Contents lists available at ScienceDirect

Kasetsart Journal of Social Sciences

Current and future studies on participatory communication in Thailand

Roongkan Musakophas, Weerapong Polnigongit*

School of Information Technology, Suranaree University of Technology, Nakhon Ratchasima 30000, Thailand

ABSTRACT

Participatory communication is the core communication of the third paradigm (the multiplicity paradigm) of development. This paradigm focuses on people-centeredness in response to problem solving and the needs of people in different societies. Participatory communication has seen widespread usage over more than three decades. However, there is no standard rule nor are there specific media for implementation. This study intended to find out usage and the less studied issues on participatory communication in existing research in Thailand from 1993 to 2012 for future research. It was found that most research emphasized the areas of communication strategies, types and degrees of participation, and factors affecting people participation. The results also showed that participatory communication has rarely been found in the study of new media. Therefore, understanding how using participatory communication with new media remains a challenge in Thai research.

© 2017 Kasetsart University. Publishing services by Elsevier B.V. This is an open access article under the CC BY-NC-ND license (http://creativecommons.org/licenses/by-nc-nd/4.0/).

Introduction

Participatory communication plays a very important role within the field of development. It is widely recognized after the failure of the modernization and the dependency paradigm. These paradigms consider development as knowledge transmission. Mass media are the main tool to convey messages from the center to the periphery in one-way communication. These have led to a few changes of development. For this reason, the new notion based on the people-centeredness paradigm of development was presented and participatory communication is the core concept of this paradigm.

A World Bank paper by Tufte and Mefalopulos (2009, p. 17) explained that "participatory communication is an approach based on dialog, which allows the sharing of information, perceptions and opinions among the various stakeholders and thereby facilitates their empowerment, especially for those who are most vulnerable and marginalized."

A UNICEF paper by Singhal (2001, p. 12) defined participatory communication as "a dynamic, interactional, and transformative process of dialog between people, groups, and institutions that enables people, both individually and collectively, to realize their full potential and be engaged in their own welfare."

Therefore, participatory communication refers to two-way communication based on dialog between people, groups, and organizations, which empowers various stakeholders to equitably share and exchange information, knowledge, and experience.

However, participatory communication is flexible in its utilization. Van de Fliert (2010) pointed out that participatory communication is not a specific pattern. It can be applied and created to harmonize with context. Tufte and Mefalopulos (2009) suggested that strategic design for

* Corresponding author.
  E-mail address: weerap@sut.ac.th (W. Polnigongit).
Peer review under responsibility of Kasetsart University.

participatory communication should consider the evolution of media types, media levels, media nature, media institution, and the economic logic of media.

In Thailand, many scholars have used participatory communication as the framework for their studies. This study surveyed the ways to use participatory communication and media types in existing research in Thailand. In addition, this study focused on beneficial suggestions for future research in Thailand.

Background of Participatory Communication

Participatory communication is a part of development communication that is related to three eras of development: the modernization, dependency, and multiplicity paradigms. The developers of the modernization paradigm assumed that the cause of the underdevelopment originated from internal factors in each country that could be solved with the help of developed society (Servaes & Malikhao, 2008). On the other hand, the developers of the dependency paradigm believed that underdevelopment in countries in the Third World was a consequence of the developed society (Servaes, 1996). However, development communication in both paradigms occurs in the same way. Messages of the development program were via one-way communication from the center (Servaes, 1989, cited in Kaewthep, Louiyapong, Supasa, & Polnigongit, 2000).

In the multiplicity paradigm, another form of development appeared after the criticism of the two previous paradigms (Servaes, 2008). The main idea of this paradigm is based on people participation. Multiplicity's communication tool is the participatory model or bottom-up communication, while top-down communication or the diffusion model is the tool used in the modernization and dependency paradigms. Servaes (2008) concluded that the diffusion model uses persuasion patterns in one-way communication in order to change people's attitude and their behavior, while people under the participatory model are under the control of the developer.

