



King Prajadhipok's Institute

WAPORasia
WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH



THE NEW NORMAL IN SURVEY RESEARCH METHODOLOGY AND CHANGING ATTITUDES

16 - 17 NOVEMBER 2021

VIRTUAL CONFERENCE

SUPPORTED BY



The New Normal in Survey Research Methodology and Changing Attitudes

King Prajadhipok's Institute

Conference Documents WAPOR ASIA 4th Annual Conference 16-17 November 2021 Bangkok, Thailand

King Prajadhipok's Institute

The Government Complex Commemorating
His Majesty the King's 80th Birthday Anniversary 5th (Southern Zone)
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Preface

These proceedings are the collected documentation from the WAPOR Asia 4th Annual Conference, titled “The New Normal in Survey Research Methodology and Changing Attitudes”, held November 16-17, 2021.

These documents include the conference program, information about the panelists, a list of presenters and their presentations, and the presentation abstracts. We hope that these documents will be of use to people interested in the conference and more generally in the field of public opinion research.

Sincerely,

WAPOR Asia Bangkok 2021 Conference Team





**THE NEW NORMAL IN
SURVEY RESEARCH METHODOLOGY
AND CHANGING ATTITUDES**

Conference Program

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THE NEW NORMAL IN SURVEY RESEARCH METHODOLOGY AND CHANGING ATTITUDES

16 - 17 NOVEMBER 2021

VIRTUAL CONFERENCE

WAPOR Asia 4th Annual Conference Program
Bangkok, Thailand 2021

The New Normal in Survey Research Methodology and Changing Attitudes

November 16 – 17, 2021

Tuesday, November 16, 2021

09:00 – 09:45

WAPOR Asia 4th Annual Conference Opening Ceremony Welcoming Speech

By Thawilwadee Bureekul
King Prajadhipok's Institute (KPI), Thailand
Chairperson of WAPOR Asia 2021 Conference

Opening Address

By Yashwant Deshmukh, WAPOR Asia President

Introductory Remarks

By Woothisarn Tanchai
Secretary General of KPI, Thailand

Official Opening

By Chuan Leekpai, Speaker of the House
of Representatives, Thailand

10:00 – 11:30

Panel Discussion on Cross National Surveys Around the World

Chair: Thawilwadee Bureekul, KPI

Panelists:

Jonathan Evans, Pew Research

Bilal Gilani, WIN Gallup

Christian Haerpfer, World Values Survey (WVS)

Marta Lagos, Latinobarómetro

Christof Wolf, International Social Survey Program (ISSP)

11:45 – 13:00

Parallel Sessions 1 (Four Panels)

11:45 – 13:00

Panel 1.1: Challenging Contexts for Survey Research

Chair: Rahul Sharma, C-Voter, India

Analysing Research Methodologies in Global Vaccine Hesitancy Studies

Ankita Tripathi, SPRF, India

Neha Chauhan, SPRF, India

Crime Victimization, Public Anxiety over Crime, and Opinion on the Anti-illegal Drugs Campaign of the Duterte Administration

Leo Rando S. Laroza, SWS, Philippines

Data Archiving Public Opinion Polls and Histories Amidst Turmoil

Daniel C. Tsang, HKPORI, Hong Kong

Afghan Public Opinion About Political Turmoil in the War Torn Country

Khalid Akhter, C-Voter, India

Nazir Ahmad Yosufi, Afghanistan

Uninterrupted Public Opinion Research during Pandemic –IVR

Rahul Sharma, C-Voter, India

11:45 – 13:00

Panel 1.2: Cultures, Values, Surveys**Chair:** Jibum Kim, Sungkyunkwan University, South Korea**Ancestor Worship in Korea**

Jibum Kim, Sungkyunkwan University, South Korea

Jae-Mahn Shim, Korea University, Korea

Sori Kim, Sungkyunkwan University, Korea

Time Series Data on the Attendance of Filipinos at Religious Services, 1991-2021

Hannah Jimala, SWS, Philippines

Three Lessons Learnt in My AsiaBarometer Survey Experience, 2002-2022 from three sub-disciplines: culturally psychology, statistics, experimental psychology

Takashi Inoguchi, AsiaBarometer Survey, Japan

Study of World Values from a Civilizational Perspective

Ijaz Gilani, Gallup Pakistan, Pakistan

11:45 – 13:00

Panel 1.3: Social Trust, Confidence in Institutions, & Communication**Chair:** Trairat Pokapalakorn, Thammasat University, Thailand**Level of Social Trust in Asia A Cross-national Analysis Using the Asian Barometer Surveys in the Past Two Decades**

Fernel Ted Paguinto, SWS, Philippines

Serving the political agenda: Pseudo-polls in Hong Kong

Wai-Kwok Wong, HKPORI, Hong Kong

Changing Levels of Trust in Government and Governmental Institutions During the COVID-19 Pandemic in India

Shreya Maskara, Polstrat Communications Pvt. Ltd, India



COVID-19 Communication During a Public Health Crisis in Malaysia

Zeti Azreen Ahmad, International Islamic University Malaysia (IIUM), Malaysia

COVID-19 and Young Australians Trust, Confidence in Institutions and Rising Discontent

Matthew Gray, ANU Centre for Social Research and Methods, Australia

Nick Biddle, ANU Centre for Social Research and Methods, Australia

11:45 – 13:00

Panel 1.4: Well-Being

Chair: Robert Chung, HKPORI, Hong Kong

Surveys of Filipino Quality of Life in the Covid-19 Pandemic, 2020-21

Mahar Mangahas, SWS, Philippines

Faculty Well-being under COVID-19 Pandemic

Tatiana Karabchuk, UAE University, UAE

Aizhan Shomotova, UAE University, UAE

Personal Wellbeing during a Global Pandemic: Demographic Differences in Changes in Wellbeing

Shreya Maskara, Polstrat Communications Pvt. Ltd, India

14:00 – 18:00

Workshop on Fundamentals of Survey Research

Chair: Yashwant Deshmukh, WAPOR Asia President

Why do we need Public Opinion Research

Robert Chung, HKPORI, Hong Kong

Understanding the Fundamentals of Survey Research

Tatiana Karabchuk, UAE University

Exploring Random Probability in Public Opinion Research

Sanjay Kumar, CSDS, India

The Confusing World of Online Polls: Why Non-Probability Online Research is Unscientific

Yashwant Deshmukh, WAPOR Asia President

Data Collection Methodology in Thailand (in Thai with English translation)

Ratchawadee Sangmahamad, KPI, Thailand

Lertporn Udompong, KPI, Thailand

Wednesday, November 17, 2021

09:00 – 10:30

Special Lecture on Artificial Intelligence in Conflict Resolution Research

By Colin Irwin, University of Liverpool, UK

Chair: Yashwant Deshmukh, WAPOR Asia President

10:30 – 12:00

Parallel Sessions 2 (Four Panels)

