

STRENGTHENING THE PUBLIC MIND IN COMMUNITY DEVELOPMENT

Supinthakan Rawangwongsaa

Phranakhon Rajabhat University, Bangkok Thailand

Abstract

This paper is part of a research 'the collaboration of newly community to participate in local development'. The investigator aimed to study 1). Factors contributing to strengthening the public mind in community development and 2). Guidelines for strengthening the public mind in the community development. Using qualitative research with in-depth interviews. Group Chat and community forum The targets community leaders emerging community members of a newly community and the management of Klong Sam Subdistrict Administrative Organization. Data were analyzed using content analysis. Then be construed to create inductive conclusion. To meet the objectives of the research The research found that:

1. Factors contributing to strengthening the public mind in community development. There are two important factors follows. 1). Social factors (Factor) is a family support. Social experience the trained WAK Parenting style democracy Behavior of Teachers The self-learning Learning with others. The accumulation of perceived little by little makes sense that a variety of forms and 2). Mental health is a factor in their wisdom, moral reasoning. Future Orientation The locus Achievement Motivation The analysis of each individual to judge the value and goodness, which affect the behavior and conduct. Such factors that affect perception, learning, thinking and looking into the possibility that the judge wants to make any sense. And then trained them to build self-realization.

2. Guidelines for strengthening the public mind in community development. 1). Family support philanthropists. 2). Parenting family members democracy 3). Allowing family members are involved in thinking and activity of the community. 4). Training children to have a collective responsibility. 5). Training students to think and make decisions, both in school and outside of school. 6). Cultivating community members see the importance of collective and public. 7). Community members are encouraged to participate in activities that benefit the school and community. 8). Home and school must work together to encourage community members are public mind.

Keyword: Public mind, Community development

Preface

Community development to achieve defined goals. Need to take into account the need to strengthen community features to their subscribers. So that they will be an asset to the community led to the development of appropriate guidelines and adhere to the goals of society. One of the features of human resources or human capital, the community should be considered as a priority is the "public mind" the public mind as a moral one. It is one element of morality or ethics of citizenship. (Civic virtue) (Watchara Chaisarn, 2012: 9) Prof. Dr. Prawet Wasi (1999: 20) Said the public mind as a civic virtue. Values and social conscience is the soul of the person or organization that has no social value and social consciousness. The lack of power to create When the public mind to cause civil society contributes to the strengthening of society. The public mind is the importance of the moral majority. (Thanet Charoenmuang, 2010: 175) Society to promote strong potential problems. And the public mind is a virtue that can,t be forced upon people. But the environment in the family, community, school and society are what give the public mind. This will benefit the community as a whole. This led to the development of sustainable communities are vital members of the community as a whole. Prof. Tanin Kraiwichian privy counselor (2007) has commented, the moral awareness in Thailand. There should be a total of 12 ways to fit the culture and society of Thailand. One of which is public awareness. (Public conscience)

Thailand begins at the local government. With the regime change in 2475, with Thailand barriers many respects. A barrier of Local Government Thailand is an important one. "The problem is a lack of public spirit" in the power distribution to the public in the development of the local communities themselves. People are the key mechanism to drive local governments to develop local communities to be prosperous. The people in the area need to focus on the public interest of the community and society as a whole, which is "public mind", the lack of

public consciousness. There are a number of reasons such as the nature of the community. Cultural Community Education of the public providing opportunities for citizens to participate in local government, etc. (Watcharin Intaprom, 2016: 124-129). Therefore, solving the problems of local government that Thailand considers the main one is to create awareness and provide the public with local philanthropists and love. People can choose to develop their own local residents themselves. By taking into account the public interest And to take care of public resources. When individuals, philanthropists and local self-treatment caused or live action with suggestions for preventive care and other development and conservation of local resources to remain. It will benefit the local area. (Watcharin Intaprom, 2016: 139).

Subdistrict Khlong Sam Pathum Thani, a newly community (Housing Estate) a lot of information in October 2015 by the Ministry of Housing, Klong Sam is a traditional village, only 46 villages, 16 villages of Tambon Administration Organization, the major problem is the canal. Emerging Community (Housing), the lack of a collective and not to cooperate in the development of Khlong Sam Subdistrict Administrative Organization. Therefore, strengthening the “public mind” to members of the community, a community emerging. So that they are consistent with the desired characteristics and conforms to local community development. Encouraging people to participate in the development of the local community to prosper, it is a no less important than the development of knowledge and skills in the profession and the importance of the above reasons. The research was to study the subject in the public mind, strengthening the development of such communities.

Research Objectives

The objective of this research

1. To study the factors contributing to strengthening the public mind in community development.
2. To study the guidelines for strengthening the public mind in community development.

Benefits are expected to receive.

1. Know the factors enhancing public mind in community development, community emerging.
2. To strengthen the public mind in the context of community development for the emerging community.

Method

This research is qualitative research using in-depth interviews, community representatives and aboriginal communities in the emerging area of Klong Sam Subdistrict Administrative Organization. Pathum Thani 77 and the management and staff of the Ministry of Klong Sam. Pathum Thani 20

The instruments used in the study by collecting qualitative data include.