Main Participatory Communication Principles

There are two main principles of participatory communication. One is the dialogical pedagogy of Paulo Freire, and the other is ideas about access, participation, and self–management of the UNESCO debates in the 1970s (Servaes, 1996).

Dialogical Pedagogy of Paulo Freire

There are five characteristics of Freire's dialog, which were explained by Cadiz (2005, pp. 147–149). **(1) Communication between equals**. This refers to the equality among all stakeholders. They can interchange the roles of the sender and receiver in two-way interaction. **(2) Problem-posing**. This refers to the developer, expert, or facilitator acting as a mediator to facilitate the members to discuss together, not a solution provider. **(3) Praxis, a cycle of action and reflection**. This refers to the translation of information into communication practice in development. **(4) Conscientizing**. This refers to the growing of all stakeholders in understanding human, social, and development processes. **(5) Five values**. This refers to love, humility, hope, faith in development partners' capability, and critical thinking. Freire indicated that "true" dialog happens in a context of these values.

Ideas of UNESCO Debates in 1970s

The result of the UNESCO Debates on access, participation, and self–management was expressed by Jouet (1997, pp. 3–5). **(1) Access**. This refers to the opportunities available to people to become closer to communication systems as the chooser and feedback transmitter. **(2) Participation**. This refers to people participation in communication systems at the production, decision-making, and planning levels. **(3) Self-management**. This refers to the most advanced form of participation.

Methodology

This study used qualitative research involving a documentary analysis of the existing research in Thailand. In all, 60 research studies between 1993 and 2012 as shown in Table 1 were reviewed and analyzed for participatory communication usage and media types. These studies were classified by the purpose of participatory communication using: (1) studies focusing on participatory communication as the framework for participatory media, (2) studies focusing on participatory communication as the framework for communication strategies for people participation building, and (3) studies focusing on participatory communication as the framework for people participation in solving problems.

Findings

Current Studies on Participatory Communication in Thailand

The findings from the previous research in Thailand on participatory communication between 1993 and 2012 are discussed based on the different frameworks.

Studies Focusing on Participatory Communication as Framework for Participatory Media

Community Radio

Eight studies focused on community radio. Mainly, the studies examined the three roles of public participation: receiver, producer, and policy maker. The findings revealed that most people participated in radio programs as listeners, and informed problems, news and information within their community with radio producers, while a few people participated as producers and policy makers. People participated as producers in the form of radio presenters, participants in a show, and program planners. At the policy maker level, people were participants in meetings. Participation in determining policy on community radio management was decided by the staff of Radio Thailand because people in communities lacked personal skills in policy management.

Four studies also found that the level of public participation depended on elements of communication: sender, receiver, channel, and message. The reasons for people's

Table 1
List of reviewed studies

Category	Number of studies
1. Studies focusing on participatory communication as framework for participatory media	
Community radio	8 [Saenmuangchin (2000), Pilun−Owad (2001), Youngkitkarn (2002), Sukkosol (2004), Intarapimon (2005), Pongmas (2006), Nusong (2006), Hinthao (2006)]
Problem solving radio	3 [Waranichsakul (1993), Yanwithyakul (1998), Kasemsri (2006)]
Internet	2 [Chatwaree (2009), Sroisri (2011)]
Television	3 [Kadnak, Kumseesung, Pansri, and Phompuang (2005), Chinakul (2006), Nonthihathai (2008)]
2. Studies focusing on participatory communication as framework for communication strategies for people participation building	33 [Karnsungnoen (2006), Milinthanggoon (2006) ,Khemapetch (2007), Noppakun (2008), Kongkha (2008), Hinthao, Selakorn, Lertsuvanpisan, Iamsa-ard, and Thongyaem (2010), Teeraputtigunchai, Wongmhuenrat, Suntornphesuch, and Suphachan (2011), Wongluksanapan (1999), Suksawang (2012), Intaratat, Krutmeechai, Chaiviratana, Hongrat, and Thiengnoi (2004), Kanarkard (1998), Hongrat (2007), Saetan and Kongwut (2010), Leeratanapanich (2005), Lapkern (2005), Patano (2006), Junlamakorn (2007), Kumchaythong (2009), Srihakulang (2009), Dangsaisir (2005), Duangkhamsawat and Sriwongpan (2005), Buraphadecha (2006), Karnsungnoen (2006), Phuto (2008), Boonsodagon (2011), Phuntulee and Wanitchanont (2012), Lila (2005), Chalukan (2008), Thippharat (2011), Hinthao, Sinsakham, Lertsuvanpisan, and Phothihang (2012), Malivong (2005), Kittiwarakul (2011), Charnchakritpong (2000)]
3. Studies focusing on participatory communication as framework for people participation in solving problem	11 [Isrhasenee (2006), Sriburin (2007), Nantamontry (2001), Rojanasupot, Inthajakra, and Chaikhunp (2004), Thewateerarat, Chedjinda, Chaisuwan, Khotpun, and Munpolsri (2004), Sittiphan (2009), Teeraputtigunchai (2010), Nasomsong (2011), Sriphetcharawut (2006), Uthayarat and Kaewpraadub (2012), Riwsuwan (2003)]