10:30 – 12:00

Panel 2.1: Social Media, Information, & Participation

Chair: Holli A. Semetko, Emory University, USA

Youth and News via Social Media: a New Trend

Mazni Buyong, International Islamic University Malaysia (IIUM), Malaysia

Young Mexicans, Political Participation and Digital Social Networks

Alejandra Rodríguez, National System of Researchers (SNI), Mexico

Fernando Domínguez, National System of Researchers (SNI), Mexico

Campaign Disinformation in India: Measuring Harmfulness

Kiran Arabaghatta Basavaraj, University of Exeter, UK



Digital Campaign Effects in Indian elections: Panel Evidence from Kerala

Anil Varughese, Carleton University, Canada

Attention to News and Information about Politics: Evidence from India's 2019 Election Campaign

Holli A. Semetko, Emory University, USA

10:30 – 12:00

Panel 2.2: Happiness, Optimism & Mental Health

Chair: Supachai Yavaprabhas, Rangsit University, Thailand

Happiness in the Philippines: Demographic Patterns and Attitudinal Correlates

Gerardo Sandoval, SWS, Philippines

The Influence of Personal Optimism on Happiness Among Filipinos: The Role of Educational Attainment

Marco M. Mercado, SWS, Philippines

Understanding Impact on Mental Health through the Prism of COVID-19

Gaura Shukla, C-Voter, India

Food Insecurity Mediates the Relationship between Poverty and Mental Health

Tania Nagpaul, Singapore University of Social Sciences, Singapore

Mental Health and Political Participation during COVID-19: Evidence from Indian States

Subhasish Ray, O.P. Jindal Global University, India

10:30 – 12:00

Panel 2.3: Democracy & Governance

Chair: Eric Chen-hua Yu, National Chengchi University, Taiwan

Do Waves of Democracy Matter? Comparing Citizenship Norms and Political Participation in Different Democracies

Eric Chen-hua Yu, National Chengchi University, Taiwan

Thailand Political Foresight for Sustainable Democracy

Thawilwadee Bureekul, KPI, Thailand

The Malaysian Image of Three U. S. Leaders: Biden, Trump and Obama

Syed Arabi Idid, International Islamic University Malaysia (IIUM), Malaysia

Mohammed Fadel Arandas, Southern University College, Malaysia

Loh Yoke Ling, Universiti Pendidikan Sultan Idris, Malaysia

Attitude and Ethnic Identity Affecting Voting Intention: A Study in Batang Kali State Legislative, Selangor Constituency

Mat Nadzari Ahmad Dahlan, Malaysia

Factors Affecting Public Mind Behavior of Students of Satri Anghong School

Sirichai Petcharak, Thepsatri Rajabhat University, Thailand

Waraporn Saprunghong, Thepsatri Rajabhat University, Thailand

Sompop Chermkhuntod, Thepsatri Rajabhat University, Thailand

Chutima Petcharak, Thepsatri Rajabhat University, Thailand

10: 30 – 12:00

Panel 2.4: Pandemic Work Changes and Futures

Chair: Sida Sornsri, Expert on International Relations, Thailand

Attitudes Towards Working in Social Care

Toni Makkai, ANU Centre for Social Research and Methods, Australia

Nicholas Biddle, ANU Centre for Social Research and Methods, Australia



**Proactive Approach to CATI Decentralization Process
for Work from Anywhere Paradigm**

Neelabh Tyagi, C-Voter, India

**The Effects of the COVID-19 Pandemic to Home and
Non-Home Based Filipino Workers in Relation to Going
and Reporting for Work**

Rommel Tabije, SWS, Philippines

Survey Research Adapting a New Normal

Yashwant Deshmukh, , C-Voter, India

12:00 – 13:00

Conversation with the Pioneers in Public Opinion

Chair: Syed Arabi Idid, International Islamic University
Malaysia (IIUM), Malaysia

Pioneers:

Darren Pennay, The Social Research Centre, Australia
M Saidul Haq, SRGB Research & Consulting Limited,
Bangladesh

Saiful Mujani, Universitas Islam Negeri Syarif Hidayatullah,
Indonesia

Pradeep Peiris, University of Colombo, Sri Lanka

Chi Huang, National Chengchi University, Taiwan

13:30 – 15:00

Parallel Sessions 3 (Three Panels)

13:30 – 15:00

Panel 3.1: Inequalities

Chair: Thawilwadee Bureekul, KPI, Thailand

**Reinforced Inequalities with the Advent of Covid-19
in Sri Lanka**

Shashik Silva, Social Scientists' Association (SSA),
Sri Lanka

Education Constraints during the Pandemic

Shaleja Mahajan, C-Voter, India

Financial Situation of Filipino Families before and during the COVID-19 Crisis

Malou Tabor, SWS, Philippines

Josefina Mar, SWS, Philippines

Bicycle Usage Among Filipino Households During the Covid-19 Pandemic

Christian Michael Entoma, SWS, Philippines

An Evaluation of India's Covid-19 Food Relief Program

Manu Sharma, C-Voter, India

13:30 – 15:00

Panel 3.2: New Media Platforms

Chair: Jay Sandoval, SWS, Philippines

Incentive Experiment and Push-to-Web Data Collection Strategy: Results from the Hong Kong Generations and Gender Survey (HK-GGS) Pilot Study

Christian Joy, Hong Kong University of Science and Technology, Hong Kong

Pattawi Cruz, Hong Kong University of Science and Technology, Hong Kong

Stuart Gietel-Basten, Hong Kong University of Science and Technology, Hong Kong

The Usage of WhatsApp Among Malaysians

Nerawi Sedu, International Islamic University Malaysia (IIUM), Malaysia

Factors Affecting Online Shopping Behaviour via Shopee of Generation Y consumers under the COVID-19 Situation in Bangkok and its Vicinity

Praewpun Suwannapong, Valaya Alongkorn Rajabhat University, Thailand

The Role of Mobile App and Social Media In Response to Citizen Demands During the COVID-19 Pandemic: the case of Ho Chi Minh city, Vietnam

Minh-Thuan Tu, Hochiminh city Carde Academy, Vietnam



**The Malaysian Media Dependency During COVID-19
Crisis**

Eliza Ezzauddin Hussein, Universiti Teknologi MARA (UiTM),
Malaysia

Syed Arabi Idid, International Islamic University Malaysia
(IIUM), Malaysia

13:30 – 15:00

Panel 3.3: Contexts and Surveys in India

Chair: Chira Prateep, Rangsit University, Thailand

**Survey Based Evaluation of Computer-based Education
in 6 States**

Aakansha Bariar, C-Voter, India

Partial Decline in the Influence of Caste Politics

Ajit Shukla, C-Voter, India

Manish Tripathi, C-Voter, India

**Crime and Politics: Do Elected Leaders with a Criminal
Record Worsen the Rule of Law?**

Shreya Maskara, Polstrat Communications Pvt. Ltd, India

Damini Mehta, Polstrat Communications Pvt. Ltd, India

Prakhar Yadav, Polstrat Communications Pvt. Ltd, India

Vaishali Ujlayan, Polstrat Communications Pvt. Ltd, India

**Analysing Public Perception of Government Schemes
and Programs: A study on the Change in Public
Perception in Three States between Two Assembly
Elections**

