



UNIVERSITI PUTRA MALAYSIA

**LOCAL PARTICIPATION IN SMALL VIDEO FORMAT PRODUCTION
FOR RURAL QUALITY OF LIFE IMPROVEMENT IN NORTHEAST
THAILAND: A PARTICIPATORY MESSAGE DEVELOPMENT
MODEL APPROACH**

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LOCAL PARTICIPATION IN SMALL VIDEO FORMAT PRODUCTION FOR
RURAL QUALITY OF LIFE IMPROVEMENT IN NORTHEAST THAILAND:
A PARTICIPATORY MESSAGE DEVELOPMENT MODEL APPROACH

By

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**LOCAL PARTICIPATION IN SMALL VIDEO FORMAT PRODUCTION FOR
RURAL QUALITY OF LIFE IMPROVEMENT IN NORTHEAST THAILAND:
A PARTICIPATORY MESSAGE DEVELOPMENT MODEL APPROACH**

By

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January 1994

Chairman: Professor Dr. Sulaiman Hj. Mohd. Yassin

Faculty : Centre for Extension and Continuing Education

The objectives of this study were: (1) to determine the level of local participation in small video format production for rural quality of life improvement in Northeast Thailand; (2) to examine the applicability of using small video format in participatory message development for rural quality of life improvement in Northeast Thailand; (3) To determine the factors associated with the level of local participation in small video format production for rural quality of life improvement in Northeast Thailand.

A total of 176 respondents consisting of 130 learning group members (LGMs) from four villages and forty-six non-formal educators (NFEs) from four Provincial Non-Formal Education Centres in Northeast Thailand were sampled by using



multi-stage sampling procedure. Data were gathered by means of personal interviews and analysed using the Statistical Package for Social Science (SPSS/PC+). Pearson product-moment correlation and Z-test were used to test the hypotheses of the study. Stepwise multiple regression was computed to determine which of the independent variables of the study are strong predictors of participation.

The findings revealed that, overall, participation in small video format production for rural quality of life improvement made by non-formal educators and learning group members was slightly high. In comparison, the learning group members' participation in small video format production was slightly but significantly higher than the non-formal educators. It was found that, therefore, the use of small video in participatory message development model of Nair and White (1987) is applicable to the rural Thai setting.

Contact with local people, co-ordination with other change agents, attitude towards rural audience, attitude towards participation in small video format production, job satisfaction and in-service training were found to be positively related to non-formal educators' participation in small video format production, while working experience had no significant relationship with participation. Also income, education, information sharing, contact with change agents,



media exposure, cosmopolitaness, video usefulness, attitude towards participation in video production, attitude towards community learning groups and organisational membership were found to be positively related to learning group members participation in small video format production. Age, however, was not found to be significantly related with participation. The stepwise multiple regression analysis indicated that contact with local people, co-ordinating with other change agents and in-service training attended were strong predictors of non-formal educators' participation and four other variables; cosmopolitaness, attitude towards participation in video production, education and usefulness of video were also found to be the strong indicators of learning group members' participation. It is recommended that, in order to make more effective use of the small video format as a communication tool for development based on the Nair and White's (1987) participatory message development model, the Non-Formal Education Department (NFED) should pay more attention to the above predictor variables of the study.



Abstrak disertasi yang dikemukakan kepada Senat Universiti Pertanian Malaysia bagi memenuhi sebahagian daripada syarat untuk mendapatkan Ijazah Doktor Falsafah.

**PENGLIBATAN SETEMPAT DALAM PENERBITAN FORMAT VIDEO KECIL
UNTUK PENINGKATAN KUALITI HIDUP DESA DI TIMUR LAUT THAILAND:
PENDEKATAN MODEL PENGLIBATAN PEMBANGUNAN MESEJ**

Oleh

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Januari 1994

Pengerusi: Profesor Sulaiman Hj. Mohd. Yassin, Ph.D.

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Objektif kajian ini adalah untuk: (1) mengenalpasti aras penglibatan penduduk tempatan dalam penerbitan format video kecil untuk peningkatan kualiti hidup desa di Timur Laut Thailand; (2) menilai kesesuaian format video kecil dalam penglibatan pembangunan mesej untuk peningkatan kualiti hidup desa di Timur Laut Thailand; (3) mengenalpasti faktor berkaitan dengan aras penglibatan penduduk tempatan dalam penerbitan format video kecil untuk peningkatan kualiti hidup desa di Timur Laut Thailand.

Sejumlah 176 responden yang melibatkan 130 ahli kumpulan pembelajaran (AKP) dari empat kampung dan empat puluh enam pendidik non-formal (PNF) dari empat Pusat Pendidikan Non-Formal Wilayah di Timur Laut Thailand telah disampel



menggunakan prosedur persampelan berbagai-tahap. Data telah dikumpul menggunakan kaedah temubual dan dianalisis menggunakan Pekej Statistik Sains Sosial (SPSS/PC+). Korelasi Pearson 'product-moment' dan ujian-Z telah digunakan bagi menguji hipotesis kajian. 'Stepwise multiple regression' telah digunakan bagi mengenalpasti angkubah bebas kajian yang menjadi prediktor utama kepada penglibatan.