participation were to receive benefits and the opportunity to present their views and suggestions.

Problem-Solving Radio

Three studies focused on mass media in the form of problem-solving radio. The program format allowed people to phone in to share and discuss information with the radio presenter. Waranichsakul (1993) revealed that there were three parties involved in the production: the presenter of the radio program, policemen from the traffic control center, and the people. Each of them took turns in their roles as reporters, sources, and audience, respectively. Kasemsri's finding (2006) revealed that people participated in information sharing, consultation, decision making, joint activity, donation, seeking help, and returning lost and reporting found items from passengers. Moreover, Yanwithyakul's findings (1998) showed that the station really listened to what people had to say and used their opinions in the guideline for the station's operation. Yanwithyakul (1998) also found that factors affecting participation were the program content related to the social and political context at that time, horizontal relationships, strong support from the station leader and radio presenter, and the ease of connection with the station.

Internet

There were only two studies which focused on new media. Chatwaree (2009) used new media in the form of a school internet radio program and found that students participated as receivers and producers. Sroisri (2011) used new media in the form of a website in collaboration with learning and found that students participated as senders, receivers, and planners.

Television

The three studies focusing on television can be divided into two groups: television in the form of community media, and mass media. Both aimed at levels and factors of public participation. They found that people could participate in a television program as a receiver and producer only, whereas policy making and production plans were not allowed. As a producer, people participated in the pre-production and production stages, while participation in the post-production stage was not allowed. In the pre-production stage, people provided information, chose program topics, collected data, wrote scripts, and cast the performers. At the production stage, people participated as guests, lecturers, interviewees, location staff, property staff, costumers, performers, main hosts, and field hosts.

These studies also found that there were many factors affecting people participation dependent on the program type. For social problem-solving programs, Chinakul (2006) revealed that internal factors affecting people participation were easy access to and an interesting program format and content, moderator's communication skills, credit, honesty in helping, and response to the needs of the community, while external factors consisted of the difficulty in dealing with government agencies, desire for a peaceful society, and crisis situations. For teenage programs, Nonthihathai (2008) reported that the policy of the television producer, production team, time, youth knowledge and experience, and production budget affected youth participation.

Studies Focusing on Participatory Communication as Framework for Communication Strategies for People Participation Building

The thirty three studies in this group investigated communication strategies, participant types, and factors affecting participants. There were various formats for the communication strategies in these studies. They depended on the communication objectives, situation, community size, communicators, senders, messages, media activities and target groups. Communication through personal media was the most popular. A secondary strategy was using both formal and informal communication as well as various media.

There were several types of people participation. The majority of these studies reported that people participated in planning and implementation, respectively. The factor

most affecting people participation was people's awareness of values and the benefits of activities. A secondary factor was strong relationships among people.

