs. This online tool is in real time and interactive. It offers fast and effective responses. More importantly, it can serve as a media lab, filled with sets of knowledge on program evaluation that allow a civil society to volunteer to test the actual evaluation system. By developing tools for measuring program quality, children and youth can be immune from negative impact of the media. In doing so, they must be able to access, analyze, evaluate, and communicate media information in a variety of ways in society.

This research article explains how a monitoring system for children's and youth TV programs or www.mongtvdek.com has been

developed and implemented. Thai society would have a tool for evaluating the quality of children's and youth TV programs and the online community, such as children, youth, parents, media producers, working groups on children and youth, and the general public would be able to participate in the evaluation of children's and youth programs.

Objectives

To develop and implement an online monitoring system for children's and youth TV programs.

Literature review

The present researchers used the concept of media monitoring as a model to develop a monitoring system for children's and youth TV programs in Thailand. Monitoring is a key mechanism of counter-democracy. After WWII, in the late 1940s, the Hutchins Commission's affirmation of the roles of mass media in a democratic society, later called theory of responsibility, reminds us that it is imperative to have a mechanism for regulating the media and for maintaining their obligation to social responsibility and duty to citizens, without any pressure from either the state or the private sector. (Cedillo & Carretero, 2016)

Media monitoring strongly involves civic roles. Through activism and social movements, citizens can exercise their rights to communicate and to withdraw power from the media institutions. It is crucial to promote media literacy in order

to build critical awareness in civil groups and the media. Monitoring is an intermediary between citizens and the media. Monitoring is a catalyst for an audience's critical feedback to the media. Monitoring is a medium between a civil society and a communication system that is connected to consumers. (Cedillo & Carretero, 2016)

The development of a monitoring system for children's and youth TV programs in Thailand used the concept of media monitoring. www.mongtvdek.com was a system that served as a tool for citizens to exercise their right to provide feedback on the quality of children's and youth programs as they wish. The determination of content quality must be independent from the state and the private sector. It must support media literacy to build up critical awareness in civic groups and the media. It must also develop the potential of the citizens to make use of quality TV content for children and youth.

Research methods

The present researchers applied research and development (R&D) as methodological approaches. Firstly, to construct a set of evaluation criteria that was applicable to the Thai context, the research team gathered and synthesized criteria for evaluating the quality of children's and youth TV programs used in Thailand and in other countries. The focus group discussion was applied for the

criteria's validity testing and the reliability coefficient of criteria was 0.812. An online evaluation system, www.mongtvdek.com, was developed and tested. The system was used for evaluating children's and youth programs broadcast on the WorkPoint channel, Channel 3HD, Channel 7, Thai PBS (Thai Public Broadcasting Service), and MCOT Family channel, on Saturday and Sunday, from July to September of 2018. The evaluation results would be reported on the website, www.mongtvdek.com. Six groups of evaluators from the online community were volunteers, who were children, youth, parents, media producers, working groups on children and youth, and the general public. The assessment system was designed to possess those question sets under the same criteria but use different languages for diverse target groups.

Results

1. The Development of a Monitoring System for Children's and Youth TV Programs

The monitoring system for children's and youth TV programs was developed by using digital technology that integrated texts, graphics, videos, and webpages. The system was web-based and online. By signing into the system www.mongtvdek.com (Figure 1), evaluators would be able to evaluate the programs anytime and anywhere, as long as they were connected to the internet. The system comprised messages, program analysis, video clips of re-run programs, summaries, and evaluation results. Once an evaluator completed an evaluation session and clicked "Send," the results would be processed, analyzed, and reported simultaneously. Evaluation results would be displayed in color-coded scores (Figure 2). It can be said that www.mongtvdek.com creates interactivity with users. Data from users would be processed and used for immediate interaction. This makes the evaluation interesting and responsive.