Damini Mehta, Polstrat Communications Pvt. Ltd, India

15:00 – 16:30

Parallel Sessions 4 (Three Panels)

15:00 – 16:30

**Panel 4.1: 2020-2021 Impacts on Survey Firms and
Service Offices**

Chair: Jay Sandoval, SWS, Philippines

Administrative Challenge During COVID-19

Shalinder Mahajan, C-Voter, India

Obtaining People's Mandate Through an Opinion Survey

Edward Chit-fai TAI, Hong Kong Public Opinion Research Institute (HKPORI), Hong Kong

Spatial Suitability Analysis of Social Service Offices for a Covid-19 Endemic City

Chanhoong Leong, Singapore University of Social Sciences, Singapore

Polling under the Oppressive National Security Law

Chung Kim-wah, Hong Kong Public Opinion Research Institute (HKPORI), Hong Kong

15:00 – 16:30

Panel 4.2: Innovation in Governance and Management

(Thai language with English translation)

Chair: Thanyawat Rattanasak, Chiang Mai University, Thailand

Discussant: Sataporn Roengtham, Khonkaen University, Thailand

A Survey on the Role of Local Government Organizations in Managing the COVID-19 Pandemic Crisis

Sirinat Phetsrichat, KPI, Thailand

Management of the COVID-19 Outbreak in Phuket

Paladej Chaloeykitti, Expert Thailand Professional Qualification Institute, Thailand

Brainstorming for Data Governance Framework For COVID-19 Pandemics in Academic Institute

Suwannee Adsavakulchai, The University of the Thai Chamber of Commerce, Thailand



15:00 – 16:30

Brainstorming for Thailand Knowledge Portal

Chiraporn Huntula, The University of the Thai Chamber of Commerce, Thailand

Suwannee Adsavakulchai, The University of the Thai Chamber of Commerce, Thailand

Panel 4.3: Thailand and Social Quality (Thai language with English translation)

Chair: Manit Suthasakul, Sukhothai Thammathirat Open University, Thailand

Discussant: Sukanya Aimimtham, Khon Kaen University, Thailand

Peaceful Means Innovation: Conflict Mapping Database Research

Apinya Tissamana, KPI, Thailand

The Levels of Peace in Thai Society from the Past, Present, to the Future: Under the Survey of Thai Peace Index

Chalat Pratheuangrattana, KPI, Thailand

Economic and Social Factors and Anti-Immigration Attitudes in Thailand

Ratchawadee Sangmahamad, KPI, Thailand

Public opinion Survey on Religious Attitudes and Religious Change

Lertporn Udompong, KPI, Thailand

16:30 – 17:30

WAPOR Asia 4th Annual Conference Closing Ceremony

WAPOR Asia Lifetime Achievement Awards

By Yashwant Deshmukh, WAPOR Asia President

**WAPOR Asia Business Meeting and 5th and 6th
Conference Announcement Dubai 2022 and
Seoul, Korea 2023**

By Yashwant Deshmukh and Jibum Kim, WAPOR Asia
Vice President and President-Elect

Closing Speech

By Amporn Tamronglak, President of Public Administration
Association of Thailand (PAAT)
Co-host of WAPOR Asia 2021 Conference



Note: All times UTC+07:00





THE NEW NORMAL IN SURVEY RESEARCH METHODOLOGY AND CHANGING ATTITUDES

PANEL 1.1

Challenging Contexts for Survey Research

Analysing Research Methodologies in Global Vaccine Hesitancy Studies

Ankita Tripathi, Neha Chauhan
Neha Chauhan, SPRF, India



In a remarkable feat, governments, private companies, scientists, and stakeholders across the world worked together for the rapid development of COVID-19 vaccines. Efforts to ensure sufficient herd immunity to curb the pandemic are ongoing. However, the biggest hurdle obstructing wider vaccination coverage is vaccine hesitancy. The World Health Organization defines vaccine hesitancy as a “delay in acceptance or refusal of vaccines despite availability of vaccination services”.

A study conducted by the University of Maryland and Carnegie Mellon University, in partnership with Facebook, found that 29% of the survey respondents were hesitant to get vaccinated. Another study by Delhi NCR Coronavirus Telephone (DCVTS) showed that between 23 December 2020 and 4 January 2021, 39% of the respondents were vaccine hesitant, out of which 20% of the respondents were

confident they would never get inoculated. Scepticism towards vaccines is not unique to COVID-19 and is evident throughout history. Such distrust rises out of misinformation, religious constraints, and perceived danger around the vaccines.

The pandemic has pushed academia and social science research sectors to find alternatives to in-person research as they adapt to the series of lockdowns and social distancing measures. While digital research methods offer faster data collection and increasing the scale of research, the digital divide remains an obstacle for many.

This paper will explore vaccine hesitancy studies from across the globe to analyse research methodologies and their study challenges. It will synthesise findings to highlight the global role of social media and misinformation on hesitancy. The analysis will draw a comparison between methods and findings of the pre-and post-COVID era vaccine hesitancy studies, detecting their trends over the years.

This study involves a systematic review of existing literature on vaccine hesitancy and its determinants. Post an extensive literature review and analysis of selected research papers, changes in research methodologies and novel challenges will be identified, while also highlighting overall findings regarding the drivers of vaccine hesitancy.

Finally, the paper recommendations will provide an insight into the new normal in survey methodologies, specifically those in public opinion and trust regarding COVID-19 vaccines. This will prove useful in comprehending methodological changes, their impact on the quality of research findings, and implications for policy action in the future.

Keywords: vaccine, COVID-19, hesitancy, social media, research methodology

Crime Victimization, Public Anxiety over Crime, and Opinion on the Anti-illegal Drugs Campaign of the Duterte Administration



Gerardo A. Sandoval, Leo Rando S. Laroza and Gianne Sheena S. Sabio¹
Social Weather Stations, Philippines

For over three decades, Social Weather Stations (SWS) has been monitoring crime victimization and public safety in the Philippines through its nationwide surveys.

Survey findings from the 1989-2021 surveys show a general decline nationally and across areas in terms of victimization by common crimes: a) break-ins, b) pick-pocket or robbery of personal property, c) carnapping, and d) physical violence.

¹Gerardo A. Sandoval (jay.sandoval@sws.org.ph) is a Fellow and Director of Sampling and Data Processing, Leo Rando S. Laroza (leo.laroza@sws.org.ph) is a Fellow and Director of Communications and Information Technology, and Gianne Sheena S. Sabio (sheena.sabio@sws.org.ph) is a Fellow of Social Weather Stations (www.sws.org.ph). Established in 1985, SWS is a private, non-stock, non-profit and non-partisan social research institution engaged in public opinion polling in the Philippines. SWS conducts omnibus national surveys of the general Filipino public, initially semi-annually from 1986, but quarterly since 1992. On top of these surveys, SWS also conducts commissioned surveys on various socio-economic and political issues.