Studies Focusing on Participatory Communication as Framework for People Participation in Solving Problem

The 11 studies in this group could be divided into two groups: individual and community participation. Regarding individual participation, two studies found that each person participated in joining activities, follow up and evaluation, news following, making decisions, and obtaining the benefits. Most people participated in follow up and evaluation. Both studies also found that knowledge about the activities and individual behavior for information receiving were factors affecting individual participation.

The nine studies relating to community participation revealed that people participated in every process of solving problem: problem definition, planning, operation, and follow up and evaluation processes. The majority of factors affecting people participation in these studies were effective communication leaders. Secondary factors were interpersonal communication and messages related to daily-life issues. On the other hand, the research of Thewateerarat et al. (2004) reported that the constraints of participatory communication came from the lack of proper communication channels, adverse political influence, poor cooperation within community, no communication leadership, inaccessible message, insufficient communication skills, untrue participation, and low morale and motivation. They also found that the overview of communication strategies for solving problems started with: (1) raising awareness of the problems by core leadership or affected people, (2) expanding problem-related information to others within the community, face-to-face, (3) sharing opinions among people within the community by meeting and via a public forum, (4) expanding problem-related information outside the community for creating a partnership network, and (5) implementation and follow up and evaluation.

Moreover, Rojanasupot et al. (2004) indicated that the community was a communication center. People communicated within the community during the crisis. However, after the crisis, there was only informal interpersonal communication. Riwsuwan (2003) also revealed that campaigns in which community members took part could resolve the problem better than outside organizations did alone. However, problem solving could not be successful unless there was cooperation between outside organizations and community members.

Future Study

Further studies should focus more on new media because their characteristics are related to the core idea of participatory communication. Media scholars stated that new media consisted of many characteristics such as digital, convergence, hypermedia, virtual, and interactivity (Flew, 2005; Friedman & Friedman, 2008; Lister, Dovey, Giddings, Grant, & Kelly, 2009). The key characteristic that supports the concept of participatory communication is interactivity. Flew (2005) noted that this characteristic

separates new media from old media. Lister et al. (2009) indicated that old media make people a passive audience, while new media make people powerful users through interactivity. Friedman and Friedman (2008) explained that today's audience also can contribute content such as generating message, editing videos, and posting to blogs. Lister et al. (2009) concluded this change with the view that the "audience of new media becomes a user rather than the 'viewer' or 'reader' of traditional media."

These scholars' explanations support the people-centeredness concept of participatory communication. Moreover, they also support the UNESCO idea of participatory communication that people can participate as the chooser, the producer, the decision-maker, and the planner of communication systems. In addition, interactivity also supports equality of communication between the new media users. Kiousis (2002) indicated that interactivity enables all individuals to interchange their roles as the sender and the receiver. According to Freire's idea, equality of communication is one of the characteristics of participatory communication. Thus, new media were suitable for this communication, especially social networking sites such as Facebook and Twitter.

Social networking sites arise from the development of Web 2.0 technology. Brussee and Hekman (2009) stated that Web 2.0 provides a higher degree of interactivity than Web 1.0. It also provides a convenient platform for two-way communication of social networking sites. This enables users to create and share their information. That means this technology also empowers users to be communication controllers. Therefore, it supports the main characteristics of the participatory model explained by Servaes (2008) that as part of this model, people are the controlling participants for development. Moreover, the technology of such media also provides a platform of collaboration through the online community (Friedman & Friedman, 2008) being people who are connected on the basis of similar interests (Banbersta, 2010). Hence, people who are problem owners, or are affected by or interested in the problem, by solving the problem in their community can begin to generate their content in order to express their needs. They also exchange their knowledge, skills, and experiences with each other in order to find out the best solution for problem solving that suits their community. These media features confirm that social networking sites are media suitable for participatory communication.

Conclusion

In summary, participatory communication can take many different forms. It can be designed to suit different contexts. Previous research in Thailand that employed participatory communication to be a framework of study can be divided into two groups: study of the investigation of the role of media as community media, and study of the design of participatory communication as tools for solving problems or community development. Both of these contexts focused on three topics: (1) communication strategies, (2) types and degrees of participation, and (3) factors affecting the people participation.