Figure 1. Homepage of www.mongtvdek.com

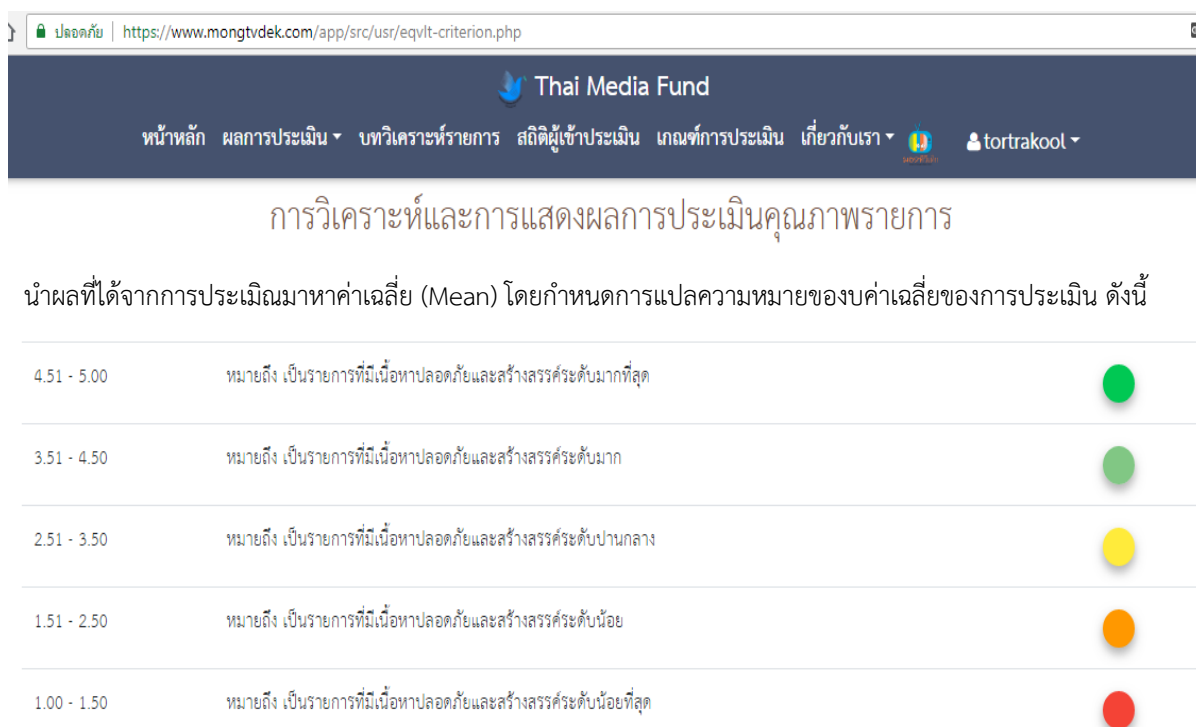


Figure 2. Evaluation results displayed in color-coded scores

The main menu includes:

Home: This menu is used for returning to the homepage.

Results: This menu shows weekly reports of the program evaluation results.

Program Review: This menu shows weekly analysis results of each individual program.

Statistics of Evaluator: This menu shows the numbers of visitors who engaged in the program evaluation presented, according to the groups of evaluators.

Evaluation Criteria: This menu shows evaluation criteria, rating criteria, data interpretation, and forms of evaluation reports.

About Us: This menu shows visions, missions, working committee, data protection, and FAQs. Apart from the list of menus, there was a human icon at the bottom of the list. Users could click on this icon to register and sign in. Also, on the front page of the system, there is a button "Enter Evaluation System." Users could click on this button to access program evaluation pages.

Evaluators chose the programs they wants to evaluate by clicking on the name of the program. Evaluation items are listed on the right-hand side of the page. There are three main aspects of evaluation criteria. These criteria are developed from a study on standards of children's and youth TV programs, case studies of program monitoring criteria used in Thailand and other countries, and ethical concerns for children's and youth programs. The research team integrated common characteristics of all these criteria and adopted them as criteria for evaluating the quality of children's programs as follows:

1) Unsafe and uncreative program content

Violence refers to acts of violence against oneself, other human beings, places, objects, and animals, as well as the justification of violence and support of aggressive attitudes.