Results from the 1985-2021 surveys on public anxiety over crime show a downward trend since 2016 in those who say a) “people are usually afraid that robbers might break into their houses,” b) “people are usually afraid to walk in the street at night because it is not safe,” and c) “there are already many people addicted to banned drugs” in their neighborhood.

Since the Duterte Administration launched its anti-illegal drug campaign in 2016, SWS surveys found Filipinos satisfied with the Administration’s anti-illegal drug campaign, saying the presence of drug addicts declined in their locality and that their family’s safety improved. However, there were reports of those falsely summoned in the anti-drug operations and police-related killings of suspected drug dealers. Filipinos were worried about being victimized by extra-judicial killing and considered it a serious problem, but also said the Administration was serious about solving the problem. At the same time, majorities see human rights abuses in this campaign and corrupt “ninja” cops in the police force.

Over five years into the Administration’s anti-illegal drug campaign, SWS continues to monitor the people’s experience of being victimized by common crimes and their fear of crime, and looks into how these relate with their opinion about the war against illegal drugs.

Data Archiving Public Opinion Polls and Histories Amidst Turmoil

Daniel C. Tsang



With democratic governance in decline worldwide, it is prudent to consider what may become reality, despite our belief otherwise. Democratic progress is no longer inevitable, even in Asia, as events in Hong Kong have so vividly demonstrated. Civil society there is in tatters, after the imposition directly by China of a draconian national security law. Public opinion research increasingly becomes riskier.

The threat to public opinion research in Hong Kong is especially evident, with the recent raids on the Hong Kong Public Opinion Research Institute. Thus it is urgent to look at ways of archiving polling data, and public opinion research histories, away from nondemocratic regimes so that the data and histories can be preserved for posterity. Otherwise entire histories of public opinion research are at risk of being eviscerated.


This presentation discusses alternatives to siting data archives just locally and covers digital projects that offer potential options for public opinion researchers who may need to avoid the



scrutiny of a repressive regime. Options covered include data archiving abroad as well as DIY attempts to preserve online video or text archives that are or risk being destroyed locally. It is suggested that multiple potential sites abroad be considered to maximize the likelihood of success

Merely backing up datasets or digital histories is not archiving. Backup servers or other devices can be seized by authorities or digital museums made inaccessible. To be a true digital archive, its content must be curated in step with technological advances that may affect future access. Standards of optimal archiving will be presented.

Like an emergency plan to deal with natural calamities such as fire, floods or earthquakes, pollsters and their institutes need to seriously draft a plan dealing with such contingencies involving democratic reversals. Challenges include ways to preserve digital content despite transnational overreach of governing regimes. In the case of Hong Kong for example, Google and Facebook have announced it will not turn over certain data requested by Hong Kong authorities. Methodology used involves literature review, both scholarly and nonscholarly such as news articles.



Keywords: data archiving, data preservation, public opinion data, contingency planning

Afghan Public Opinion About Political Turmoil in the War Torn Country

Khalid Akhter



Tumultuous journey of Afghanistan continues with the return of totalitarian Taliban regime as the Islamist group swept to victory after 20 years of the war. Taliban's takeover of Afghanistan took place in the wake of America's hasty withdrawal from the country, which has earned the epithet - 'Graveyard of Empires'.

With the return of Taliban, a new order is taking place in the country that wants to govern the country according to the Sharia Law. Taliban 2.0 is projecting its accommodative face as supreme leader of the militant group Haibatullah Akhundzada, in his first public statement after the takeover of Kabul said that the Taliban were committed to all international laws, treaties and commitments not in conflict with Islamic law. Another Taliban leader Mullah Abdul Ghani Baradar promised that the group was "working to establish an inclusive government that represents all the people of Afghanistan,". Despite these assurances there have been protests on the streets of Kabul especially by women demanding equal rights and their share in the government.



Conducting public opinion research about the new regime in Afghanistan or any totalitarian regime is one of the toughest jobs from safety and security point of view; also, people remain reluctant to share their views openly because of fear of backlash from the government. However, we are conducting a study about the evolving political situation in Afghanistan based on the opinion of Afghan nationals residing in the country and other parts of the world. The aim and objective of the study is to know the views of Afghans about the Taliban takeover of the country and what future they see for themselves under the conservative Islamist regime. We are conducting this study with the use of technology; we are conducting online opinion poll among Afghan nationals in their native languages - Pashto and Dari.

Uninterrupted Public Opinion Research during Pandemic -IVR

Rahul Sharma



Interactive Voice Response (IVR) polls called by many names, including Robocalls, Automated polls. These polls make use of a recorded voice to ask questions of respondents, who in turn respond by pressing a key, speaking the number that corresponds to their answer. Automated polling has proliferated in the last decade, largely due to the lower costs and fast turnaround time associated with collecting data using this method.

Advantages & Disadvantages

First, there are specific state and federal laws that restrict and even prohibit, certain kinds of automatic calling. For example, it is illegal to call mobile phone numbers using automated dialing methods. This could mean that the growing number of Americans who are only reachable by their mobile phone will not be represented in the sample.

In comparison with surveys that use a live interviewer, response rates are likely to be much lower for automated surveys.



Further, even when they start answering questions using this methodology, respondents are much more likely to break off and not complete the interview. Thus, errors due to nonresponse may affect the accuracy of the poll. It is also difficult to employ methods to randomly select a respondent within the household without the help of a live interviewer. Without a random selection within households, the sample may not accurately represent the target population. Automated polls typically interview whoever answers the phone and then “weight” or statistically adjust the data after collection to conform to specific demographic characteristics of the target population (such as for age and gender). The absence of a live interviewer makes it difficult (or in some cases impossible) for respondents to have questions repeated or obtain clarification of words or phrases that they do not understand. In addition, without an interviewer to help motivate the respondent and record answers, long interviews and those with open-ended questions are not practical. The absence of an interviewer may offer two advantages to this methodology over an interviewer-administered survey. Because they use a pre-recorded voice to read all of the questions in exactly the same way for every respondent, IVR interviews adhere to a higher degree of standardization than interviewer-administered interviews. Also, some research indicates that respondents answer more honestly when they are able to record their answers using an electronic entry method than when they have to verbalize their answers to another human.

We will discuss in detail the following aspects of the IVR polls;

1. How it works?
2. What are the challenges?
3. How cost-effective it is?
4. Is data collected through IVR polls can be trusted or accurate?
5. Can IVR polls improve the CATI response and quality of the data?
6. It is one of the methods that can be used in the pandemic to collect public opinion and it is highly successful in a country like India



THE NEW NORMAL IN SURVEY RESEARCH METHODOLOGY AND CHANGING ATTITUDES

PANEL 1.2

Cultures, Values, Surveys

Study of World Values from a Civilizational Perspective

Ijaz Shafi Gilani
Chairman, Gallup Pakistan



Professor Ron Inglehart passed away earlier this year, leaving behind a unique scholarly tradition in the field of opinion research. In addition, he left behind a hugely valuable dataset, in the public domain, which contains micro-data on forty years of world value surveys. The dataset is neatly organized for the benefit of future generations of scholars. The proposed paper is in his memory, as part of gratitude to him and his eminent colleagues who are carrying forth his legacy.