These studies also found that there were a variety of media studies: (1) community media in the form of person media, community radio, community television, news broadcasting tower, and wire broadcasting, (2) mass media in the form of radio and television, and (3) new media in the form of the internet radio and websites. However, there were only two studies, which focused on new media, one on internet radio by Chatwaree (2009) and the other on websites by Sroisri (2011).

Moreover, it also was found that interactivity is the main characteristic of new media that supports the participatory communication concept: people-centeredness, accessing, equality of communication, communication controller, and collaboration notion.

However, understanding how participatory communication reacts to solve social problems or community development remains a challenge in Thai society, especially for new media in the form of social networking sites such as Facebook and Twitter.

Conflict of interest

There is no conflict of interest.

References

Banbersta, M. (2010). *The success factors of the social network sites "Twitter."* Utrecht, the Netherlands: Utrecht University of Applied Sciences.

Boonsodagon, N. (2011). *The participatory health communication for Aedes aegypti control in community by student leaders in same community, Tambon Muangtee, Amphoe Muang, Surin province* (Unpublished master's thesis). Bangkok: Mahidol University. [in Thai]

Brussee, R., & Hekman, E. (2009). *Social media are highly accessible media.* Retrieved from: http://crossmedialab.nl/impact/download/26/Social_Media_are_highly_accessble_media.pdf.

Buraphadecha, K. (2006). *Participatory communication in the community learning center with the royal development projects of his majesty the king on sufficiency economy* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Cadiz, M. C. H. (2005). Communication for empowerment: The practice of participatory communication in development. In O. Hemer, & T. Tufte (Eds.), *Media and global change: Rethinking communication for development* (pp. 145–158). Buenos Aires, Argentina: NORDICOM & CLACSO.

Chalukan, N. (2008). *Participatory communication process of "Klongkhone Mangrove Conservation Center" in preserving Klongkhone mangrove forest* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Charnchakritpong, R. (2000). *Communication and people's participation in community development project* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Chatwaree, P. (2009). A study of the achievement and satisfaction in the school internet radio program in participation style in "The adolescence development" for high school students grade 3 Satriwitthaya 2 school. *Journal of Technical Education Development, 70*(21), 64–68.

Chinakul, S. (2006). *People's participatory communication in the "Ruam Muae Ruam Jai" program* (Unpublished master's thesis). Nonthaburi: Sukhothai Thammathirat Open University. [in Thai]

Dangsaisir, S. (2005). *The study of communication management for encouraging people participation in Community 5th Thesaban Tambon khokkram Bangplama, Suphan Buri* (Unpublished master's thesis). Bangkok: Thammasat University. [in Thai]

Duangkhamsawat, S., & Sriwongpan, R. (2005). *The application of the participatory health communication in dengue fever prevention and control among housewives in Muang district, Lampang province.* Lampang, Thailand: Lampang Provincial Health Office.

Flew, T. (2005). *New media.* New York, NY: Oxford University Press.

Friedman, L. W., & Friedman, H. H. (2008). *The new media technologies: Overview and research framework.* New York, NY: City University of New York.

Hinthao, B. (2006). *The study on reception behavior, attitude and participation of Tambon Huaraw community in determining format and content of community radio.* Phitsanulok, Thailand: Pibulsongkram Rajabhat University. [in Thai]

Hinthao, B., Selakorn, O., Lertsuvanpisan, P., Iamsa-ard, L., & Thongyaem, Y. (2010). *The development of participatory communication for the application of sufficiency economy philosophy: The case study of organic agriculture community at Tambon Nong-sano, Sam-ngam district, Phichit province.* Phitsanulok, Thailand: Pibulsongkram Rajabhat University/ National Research Council of Thailand. [in Thai]

Hinthao, B., Sinsakham, C., Lertsuvanpisan, P., & Phothihang, P. (2012). *Development the model of solid waste management involving public participation in Bungphra sub-district, Muang district, Phitsanulok.* Phitsanulok, Thailand: Pibulsongkram Rajabhat University. [in Thai]