Sex refers to a portrayal of nudity and sexualized dress, showing off the body to reveal sexual parts, a portrayal of sexual intercourse, both real and imagery, showing off sexual parts while having sex, sexual abuse, and sexual stereotypes that lead to misperceptions about gender and sexuality.

Crime refers to a normalization of crime, an appraisal of criminals, and displaying a process of crime without referring to its negative consequences.

Bias/Discrimination refers to an expression of bias or discrimination that dehumanizes or minimizes human dignity, a violation of human rights, discrimination on the basis of race, ethnicity, skin complexion, body condition, gender, sexuality, education, living condition, locality, economic status, religion, belief, value, political belief, custom, and language.

Language refers to incorrect grammatical use, rudeness, inappropriate body language, sarcasm, negative meaning, hate speech, aggressive language, and demeaning language that dehumanizes characters, guests, and viewers.

Drugs refers to a portrayal of drug abuse, smoking, drinking, mentioning about drugs without referring to its negative consequences and legal prohibition. A program must point out that distribution and use of narcotic drugs is illegal.

Fear/Anxiety refers to a presentation of graphic content inconsiderate of viewers' feelings, story of credulity, and absurdity that causes children fear and anxiety without explaining causes and consequences.

Distorted Facts refers to distorting a program's content to cause misunderstanding in children.

2) Safe and creative program content

Imparting knowledge means that program content offers well-rounded integrative knowledge that is fun, easy to understand, suitable for child development, and a development of academic knowledge, such as mathematics, sciences, technology, language, music, sports, and history.

Skill development means that a program's content promotes thinking, analytical and questioning skills, a development of life skills, social skills, and occupational skills to be useful in the future, and a development of media and technology literacy skills.

Creative thinking refers to promotion of imagination and creativity.

Entertainment means that a program offers fun and entertaining content that is suitable for age groups.

Well-being refers to a promotion of well-being for children in mind, body, emotion, and intellect.

Relationship refers to promotion of a good relationship with family members, community, and society.

Social responsibility refers to cultivation of a volunteering spirit, social responsibility, democratic consciousness, environmental awareness, and good social norms and values.

3) Types of program quality

Program hosts must understand the nature of children, be able to reinforce positive energy toward children, be role models for children, be compassionate, get along well with children, be competent facilitators who can handle immediate situations, and use language correctly.

Creating children's participation means that the program must offer children an opportunity to participate in the program as a host, competitor, guest, or storyteller, as well as to co-design the program and provide feedback through various channels.

Advertisements suitable for children means that the program chooses to advertise products that are not dangerous for children and that avoid product tie-in.

Suitable length and airtime mean that the program is broadcast within a period of time that is suitable for children; for example, in the evening from 4:00 - 6:00 PM., after school, and in the morning from 7:00 - 9:00 AM., on Saturday and Sunday. The length of the program should not be too long. Children should spend time doing other activities, too.

Songs, music, and sounds appropriate for children means that the use of songs, music, and sounds should encourage learning, be interesting, and be easy to remember. The songs, sounds, and music should help build imagination and creativity, and be entertaining.

2. Evaluation results and a content-monitoring system for children's and youth TV programs

The research team developed a web-based program evaluation system, www.mongtvdek.com, and opened the system to the online community for three months. During the three-month period, between July and September of 2018, 950 evaluation sessions were conducted. A majority of the evaluation sessions was conducted by the youth group (685 sessions), followed by the general public (88 sessions). The children's group was the least likely to engage in the evaluation (26 sessions).

The July evaluation results revealed that Tung-Sang-Tawan Show received the highest evaluation score (4.49), with a high level of safe and creative content. The second show was Mho-Khao-Mho-Gang Show (4.43), also with a high level of safe

and creative content. The program that received the lowest score was Sung-Thong Drama Series (3.28), with a moderate level of safe and creative content.