The paper will analyze a selected set of variables regarding six values which people, from across the world, hold dear for themselves. Besides, the paper will analyze a set of eleven values which they would like to pass on to their children, while bringing them up.

These seventeen variables have been chosen from an amazingly vast collection of some 920 variables on which globally representative opinions were gathered, once or in successive waves, from a total of nearly 424,000 unique

respondents, over 7 survey waves spread over forty years (1980-2020). Altogether 102 countries comprising over 90% of the world's population were surveyed.

The paper will take a civilizational approach to explore similarities and differences in dearly held values among major civilizations of the world. Civilizational categories have been borrowed from modern scholars of civilizational studies, including Ron Inglehart and his intellectual peers during the last one hundred years.

An important purpose of this paper is to identify globally shared (or not shared) values on which one can engage in a healthy scholarly discourse.



Feeling Safe and Secure: Cross-National Analysis Using Data from the World Values Surveys



Iremae D. Labucay
Social Weather Stations

This study uses data from the World Values Surveys to investigate public perceptions of safety and security in a cross-national comparative perspective.

The paper will start with an analysis of the general perception of security (Could you tell me how secure you feel these days?), and its correlates. Previous research has shown that various factors could influence one's feeling of security, which includes, interpersonal trust, trust in authority and institutions that are providers of security, tolerance of other groups, experience of crime victimization, and socio-demographic background (sex, education, age, and community urbanity). It is expected that there will be significant country variations in the general sense of security, considering the geographic spread of the WVS.

In addition, the paper will examine the differences in perceptions of threats to economic security as well as threats to national security, and whether these threat perceptions heighten one's feeling of security. It is possible that in other countries, economic insecurity perceptions would have more influence on one's feeling of security, but in other countries threats to national security would have more influence.

Finally, the paper will determine the public's practices in terms of precautions they take to ensure their physical security: didn't carry much money, preferred not to go out at night, carried a knife, gun or other weapon. Once again, these practices will be analyzed vis-à-vis one's feeling of security.

Analysis will be done at the country-level using the data from the Wave 7 of the World Values Surveys.

Keywords: safety, security, World Values Surveys



Ancestor Worship in Korea

Jibum Kim, Sori Kim,
Jae-Mahn Shim



Few people in China, Japan, Korea, and Taiwan identify their religion as Confucianism for the religious identification question in the survey. Naturally, when people do not consider Confucianism as a religion, religious identification questions cannot fully capture the number of Confucians. Given that ancestral rites are one of the essential aspects of Confucianism, it is sometimes suggested that asking about ancestral rites instead of religious identification is one possible way to identify Confucians in East Asia. Also, little empirical knowledge about ancestor worship is known. Using Korean General Social Survey and other data sources, we aim to describe the identification, beliefs, and practices related to ancestor worship and examine whether ancestor worship differs across religious groups. We found that 51% of Koreans consider themselves Confucians for the question, “do you consider yourself a Confucian?”, and only 38% Protestants consider themselves Confucians, compared

with 47% unaffiliated, 60% Catholics, and 67% Buddhists. Twenty-nine percent of Koreans believe in deceased ancestors' supernatural power, and 16% agree that the soul of a dead person can affect descendants. Also, there has been a marked drop in performing ancestral rites during Lunar New Year's Day or Harvest Moon, from 92% in 1992 to 68% in 2021. In different data, 70% of Koreans perform ancestral rites either at the gravesite or at home. Interestingly, 46% of Buddhists think ancestral rites are related to Buddhism, 70% of Protestants consider ancestral rites are related to Christianity, 21% of Catholics believe ancestral rites are related to Christianity, and 62% of the unaffiliated ancestral rites as related to Confucianism. Due to these findings, ancestral rites may not be suitable to identify Confucians and Confucian identification differs across religious groups.



Time Series Data on the Attendance of Filipinos at Religious Services, 1991-2021

Hannah Jimala
Social Weather Stations, Philippines



How do we measure one's religiosity? Religiosity, being a complex concept, is often synonymous with belief, faith, devotion, and holiness. However, these words would only reflect the dimensions of religiosity rather than its exact equivalent. Thus, studies measure religiosity through its dimensions: cognitive, cultic, creedal, devotional (Cardwell, 1980).

While religiosity emphasizes personal choice, emotion, and behavior, it directly refers to a whole cultural phenomenon institutionalized by religion (Erillio et al., n.d.). Hence, religiosity is often associated with membership in a church or sect whose beliefs and practices adhere to one's faith. It also reflects the cultic dimension of religiosity, which refers to religious practices or ritualistic behaviors that involve a community experience. One manifestation of this dimension is attending religious worship or activities, actively joining religious groups, and praying (Agaton, 2015).

This practice of religiosity existed among Filipinos even before the arrival of Christianity 500 years ago. It has been evident in pre-colonial spiritual belief systems and rich indigenous rituals and traditions. Religion evolved beyond its role as a social institution but as a cultural phenomenon embedded in the Philippines. The colorful religious festivals are expressions of communal faith and a cultural event celebrated all over the country.

Even in a time of the Coronavirus-2019 (Covid-19) crisis, Filipinos remain steadfast with their religiosity. The November 2020 survey of SWS found that 46% are regular or weekly attendees at religious services, even after months of strict lockdowns and community quarantines. The Veritas Truth Survey also found about 9 out of 10 (89%) Filipinos saying faith is essential in battling the Covid-19. This global health crisis only fosters higher religiosity among Filipinos (Cornelio, 2020), thus not changing one's religious practices.

This paper aims to explore the trends in the religiosity of Filipinos across time, particularly the attendance at religious services from 1991 to 2021. Survey data will be from the quarterly face-to-face surveys conducted by Philippine-based social research organizations, Social Weather Stations (SWS), and the International Social Survey Programme (ISSP). This paper will also examine the trends in weekly attendance by religions and the findings across socio-demographic characteristics. Lastly, this paper will look into attending religious services during the pandemic and if it affects weekly attendance.