Hongrat, N. (2007). *Communication strategy for participatory development of farmers in the CHAOW–NA School, Suphan Buri province* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Intarapimon, P. (2005). *Method of communication of community radio station and participatory communication of the people for community development Baan Jum Roong, Amphoe Klaeng, Rayong province* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Intaratat, K., Krutmeechai, M., Chaiviratana, C., Hongrat, K., & Thiengnoi, T. (2004). *Pattern and communication strategies for participatory development among community, Agricultural Technology Transfer and Service Centers of the Sub-districts, Community Learning Center and relevant agencies.* Bangkok, Thailand: The Thailand Research Fund. [in Thai]

Isrhasenee, W. (2006). *Communication for public participation in the prevention suppression corruption: Case study of the people in Tambon Ban That, Amphoe Phen, Udon Thani province* (Unpublished master's thesis). Bangkok: Thammasat University. [in Thai]

Jouet, J. (1997). *Community media and development: Problem of adaption. Meeting on self–management, access and participation in communication October 18–21, 1977* (pp. 1–43). Belgrade, Serbia: United Nations Educational, Scientific, and Cultural Organization.

Junlamakorn, Y. (2007). *Communication and community's participation in maintaining cultural identity of Thai Song Dam* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Kadnak, H., Kumseesung, R., Pansri, O., & Phompuang, R. (2005). *Television of Thailand Channel 11, Phitsanulok (NBT.CH.11 Phitsanulok) as local television.* Bangkok, Thailand: The Thailand Research Fund. [in Thai]

Kaewthep, K., Louiyapong, K., Supasa, R., & Polnigongit, W. (2000). *Community media: The state of the art review. Bangkok, Thailand: The Thailand Research Fund cited J. Servaes. 1989. One world, multiple cultures: A new paradigm on communication for development.* Louvain, Belgium: Acco.

Kanarkard, C. (1998). *The effect of communication on the level of people's participation in health administration of the public health office, region 7* (Unpublished master's thesis). Khon Kaen: Khon Kaen University. [in Thai]

Karnsungnoen, N. (2006). *Communication process for public participation in establishing the halal food industrial estate in Pattani Province* (Unpublished master's thesis). Bangkok: Dhurakijpundit University. [in Thai]

Kasemsri, K. (2006). *Participatory communication in City Radio FM 96.0* (Unpublished master's thesis). Bangkok: Kasetsart University. [in Thai]

Khemapetch, A. (2007). *Appropriate communication method of the sub-–district administration organization for supporting people participant in the local development: A case study of Tambol Administrative Organizations' areas in Bangrukyai, Bangbuathong, Nonthaburi* (Unpublished master's thesis). Khon Kaen: Khon Kaen University. [in Thai]

Kiousis, S. (2002). Interactivity: A concept explication. *New Media & Society, 4*(3), 355–383.

Kittiwarakul, J. (2011). *A participatory action research using community theatre as a tool for communication process of youth problem: Focusing on choosing how to associate with friends of the undergrad in city of Muang Chiang Mai.* Chiang Mai, Thailand: Payap University. [in Thai]

Kongkha, A. (2008). *Communication strategies used by the working committee to encourage participant in the energy-conservation project by Bangkok expressway company* (Unpublished master's thesis). Nonthaburi: Sukhothai Thammathirat Open University. [in Thai]

Kumchaythong, J. (2009). *The communication process and community members' participation in formulating community plans for Khukhot Municipality of Pathum Thani's Lam Luk Ka District* (Unpublished master's thesis). Nonthaburi: Sukhothai Thammathirat Open University. [in Thai]

Lapkern, W. (2005). *Participatory communication for education promotion of educational institutions, families and community organizations under the Nation Education Act, B.E. 2542(1999)* (Unpublished master's

thesis). Nonthaburi: Sukhothai Thammathirat Open University. [in Thai]

Leeratanapanich, P. (2005). *The communication process for mobilizing participation in promoting work safety in the color concentrated plastic industry* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Lila, S. (2005). *Participatory communication process in establishing and maintaining "CHANSEAN" a local museum in Nakhon Sawan* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). *New media: A critical introduction*. New York, NY: Routledge.