In August, Tung-Sang-Tawan Show still received the highest score (4.77), with a very high level of safe and creative content. The second show was Mho-Khao-Mho-Gang Show (4.68), also with a very high level of safe and creative content. The program that received the lowest score was Sung-Thong Drama Series (3.54), with a high level of safe and creative content.

In September, Kha-Buan-Karn-FUN-Num-Nom Show received the highest score (4.84), with a very high level of safe and creative content, followed by Tung-Sang-Tawan Show (4.83), also with a very high level of safe and creative content. Sung-Thong Drama Series (3.66) received the lowest score with a high level of safe and creative content.

When considering the evaluation results according to the six groups of evaluators; children, youth, parents, the general public, media producers, and working groups on children and youth (Figure 3), the findings were as follows

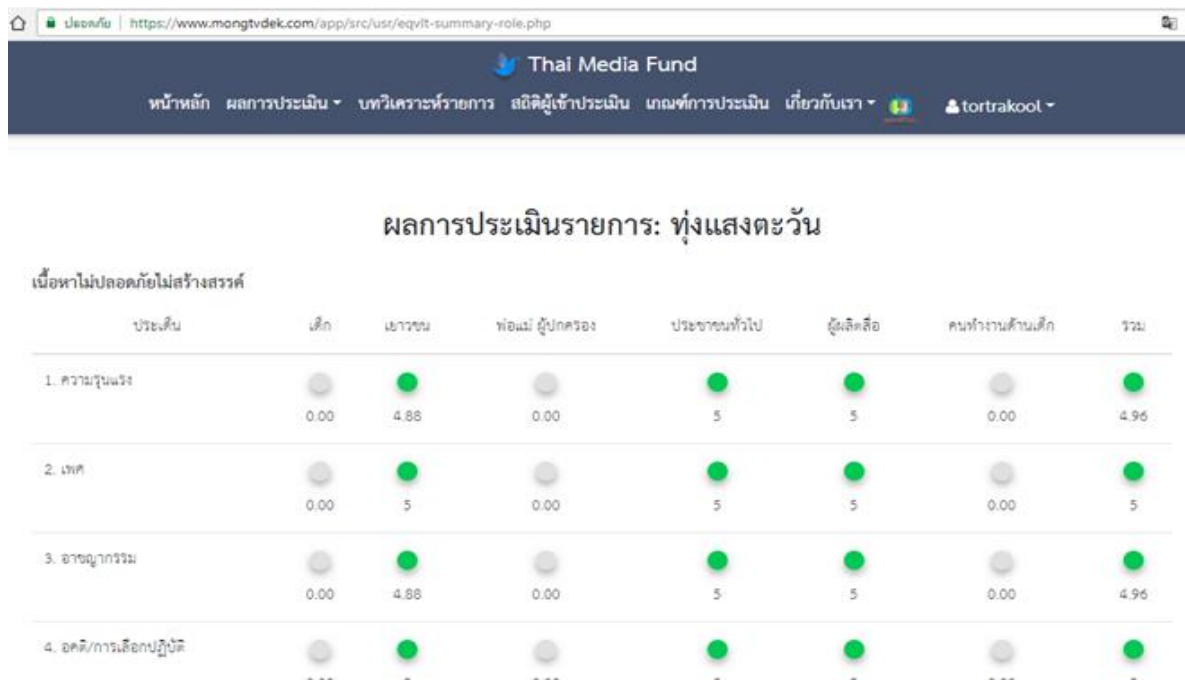


Figure 3. Evaluation results according to the six groups of evaluators; children, youth, parents, the general public, media, and working groups on children and youth.

1) Evaluators in the Children's Group

Evaluators in the children's group voiced that in some weeks a level of safety and creativity of the three programs; Fah-Lab-Dek, Davinci Code Dek, and Sung-Thong, was lower than high in the aspects of knowledge, skill development, creativity, well-being, relationships, social responsibility, children participation, advertisement, airtime, sound, and other technical issues.

2) Evaluators in the Youth Group

It was found that in some weeks, all the nine programs had a level of safe and creative content lower than high in the aspects of well-being, relationships, social responsibility, length of the program, sound, and other technical issues.