Keywords: Religiosity, Religious services, Time series analysis Filipino religiosity



Three Lessons Learnt in My AsiaBarometer Survey Experience, 2002-2022 from Three Sub-disciplines: Culturally Psychology, Statistics, Experimental Psychology



Takashi Inoguchi
Wapor Asia Thailand

This Abstract points out how we can avoid and try to overcome some pitfalls. (1) Cultural psychology: a: DATA CREATION: Survey methodology was born in the West and diffused to the whole globe but questionnaires are mostly created in the western mode, if not in toto. Nisbett (2003) argues that Westerners and Asians think differently about the same questions. Westerners think analytically while Asians think holistically; Westerners focus on leading actors and their universalist logics while Asians concentrate on contexts and backgrounds and they look toward large masses (cf. Henrich, 2020). b: ANALYSIS MODE: questionnaire in the United States, Canada and Australia, which employ the western mode, dominantly use psychology undergraduate students as respondents account-

ing for 70% of their manuscripts published in major leading journals. c: PUBLICATION SPACE: These responses from the undergraduates are used in psychological data analysis that led to publications in leading academic psychology journals in the United States and Western Europe. At each of the three processes of survey targeting, respondents selection, and choice of publication outlets, Asians have been misrepresented. (2) Statistics: a: Contributions to our knowledge depend on good questionnaire formulation: questionnaire should not be packed with narrowly focused questions with exceedingly abstract and/or ambiguous words (like happiness or trust) which coincide with prevalent western universalist (modernist) thinking. One example is to ask respondents: Do you agree with the sentence: On the whole, do you think that people can be trusted? One of the think tanks based in the UK reports that 80 percent of Westerners reply in the positive, probably because the Bible says so. b: Contributions to our knowledge derive from inappropriate statistical data analysis: When we ask questions on values and norms without some domain clues or adjectives attached to such abstract concepts, such as quality of life and then attempt to reveal key dimensions, say by factor analysis, the first dimension to emerge is bound to be the super-factor (Fog 2020), meaning that many questions are closely related to each other so that factor-analyzing them is bound to yield the one key dimension that explains almost everything. Such data analysis does not reveal new knowledge and thus contributes little. (3) Experimental psychology: Those questions experimental psychologists formulate are bound to be complicated because they set up control variables and to identify the differences in outcomes between control groups and non-control groups. Undergraduate students majoring in psychology may be happy to undergo this process. But those respondents on the street or those respondents chosen randomly may not understand much of such questions. The results are either they do not accept answering questions at all (e.g., DK) or they give their answer to hide their thoughts by choosing middle-point answers like ‘neither agree nor disagree.’ Those academics who use experimental methods must explain in their questionnaire in non-academic language. My paper summarizes the three lessons drawn from the AsiaBarometer Survey experiences in parallel to the aforementioned three pitfalls.

Keywords: survey methodology, cultural biases, statistics misuse, experiment misapplication, AsiaBarometer





THE NEW NORMAL IN SURVEY RESEARCH METHODOLOGY AND CHANGING ATTITUDES

PANEL 1.3

Social Trust, Confidence in Institutions, & Communication

COVID-19 and Young Australians Trust, Confidence in Institutions and Rising Discontent

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Australia has amongst the lowest COVID-19 infection rates in the world. Achieving these very low infection rates has required some of the most restrictive social distancing measures in the world. These restrictions have had the largest negative impacts on the young with increases in social isolation, loneliness and psychological distress, serious disruptions to education and job loss. Furthermore, while Australian government has provided a great deal of financial support to those experiencing hardship due to COVID the support however has been relatively larger for older age groups than the young.

Given that the young are much less likely to become seriously ill or to die from COVID-19 than older age groups, the restrictions are seen by some in terms of an intergenerational trade-off and there are concerns that not ‘looking after’ the young could lead many young people losing confidence in institutions and rising discontent.



This paper uses data from the ANU Centre for Social Research and Methods' COVID-19 Impact Monitoring Survey program to analyse the impact of COVID-19 on young Australian's hope for the future and trust in others (generalised social trust) and well as confidence in key institutions, satisfaction with the direction of the country and voting intentions. The impacts on young people are compared to the impacts on other age groups.

There emerging evidence that this is starting to happen in Europe and also evidence from previous epidemics that exposure to epidemics whilst a young adult has a long-lasting negative effect on confidence in political institutions and leaders and that these impacts were most marked in democracies. Preliminary analysis of the Australian data suggests that this may also be occurring in Australia.

The COVID-19 Impact Monitoring Survey program used in the paper is a longitudinal survey which has been following the same group of individual with data collected prior to COVID-19 with a number of waves of data collected post-COVID impacting Australia. There have been 8-waves of data collected between April 2020 and August 2021 plus several waves pre-COVID. Respondents are taken from the Life in Australia™ panel, Australia's only probability-based source of online and offline survey participants.

The longitudinal nature of the data with information for the same group of people before and after COVID allows for changes in confidence and trust to be analysed over time and to identify the individual level factors that are associated with rising discontent. The paper uses a combination of analysis in trends in attitudes and regression models of factors associated with changes in outcomes at the individual level.

Keywords: impacts of COVID-19; young people; confidence in institutions; trust

Level of Social Trust in Asia: A Cross-national Analysis Using the Asian Barometer Surveys in the Past Two Decades



Fernel Ted A. Paguinto
Social Weather Stations

Trust reduces complexity for individuals while providing them with a sense of security by allowing them to take for granted most of the relationships upon which they depend (Warren, 1999). Individuals trust due to a set of expectations and they are expected to act on accordingly to achieve a sense of security. These not only contribute to well-being in itself, but also enable individuals to expand their horizons of action (Warren, 1999). Social trust, therefore, could be a prerequisite for any form of participation to occur as it lays the foundation to an action or a predictor for political participation of individuals.

The Asian Barometer Survey (ABS) is an applied research program that aims to gauge public opinion on political values, democracy, and governance across Asia. Currently, they have 13



countries (14 research teams) in the survey network. The mission of each national research team is to administer surveys conducted under a common research framework and with a common research methodology to compile reliable and comparable micro-level data on the issues of citizens' values and attitudes toward politics, power, reform, and democracy in Asia. The program, across the four survey rounds, has implemented general items on 1) social capital, 2) trust in institutions e.g. the president/prime minister, courts, national government, etc., and 3) trust in relatives, neighbors, and other people that one interacts with. Using these data from the year 2000 to 2020, this paper will analyze the trends and variations of social trust in the fourteen (14) participating states and countries in Asia. Three types of social trust will be examined: *general trust* (a trust variable for trust in the general public), *interpersonal trust* (trust variable towards people such as relatives, neighbors, other people, and strangers), and *institutional trust* (representative variable for trust in institution, organizations, and government). These types of trust variable and measurements are adapted from Suh & Yee (2013).