Malivong, A. (2005). *Participatiory communication of farmers in Mae Ta sustainable agriculture network in Mae Ta sub-district, Mae Ta district, Chiang Mai province* (Unpublished master's thesis). Chiang Mai: Maejo University. [in Thai]

Milinthanggoon, W. (2006). *Communication effectiveness and participation in biological way of sustainable development project of people in Nonthaburi* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Nantamontry, N. (2001). *Communication strategies of communication leaders to develop public participation of community members in solid waste reduction: The case study of "Suksang 26" Community* (Unpublished master's thesis). Bangkok: Dhurakijpundit University. [in Thai]

Nasomsong, C. (2011). *The communication for mobilizing participate in water management of Meahang River Wiangchai district, Chiang Rai province* (Unpublished master's thesis). Chiang Rai: Chiang Rai Rajabhat University. [in Thai]

Nonthihathai, A. (2008). *Participatory communication of the youth for development of the youth for development of "TK TEEN" TV program* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Noppakun, W. (2008). *Communication strategies for corporate social responsibility and communities' participation in environmental issue of the energy industry* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Nusong, S. (2006). *People's participatory communication through radio community program: Community Radio Chombueng district, Ratchaburi province*. Ratchaburi, Thailand: Muban Chombueng Rajabhat University. [in Thai]

Patano, P. (2006). *The communication strategies of the people participation on strategic plan developing process* (Unpublished master's thesis). Nonthaburi: Sukhothai Thammathirat Open University. [in Thai]

Phuntulee, S., & Wanitchanont, W. (2012). *The research and development of health communication in local community by using participatory action process to promote holistic health of Mae–Sai community's population, Phrae province*. Chiang Mai, Thailand: Maejo University. [in Thai]

Phuto, P. (2008). *The participative communications. A case study of Khao SamoKhon community self sufficiency economy learning center* (Unpublished master's thesis). Bangkok: Dhurakijpundit University. [in Thai]

Pilun–Owad, O. (2001). *Communication participation, and gratification with community radio of the people in the provinces of Ubon Ratchatani and Rayong*. Bangkok, Thailand: National Research Council of Thailand. [in Thai]

Pongmas, C. (2006). *Potential of community radio program in development for community participation case study: A radio program "Tai Fah Sri Kram" radio broadcast station of Thailand Rayong Province* (Unpublished master's thesis). Bangkok: Dhurakijpundit University. [in Thai]

Riwsuwan, W. (2003). *AIDS campaign in Muang district, Chiang Rai: A community participatory approach* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Rojanasupot, S., Inthajakra, P., & Chaikhunp, N. (2004). *Communication for the participation in community forest management of people in Huay Kaew Village, Mae On sub–district, Chiang Mai province*. Bangkok, Thailand: The Thailand Research Fund. [in Thai]

Saenmuangchin, T. (2000). *Participatory communication via community radio program of Radio Thailand at Nakhon Ratchasima province* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Saetan, R., & Kongwut, J. (2010). *The communication format and the participation for acting folk media reservation in Chanthaburi*. Chanthaburi, Thailand: Rambhai Barni Rajabhat University. [in Thai]

Servaes, J. (1996). Linking theoretical perspectives to policy. In J. Servaes, T. Lacobson, & S. A. White (Eds.), *Participatory communication for social change* (pp. 29–43). New Delhi, India: Sage Publication India.

Servaes, J. (2008). Introduction. In J. Servaes (Ed.), *Communication for development and social change* (pp. 14–28). New Delhi, India: Sage Publication India/UNESCO.

Servaes, J., & Malikhao, P. (2008). Development communication approaches in an international perspective. In J. Servaes (Ed.), *Communication for development and social change* (pp. 158–179). New Delhi, India: Sage Publication India/UNESCO.