3) Evaluators in the Parents' Group

The three programs; Fah-Lab-Dek, Davinci Code Dek, and Sung-Thong, according to evaluators in the parents' group, in some weeks, had a level of safe and creative content lower than high in the aspects of distorted facts, knowledge, skill development, creative thinking, well-being, relationships, social responsibility, advertisement, airtime, length of program, sounds, and other technical issues.

4) Evaluators in the General Public Group

There were five programs; Fah-Lab-Dek, Davinci Code Dek, Disney Club, Sung-Thong, and Little Cook, that evaluators in the general public group rated at a level of safe and creative content lower than high in the aspect of knowledge.

5) Evaluators in the Media Group

There were four programs; Fah-Lab-Dek, Tung-Sang-Tawan, Davinci Dek, and Disney Club, that evaluators in the media group rated at a level of safe and creative content lower than high in some weeks. However, common aspects of these four programs were not found.

6) Evaluators in the working groups on children and youth

The two programs; Fah-Lab-Dek and Davinci Code Dek, according to evaluators in the working groups on children and youth, in some weeks, had a level of safe and creative content lower than high in the aspects of violence, fear/anxiety, distorted facts, knowledge, skill development, well-being, relationships, social responsibility, program hosts, sounds, and other technical issues.

3. Outstanding features of the children's and youth TV monitoring system

1) Evaluation criteria, inclusive of both positive and negative aspects

The online community can use these criteria as a benchmark to differentiate safe and creative media from low quality media. Having a variety of aspects can point to ethical issues surrounding children's and youth TV programs. At the same time, having criteria on positive aspects helps empower media producers who create high quality work.

2) User friendly and no limitation of place or time

With an internet connection, evaluators can access this web-based

evaluation system any time after the programs have been broadcast. Furthermore, weekly summaries of program analysis and re-run programs are available within the system. These data help support evaluators in considering and making decisions.

3) Automatic and real time results

Summary and evaluation scores that are coded in colors will be displayed spontaneously after an evaluator clicks to send her/his evaluation to the system. This real time data processing and reporting enables www.mongtvdek.com to have an interactivity with users. Data from users will be processed and fed back to users. This makes the evaluation interesting and responsive.

4) Adding variation to the program evaluation system

Most program evaluation systems in Thailand are quantitative that are led by Nielsen Media. While qualitative ratings have been mentioned in academia; nevertheless, actual implementation is rare. In evaluating children's and youth TV programs, popularity ratings, alone, cannot measure the success of the programs.

5) Participatory culture

By opening up an opportunity for children, youth, parents, working groups on children and youth, media producers, and the general public to be involved in the evaluation, a participatory culture has been created. According to the concept of an inclusive society, all stakeholders of the children's and youth programs are

counted. The more participation from various stakeholders that is created, the more society will learn from diversity, leading to the integration of a new body of knowledge and innovation that is more responsive to the needs of society.

6) Evaluation results determined by the public; the public determines content quality

To counterbalance the influence of quantity ratings that treat viewers as mere numbers in exchange for sponsorships, this evaluation system allowed the people sector to participate in quality rating, and the evaluation results can determine the content quality.

This can reverse a paradigm of media impact theory whereby the media has the power in determining content quality. According to the media's political economy, infrastructure (economy, media ownership, and capital) determines superstructure (thought and social consciousness). This can lead to the change that a people sector or online citizens can determine the quality of media content. Quality determined by the power of people could become a new consciousness of society.

7) Encouraging a culture of continuous monitoring of children's and youth programs

Monitoring of children's and youth programs in Thailand has been conducted, case by case, depending on a social issue emerging at the time. However, such monitoring is not consistent and is passive. Having a monitoring system that is

consistent and that everyone can assess will enable a new culture to monitor children's and youth programs. This is an active approach to media monitoring. Such a monitoring system can empower and mobilize a society if communicated to a wider public for a longer period of time. It can move forward a change in policy formation and implementation in the government sector, media regulation organizations, and professional media organizations.