Keywords: trust, social trust, interpersonal trust, institutional trust, well-being

Serving the Political Agenda: Pseudo-polls in Hong Kong

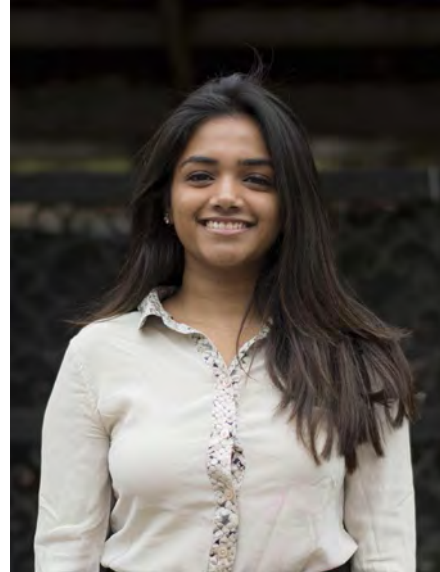
Wai-Kwok Wong
HKPORI, Hong Kong



Pseudo polls refer to such unscientific and unreliable ways used to conduct the surveys and present the findings, with the purpose to articulate the partial and biased views toward the controversial issues, then shaping the public opinion according to their intentions. In Hong Kong, such pseudo-polls are operated in two ways: (1) online survey and (2) telephone survey, which are conducted by the pro-Beijing organizations in collaboration with the associated media. This paper addresses the central question: “Why and how are pseudo-polls in operation under the political contexts of Hong Kong”? In face of the current government lacking legitimacy after the social protests in 2019, it is interesting to examine why pseudopolls are still needed. In studying the cases in relation to pseudo-polls in Hong Kong, the design of the questionnaires, sampling and data presentation will be covered and analysed, with the purpose of identifying how language and visual data are deployed and articulated deliberately to present the intended and replicated outcomes.



Changing Levels of Trust in Government and Governmental Institutions during the COVID-19 Pandemic in India



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India

During the COVID-19 pandemic, the level of trust that individuals placed in the government and government's institutions in India changed drastically. Team CVoter conducted a series of surveys during 2018 and 2020 to determine the changes in the same. The study will aim to decipher the changes in public perception of trust in the state and central government as well as in various institutions, including the Central/State government, police, army, hospitals and several others. . The level of trust Indians across the country place in the police forces as an institution has increased drastically in 2020 to an all-time high of 69.9%. The trust in police has seen a dramatic increase in light

of the ongoing nationwide lockdown to contain the spread of the Coronavirus. While the trust in the police has been recorded at an all-time high in 2020, it will be important to review whether this was just a public reaction to the nationwide lockdown and its enforcement or a sustained improvement in the relationship between the citizens and the police. In 2020, Indians registered an 18.3% increase in trust in both the state and central government. The central government is deemed more trustworthy, with 68.8% of respondents stating that they had “a lot of trust” in it. Through the research study and findings, we will attempt ascertain whether these changes in public perception are induced due to the onslaught of the pandemic or large term perception changes in the trust individuals have in such institutions.



COVID-19 COMMUNICATION DURING A PUBLIC HEALTH CRISIS IN MALAYSIA

Zeti Azreen Ahmad,
Mazni Buyong,
Nurul Yuziana Mohd Yusof



COVID-19 has wreaked havoc and caught the global community off guard. It has now become one of the deadliest pandemics in the 21st century affecting more than 200 million people with over four million fatalities worldwide. Malaysia is one of the countries that has been badly hit by the disease. By the second week of September this year, the number of people affected with COVID-19 in the country has exceeded 200,000 cases and with more than 20,000 fatalities. Dealing with a highly contagious disease requires everyone to take the right action to break the chain of infection. Thus, empowering the affected community with verified and timely information was fundamental to save life. The Ministry of Health (MoH) has been a leading force in managing COVID-19 in Malaysia. The Director General of Health (DG), has never failed to update the public and the media through press conferences and press statements since the first few cases of COVID-19 were reported at the end of January 2020. Daily statistics of COVID-19 cases are also uploaded in MoH's website

and social media platforms. In recent development, COVID-19 daily information is now reported in a dedicated website, covidnow.moh.gov.my that includes more granular data for public consumption. Despite a constant update and a huge amount of information shared on daily basis, some still claimed the information as confusing, difficult to understand and meaningless to the public. This study argues that producing scientific information such as COVID-19 for public consumption may not be an easy task. However, not much is known how the information about COVID-19 is produced and subsequently shared to the public and the media. It is worth noted that publics' ability to understand how science gets into the media system (digital media scientific literacy) is also an important dimension that shape a scientific literacy. Thus, this study aims to unveil the communication process and challenges experienced by MoH personnel in its attempt to educate the public about the disease. The motives of sharing COVID-19 daily cases, and the communication strategy adopted by the Ministry of Health (MoH) during the pandemic will also be sought. The qualitative approach is adopted in this study as it enables to capture behind the scene stories, challenges and conflict shaped the communication strategy adopted. In-depth interviews will be used to obtain insight from the Ministry of Health personnel who are responsible in managing COVID-19 communication. This study hopes to assist the public to understand how COVID-19 information is produced and packaged before it reaches the media during a severe public health crisis.

Keywords: endemic, COVID-19, communication, coronavirus, ethics.





THE NEW NORMAL IN SURVEY RESEARCH METHODOLOGY AND CHANGING ATTITUDES

PANEL 1.4

Well-Being

The Hope of the Nation's Quality of Life and Well-Being Exploring the Changes in the Quality of Life and Well-Being of the Filipino Youth in the Past Two Decades and Amidst the COVID-19 Pandemic



Dankarl Leon DL. Magpayo
SWS, Philippines

According to Dr. Jose Rizal, the Philippines' national hero, "The Filipino youth are the hope of the nation." However, it is very difficult to be the nation's hope if the youth are faced with societal challenges that may affect their quality of life and well-being. Intergenerational poverty and hunger continue to be a burdensome yoke to them and their families. Also, the lack of available and sustainable jobs in the country hinders access to opportunities for self-improvement and better living conditions.



In addition, the emergence of the COVID-19 pandemic exposed the deficiencies of the country's healthcare system, and inequalities in access to medical care. Moreover, the transition to distance learning, brought by the pandemic, put a burden to the Filipino youth, especially those who live in areas with poor internet connection.

This paper aims to study the trends in the quality of life and overall well-being of the Filipino youth 15-30, as defined by the Youth in Nation-Building Act (RA 8044), across time. The study will utilize time series data from surveys done by Social Weather Stations (SWS), a social research organization, in the Philippines since 2000 to present. The analysis will include findings from the mobile phone surveys done by SWS while much of the Philippines was under strict lockdown measures.

Firstly, this paper will compare the changes on indicators of quality of life and subjective well-being, as well as experience of hunger and poverty among the youth across time. Secondly, the study will also explore how the COVID-19 pandemic affected their well-being, including feelings of stress. Lastly, the study is intended not only to examine the temporal trends among the youth, but also to compare trends with the other age groups, particularly among the middle-age and the senior citizens.