Singhal, A. (2001). *Facilitating community participation through communication*. New York, NY: UNICEF.

Sittiphan, R. (2009). *Communication and improving community participation and management on erosion: Case study of Baan Khun Samutchine, Samutprakarn* (Unpublished master's thesis). Bangkok: Thammasat University. [in Thai]

Sriburin, T. (2007). *The relationship among knowledge, communication and community's participation in forest fire prevention and control in Tambon Loei Wang Sai, Phu Luang District, Loei* (Unpublished master's thesis). Maha Sarakham: Mahasarakham University. [in Thai]

Srihakulang, T. (2009). *Participatory community communication in agricultural development*. Bangkok, Thailand: King Mongkut's Institute of Technology Ladkrabang/National Research Council of Thailand.

Sriphetcharawut, P. (2006). *The role of participatory communication to maintain the competence of Namkain village, Phupang Sub–district, Nan province* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Sroisri, N. (2011). *Participatory communication behavior patterns in collaborative learning via competency-based webquest for television and radio broadcasting technology students at Rajamangala University of Technology Krung Thep* (Unpublished master's thesis). Nonthaburi: Sukhothai Thammathirat Open University. [in Thai]

Sukkosol, P. (2004). *The communication process for participant on community radio implement in Jaehom district, Lampang province* (Unpublished master's thesis). Bangkok: Thammasat University. [in Thai]

Suksawang, T. (2012). *Communication in promoting community participation by electricity generating authority of Thailand's North Bangkok Power Plant* (Unpublished master's thesis). Nonthaburi: Sukhothai Thammathirat Open University. [in Thai]

Teeraputtigunchai, B. (2010). *Communication process to transform meanings in funeral rituals* (Unpublished doctoral dissertation). Bangkok: Chulalongkorn University. [in Thai]

Teeraputtigunchai, B., Wongmhuenrat, P., Suntornphesuch, P., & Suphachan, S. (2011). *Participatory communication process for creating a youth network in succeeding local culture*. Bangkok, Thailand: Office of the Higher Education Commission.

Thewateerarat, S., Chedjinda, P., Chaisuwan, J., Khotpun, S., & Munpolsri, R. (2004). *Local people's participatory communication contributing to solid waste management in Pakchong district, Nakhon Ratchasima*. Bangkok, Thailand: The Thailand Research Fund.

Thippharat, S. (2011). *Development of participatory communication in organic agriculture: A case study of Suan Pakasit and Ban Nong Boua Muang-Ngai sub-district, Chiang Doa district, Chiang Mai province* (Unpublished master's thesis). Chiang Mai: Maejo University. [in Thai]

Tufte, T., & Mefalopulos, P. (2009). *Participatory communication: A practical guide*. Washington, DC: World Bank.

Uthayarat, S., & Kaewpraadub, W. (2012). *Communication and community people's participation in managing ecotourism resource: A case study of Tam Kang Kao Wat Khao Chong Pran, Ratchaburi province*. Bangkok, Thailand: Dhurakijpundit University.

Van de Fliert, E. (2010). Participatory communication in rural development: What does it take for the established order? *Extension Farming Systems Journal, 6*(1), 96–100.

Waranichsakul, N. (1993). *The participant communication in radio programs for traffic solution in Bangkok Metropolis: A case study of the Army Broadcasting Station JS.100 Mhz* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Wongluksanapan, K. (1999). *Communication strategies of rehabilitative offers ad the participation in rehabilitative activities of rehabilitative members for drug addiction outing* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]

Yanwithyakul, S. (1998). *The civil society in Thailand: A case study of Jor Sor 100 road traffic radio station* (Unpublished master's thesis). Bangkok: Thammasat University. [in Thai]

Youngkitkarn, W. (2002). *A participatory process in determining formats and contents of "community radio program" in Nan province* (Unpublished master's thesis). Bangkok: Chulalongkorn University. [in Thai]