1. Preparation of community forum
2. Management focus groups
3. Participatory observations.

Data analysis conducted by collecting data from in-depth interviews. Focus groups and participatory observations. All data were checked for accuracy by triangulation. Then check the information by interviewing each review and amend the information provided is correct. Data were analyzed using analysis of content (Content analysis), then data were interpreted to construct inductive conclusion.

Research result

The research found that

1. The factors contributing to strengthening the public mind in community development.

Emerging from the condition of the community in the area of Khlong Sam Subdistrict Administrative Organization. Identify factors that affect the public mind, strengthening the development of the community into two sides. 1) Social environmental factors. (External factors) are caused by environmental factors, individual differences, and 2) The inner self. Among the factors that occur within the individual.

The environmental or social factors that affect the public mind, strengthening the development of the community. Among the factors that caused the members of the community. The circumstances of the individual

from birth to growth. Join the community and the role of various factors in the social environment that is isolated. (1.1) support from the family (1.2) social experience (1.3) have been trained to instruct (1.4) parenting style democracy (1.5) the teaching behavior of the teachers (1.6) The self-learning (1.7) learning with others (1.8) accumulated from the perception that little by little makes sense that a variety of forms For their own internal factors that affect the public mind, strengthening the internal factors of the individual, including (2.1) mental health (2.2) wisdom (2.3) Moral Reasoning (2.4) Future Orientation (2.5) Internal locus of control (2.6) achievement motivation (2.7) The analysis of each individual to judge the value and goodness, which affect the behavior and conduct. Such factors that affect perception, learning, thinking and looking into the possibility that the judge wants to make any sense. And then trained them to build self-realization.

2. The guidelines for strengthening the public mind in community development.

That strengthening the public mind in community development in the area of Khlong Sam Subdistrict Administrative Organization. There are important guidelines below.

1. Family support to individuals to be public mind. The family must provide support to family members see the importance of the collective. Make sacrifices there is a volunteer in the community. The assertive.
2. Parenting family members' democracy by training assertive and the freedom to express opinions.
3. Allowing family members are involved in thinking and participate in the activities of the community. Family members attend events. Community-based opportunities especially the volunteers.
4. Training children to have a collective responsibility. Parents must teach their children. And teachers to teach children to recognize their duties. Learn to take responsibility involved the public
5. Training students to think and make decisions, both in school and outside of school. School and community to allow students to participate thoughts. Co-decision in relation in such schools train students to express themselves in group activities. Practice leadership and followership. Training students to participate in the elections as a student leader.
6. Cultivating community members see the importance of public and public property. Community members need to promote the importance of the public. Help maintain public joint repair improve public or where the use of the public.
7. Community members are encouraged to participate in activities that benefit the school community and society. Both the family and the community to provide opportunities for members to participate in activities that do not affect any person but sacrifice strength or sacrifice their time to the public such as activities that benefit the school community or other social occasions.
8. Home and school must work together to encourage community members are public mind. The family and the school must go on in the same way to encourage community members to see the importance of the public. And sake of the common good is important.

Discussions

Factors contributing to strengthening the public mind in newly community that there are two major respects

1. Environmental factors, including social support from family, parenting style democracy, behavior of teachers, the self-learning and Learning with others. Consistent with studies by Aunchalika Pewphet (2011) factors that influence the public mind, including parenting and democratic behavior of the teachers. Consistent with studies by Nongluck Khenngam and Sompawn Meteewattanakul (2010) family foundation found that factors associated with mental and public education by Aomjai Wongmontha (2010) found that the self-learning and learning with others among the factors that affect the public mind with the support of family

2. Internal factors, including their mental health, intelligence, moral reasoning, future orientation. the locus achievement and motivation which is based on the concept by Doungdean Phanthumanavin (1995: 12-14) the theory tree ethics to explain the cause of the behavior that behavioral five areas: 1) moral reasoning 2) future orientation and self-control 3) the locus 4) achievement motivation and 5) attitudes moral and values can be optimized to improve behavior. Consistent with the study of Aunchalika Pewphet (2554) found that the factors that influence the public mind are moral and emotional intelligence. And in accordance with the study by Jatsada Nhurun (2008) found that moral reasoning, future Orientation, the locus, achievement motivation, intelligence and mental health affect the public mind.

Guidelines for strengthening the public mind in the development community: 1) family support to individuals to be public mind 2) democracy parenting style and 3) allowing family members are involved in thinking and participate in the activities of the community consistent with studies by Nongluck Khenngam and Sompawn Meteewattanukul (2010) found that family factors related to the public mind. And in accordance with the study by Aunchalika Pewphet (2011) the factor that influences the public mind, including democracy parenting style.

Suggestion

Suggestions bringing research results are exploited.

1. Khlong Sam Subdistrict Administrative Organization must be adopted guideline for strengthening the public mind in community development in the area of Khlong Sam Subdistrict Administrative Organization to trial. The effect is substantial and updated.

2. The strategic plan of Khlong Sam Subdistrict Administrative Organization to emerging communities in the area took part in the formulation.

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