8) Giving voice to children and youth in society

Children and youth take part in the evaluation of TV programs. According to the principles of a democratic society and human rights, every voice in society is valued, regardless of age.

9) Non-bias evaluation results, independent from the state and capital

The evaluation results derived from this monitoring system www.mongtvdek.com can determine the media quality through the eyes of the people, independent of the influence of state, capital power, pressure in the economic system, society, politics, and foreign countries.

10) Being a media lab from the actual implementation

This monitoring system serves as a media lab for children's and youth program quality ratings. It gathers and stores sets of knowledge about the quality of children's television. Evaluation results, video clips, and program analysis will become a knowledge store. It is a media

operational lab; media producers can make use of the data in improving their programs, immediately after the broadcasts. Furthermore, academia, civil society, and the general public can benefit from the information system, free of charge.

Conclusions and discussion

This study makes use of the key features of digital media in researching and building participation from the online community. Being digital makes the world connected more easily and faster through the internet. A large amount of dispersed information can be transferred instantaneously. Digital media, thus, play an important role in various aspects of communication, education, and research, as well as in presenting information, entertainment, and in being search engine tools. Relying upon digital media, www.mongtvdek.com, is a system for monitoring children's and youth TV programs that integrates texts, graphics, video clips, and webpages. The monitoring system uses computer technology to create web-based messages and content that can be distributed to target groups via the internet. Evaluation sessions can be conducted online through the web-based system that is equipped with texts, re-run video clips, and instant evaluation reports. Once an evaluator completes the evaluation session and clicks the "Send" button, evaluation results will be instantly processed,

summarized, and displayed in color-coded scores. It can be said that with this real time evaluation process, www.mongtvdek.com is a system that can create interactivity with users, making TV program evaluation more interesting and responsive.

Regarding media exposure behavior, not only can audiences in the digital age access various information channels, but they are also selective in using the media that accommodate their lifestyles. For example, they prefer to watch TV programs any time: they want ("my time") rather than following scheduled primetime programs. Having an online quality evaluation system that overcomes a limitation of time and space is, then, responsive to the audience's lifestyles. Measuring audience behavior no longer needs to be done while watching primetime TV. Children and youth born after the year 2000 are digital natives. They became familiar with digital technology shortly after they were born. This research uses digital technology in the form of an online evaluation system. Those who access www.mongtvdek.com can evaluate programs for children and youth without any limitation of time or space.

Furthermore, www.mongtvdek.com promotes a transformation of the audience into online citizens who can influence program quality. In Thailand, monitoring of the media, especially children's and youth programs, operated

by the people sector, is issue-based or situation-based. People-sector organizations working on children's and youth protection will monitor and investigate TV programs only when their content is likely to violate children's rights, is violent, or is unsuitable for children. This is a passive approach to media monitoring. However, in the age of a changing media landscape and the convergence of technology, the audience in the digital age is no longer a passive audience of mere readers, viewers, and listeners, but rather an active audience. In this case, the active audience, as online citizens, takes on a great role in determining content quality by engaging in the online evaluation system www.mongtvdek.com. By doing so, it has challenged the capital system and the government, that have long been regulating standards of children's programs in Thailand.

www.mongtvdek.com is a system in which the audience can investigate the media. It demonstrates how "civil citizens" can get involved in the media-monitoring mechanism in a participatory, democratic society. Media monitoring should not be regulated by the state, neither should it rely upon self-regulation among media professional organizations. The more advanced media technology is, the more the media are empowered to become an industry for manufacturing information and entertainment. It is necessary for an audience to be active. Taking on the role of an active audience is

a key to prevent the public, especially children and youth, from easily falling victim to the negative impact of media. When the media structures have become more and more complicated, and the conflicts between business interests, political power, and media social responsibility have become higher and higher, the emergence of social groups to monitor the work of the media is crucial.