Hasil kajian menunjukkan bahawa secara keseluruhannya, penglibatan dalam penerbitan format video kecil untuk peningkatan kualiti hidup desa di kalangan PNF dan AKP adalah tinggi. Walau bagaimanapun, penglibatan AKP dalam penglibatan penerbitan format video kecil adalah lebih signifikan dan tinggi sedikit berbanding dengan PNF. Hasil kajian menunjukkan bahawa penggunaan video kecil dalam model penglibatan pembangunan mesej yang dikemukakan oleh Nair dan White (1987) adalah sesuai kepada latar desa di Thailand.

Kontak dengan penduduk setempat, penyelarasan dengan agen perubahan yang lain, sikap terhadap audiens desa, sikap terhadap penglibatan dalam penerbitan format video kecil, kepuasan bekerja dan latihan semasa perkhidmatan telah didapati mempunyai perkaitan yang positif kepada penglibatan PNF dalam penerbitan format video kecil. Sementara pengalaman bekerja pula tidak mempunyai perkaitan yang signifikan dengan penglibatan PNF.



Pendapatan, pendidikan, perkongsian maklumat, kontak dengan agen-agen perubahan, pendedahan media, 'cosmopolitaness', kegunaan video, sikap terhadap penglibatan dalam penerbitan video, sikap terhadap kumpulan pembelajaran komuniti dan keanggotaan organisasi telah didapati mempunyai perkaitan yang positif kepada penglibatan AKP dalam penerbitan format video kecil. Walau bagaimanapun, umur tidak mempunyai perkaitan yang signifikan dengan penglibatan tersebut. Analisis 'stepwise multiple regression' menunjukkan bahawa kontak dengan penduduk setempat, persefahaman dengan agen-agen perubahan yang lain dan kehadiran dalam kursus semasa berkhidmat menjadi prediktor yang kuat terhadap penglibatan PNF. Sementara empat angkubah lain; 'cosmopolitaness', sikap terhadap penglibatan dalam penerbitan video, pendidikan dan kegunaan video didapati menjadi prediktor yang kuat kepada penglibatan AKP. Adalah dicadangkan bahawa untuk menjadikan format video kecil lebih efektif sebagai alat komunikasi bagi pembangunan berdasarkan model penglibatan pembangunan mesej yang dikemukakan oleh Nair dan White (1987), pihak Jabatan Pendidikan Non-Formal (JPNF), Thailand sewajarnya memberi perhatian kepada angkubah prediktor dalam kajian ini.



CHAPTER I
INTRODUCTION

Overview of Thailand

The kingdom of Thailand, known for centuries to outsiders as "Siam", is located in the Indochina Peninsula with a total area of 513,115 square kilometres and a total population of fifty-seven million. Thailand is bordered by Myanmar to the west, Laos to the north, Kampuchea to the east and Malaysia to the south. Its location is at 5 to 20 degrees N latitude and 95 to 105 degrees E longitude. This location provides three seasons a year namely; the cool season from November through February, the summer season from March through June, and the rainy season from July through October. The average temperature ranges from 23.7 to 32.5 degree celcius (Office of the Prime Minister, 1992).

Located in the tropical climatic zone, Thailand is predominantly an agricultural country. The main agricultural products are rice, cassava, rubber, corn, sugar cane, livestock poultry, marine and fresh water products. Agriculture is regarded as a fundamental source of the Thai economy. In 1992,



agriculture accounted for 12.4% of the national product, provided 59.5% of the country's export income and employed 61.34% of the nation's labour force (National Economic and Social Development Board, 1991).

Thailand is divided into seventy-three provinces within four regions namely; central, southern, northern, and northeastern. There are 724 districts, 5,840 sub-districts and nearly 55,000 villages. The majority of the population, about 95%, are Buddhists. Compulsory education is provided by the government and the first six years of primary education is fee-free. Consequently, the national literacy rate of 87.7 percent in 1992 was relatively high among developing countries within the Asia and Pacific region (Non-Formal Education Department, 1992).

Thirty-three million farmers, approximately 70% of the total population, live in rural areas in homogeneous groups along rivers, canals, and roads. Of the country's total area, about 38% is under cultivation, with some 20% of this presently under irrigation. Approximately 90% of the farmers in rural areas--almost six million families--earn their income through subsistence farming, particularly rice cultivation and field crops production (Center for Agricultural Statistics, 1992).

Among the four regions, the Northeastern is the poorest region in Thailand in terms of resources, economy and personal income. It comprises seventeen provinces and encompasses