Movements have emerged in many countries all over the world, especially where the rights and freedom of people are supported. In the age of media convergence, an audience is challenged and turns into a niche audience. Segment after segment of an audience emerges. At the same time, these dispersed segments of audience must exist under diversity to create safe media for children and youth. www.mongtvdek.com is, therefore, a system that focuses on the existence of segments. This evaluation system is designed to categorize evaluators according to age group and role status, in relation to children and youth. Evaluators are groups of children, youth, parents, media producers, the general public, and working groups on children and youth. The aim is to minimize inequality in determining quality content. It is a creation of participatory culture through a democratic, people sector. It will lead to an opening of the public sphere that is beyond the direct control of the state and does not belong to any economic capital. It is a sphere of the people in exercising the power of negotiation to determine

content quality for children's and youth TV programs. It enables the networks of media monitoring via the internet system so that in the future, these networks will be connected, and exchange and support one another in working for children and youth. Media monitoring will be made powerful through this diversity of channels.

www.mongtvdek.com is a public sphere that prioritizes the rights and roles of a civil audience which gathers to voice their opinions concerning children's and youth TV programs. A culture of media watching will be expanded and become a mainstream of the Thai society. Mainstreaming will create a thinking culture that is more outstanding than others and make it a mainstream. People will absorb the thinking and feel persuaded to accept this social reality. To this point, a resistance to the quantity ratings prevails, and the distribution of unsafe and uncreative children's and youth media content will cease.

The development of quality ratings is crucial to Thai society in order to counterbalance the influence of quantity ratings on media content. www.mongtvdek.com is a system in which the online citizen, rather than the state, the capital, or even academics can determine the content quality of children's and TV youth programs. Criteria for evaluating children's and youth TV programs must be a mechanism to build a balance of power that is responsive to the

needs of children and accessible to diverse groups of children. Criteria for measuring the quality of children's and youth programs must not be standardized or monopolized by any single person. Lemish (2010) said, "The meaning of quality program is entangled with issues of power hierarchies: who defines what quality is and on whose behalf? How is quality judged differently for different audiences?"

Recommendations

1. The government should continually advocate for this system as a tool for quality reflection on children's television programs and readily support the facet of public relations to increasingly promote it as the current trend in society. In addition, strong networking should be accomplished, especially the child and youth network within the networking collaboration with numerous related organizations.

2. Establishing insightful understanding and a culture of assessment is considered the primary process of acquiring significant and solid data for gearing up for the creative development process. As Thai society is unaware and unconcerned about participation in the assessment process and the role of the evaluator, it might be viewed that the assessment process is unrelated with oneself, but instead, with other people. Consequently, an avoidance of being the evaluator critically occurs.

3. With regard to the approach in developing the system, www.mongtvdek.com, the researchers perceived that if a webpage is developed and improved, that has considerable varieties and relates to six groups of evaluators, it will probably attract a lot of attention. With this concern, the researchers have already designed the central standard format; therefore, if the Safe and Creative Media Development Fund wishes to continue the project, the webpage should be improved upon to have a high level of variety, in accordance with the evaluators.

4. It is advisable to increase the number and genres of the programs and the commercial breaks which were evaluated. In addition, this research is a systematic experiment. With the ongoing project, the researchers considered that children and youth in daily life have watched not only the children's and youth programs, but also other programs with their parents. This is considered an interesting issue whether other programs will affect and meet the quality, or not, because one cannot avoid watching other programs

References

- Cedillo, G. R., & Carretero, A. B. (2016). Analysis of media observatories in Spain: A tool for civil society in media reform processes. *Revista Latina de Comunicaion Social*. 71, 443-469. <http://www.revistalatinacs.org/071/paper/1104/24en.html>.
- Chantalert, M. (2005). *Criteria for quality assessment in children television program*. Chulalongkorn University.
- Lemish, D. (2010). *Screening gender on children's television*. Routledge.
- National Broadcasting and Telecommunications Commission. (2014). *The evaluation on content quality of television programs project*. [Unpublished research report]. National Broadcasting and Telecommunications Commission.