Keywords: Philippines, youth, quality of life

Surveys of Filipino Quality of Life in the COVID-19 Pandemic, 2020-21

Mahar Mangahas, SWS, Philippines



The 2020 arrival of the COVID-19 pandemic in the Philippines brought on severe problems in the monitoring of human well-being by means of surveys, due to the severe restrictions imposed by government policy on the mobility of persons and commerce. The research institute Social Weather Stations (www.sws.org.ph), which normally fields nationwide Quality-of-Life (QOL) surveys four times a year, was able to operate by temporarily surveying by mobile phone (MP) mode in May, July and September 2020, before returning to its normal face-to-face (F2F) mode of surveying in November 2020, and then in May, June and September 2021. [The MP surveys were enabled by SWS' foresight in collecting a database of some 60,000 respondents in its 2017-19 probability-based F2F surveys, who had agreed to be re-interviewed by MP in the future.] The need for MP mode in 2020 was more due to the government's shutdown of



public transportation that field interviewers normally use to reach the respondents, rather than to the reticence of respondents to be interviewed.

Interviewing by MP necessarily entailed limiting the survey items to only about one-third of those in a normal F2F questionnaire. Thus the agenda of the initial 2020 SWS surveys focused almost entirely on the pandemic itself: the people's fear of infection, their compliance with recommended health protocols, willingness to be vaccinated, and preferences among vaccines. The surveys found that the limits to mass immunization are set more by supply than by demand factors. The draconian lockdown policies have led to catastrophic shocks to human well-being, as shown by the SWS indicators of hunger, poverty, joblessness, QOL gaining/losing over the past year, and QOL optimism/pessimism for the next year. The scale of human suffering is highly disproportional to the country's COVID infection rates and mortality rates, pointing to a need for a quicker reopening of economic activities.

Faculty Well-being under COVID-19 Pandemic

Tatiana Karabchuk, UAE University, UAE
Aizhan Shomotova, UAE University, UAE

The COVID-19 Pandemic brought a lot of changes and turbulence to the education sector forcing schools and institutions to turn to online mode and causing a lot of challenges and stress for both students and faculty. This research aims at discussing of how to measure faculty well-being under COVID-19. Online survey design allowed us to investigate the faculty happiness level as well as job satisfaction and level of stress under the transition to online learning. The field work was done in the Fall 2020 and will be repeated in the Fall 2021. The sample size of the first wave was 201 faculty members.

Faculty had to deal with the transition to online teaching within the short period of time. The designed questionnaire allows to measure the changes in the preparations to classes before and after lockdown, as well as time and efforts to develop online teaching materials. The case study of the UAE University shows how faculty adjusted to the new reality under the lockdown



situation in the country. The paper discusses the teaching and research efficiency of the faculty members as well as their satisfaction with their work-life balance and experiences of working from home. Special focus is done on the link between subjective well-being and gender differences and professorship status of the faculty: full professor, associate professor, assistant professor, and instructor.

The results proved massive drop in well-being and work-life balance satisfaction, huge increase in time and efforts for the class preparations. At the same time strong support from the university helped faculty members to get through the transition smoothly and be happy with their online teaching experience.

Personal Wellbeing during a Global Pandemic: Demographic Differences in Changes in Wellbeing



Shreya Maskara, Polstrat
Communications Pvt. Ltd, India

In an attempt to understand the changes in overall satisfaction levels across demographics in India before and during the Coronavirus crisis, the study will analyze data collected from a series of surveys conducted by Team CVoter in December 2019, April 2020 and May 2020 to find out the Personal Wellbeing Index (PWI) of Indians across the country, including levels of satisfaction with their health, standard of living, safety and others. The PWI has been developed in order to help measure a subjective dimension of quality of life: people's feelings about themselves. The PWI asks respondents about their levels of satisfaction corresponding to different domains in their life such as:



- Standard of living
- Health
- Achievement in life
- Personal relationships
- Safety
- Feeling a part of their community
- Future security
- Spirituality and religion

Respondents rate their levels of satisfaction on a scale of 0 (least satisfied) to 10 (most satisfied) for all domains. The aim of the study is to compare the changes in levels of satisfaction across all domains before and during the Coronavirus crisis and explore the reasons for the changes in the same. Overall, we observe a “v-shaped” curve across demographics and domains in changes in the level of satisfaction, with the lowest levels being observed in April 2020 (during the strict lockdown) and the highest being observed in December 2019 (before the crisis).



THE NEW NORMAL IN SURVEY RESEARCH METHODOLOGY AND CHANGING ATTITUDES

PANEL 2.1

Social Media, Information, & Participation

Youth and News via Social Media: A New Trend



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The 15th General Election of Malaysia will see for the first time with voters as young as 18 years voting in the elections. Malaysia just lowered the age group for voting eligibility to 18 years and before was 21 years old. Currently, the Election Commission of Malaysia are encouraging those who have turn 18 to register as voters. This paper will look at five key questions: what defines youth political engagement via social media?, how does youth political engagement differ from adult political engagement?, does the role of news in social media play their role in political socialization?, the difference between male and female youth perceptions towards Malaysian politics? and the last questions the study will look at

the levels of education among youth towards Malaysian politics. This coming General Election, we will see a new kind of political scenario in Malaysia when these groups of young voters become part of the decision makers for Malaysian political leaders. This paper will focus on how news engagement in social media among youth will influence their voting behaviour. Many studies have been conducted on how youth dependence on social media like Twitter, Instagram, Facebook, Youtube, Whatsapp and Telegram as their platform in receiving and reading news.

The diversification of information sources will induce more fragmentation among political parties when the target audiences varies from 18 years old. The younger generations are very active in social media and their usage are tremendously very high. The current politician needs to be aware of the various segments of voters and the suitable platform in delivering their messages to the public. Politicians need to explore what strategies and tactics they employ in evaluating the engagement of youth with news. In this study, a public opinion survey was conducted on 800+ respondents between the age of 18 to 35 years old to find out their engagement on current issues and their Malaysian political knowledge. The finding of the study will identify the degree of political interest and decision making towards political inclination.

Keywords: Social Media, News and youth



Young Mexicans, Political Participation and Digital Social Networks

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The involvement of citizens in public affairs is reduced in incipient democracies; participation may also be conditioned by the inequality that exists in countries like Mexico, where, especially younger people do not see opportunities for social mobility or a promising future. Despite the fact that they are usually classified as apathetic and not very interested in politics, they are an age group that in the last decade in this country has found new practices of citizen and political participation in physical, digital and hybrid spaces. Therefore, knowing more about the political participation that young people manifest during an electoral process framed during confinement, allows us to map a complex reality especially in an environment marked by polarization and oriented by the pandemic to actions especially online over offline. The present study sets the question: Is there any differences and

of what kind between political participation of young Mexicans based on their reported socioeconomic level? To answer this, an analysis of a representative survey (N = 1750) of Mexican citizens conducted from April 10 to 16, 2021 was carried out, from which a subsample of young people aged 18 to 29 years (N = 515) was extracted, from which the difference between conventional and unconventional participation was analysed, both in the report of offline and online activities.

According to the results, it was found that as the socioeconomic level of young people increases, it is usually reported that there is a greater willingness to participate politically both online and offline. However, there are certain nuances, since in general if they participate, it will be to a greater extent online than offline and with greater involvement in the unconventional level, especially those who are reported as upper middle class compared to those who identify as lower middle class. These results confirm the ideas of researchers who say that in Mexico there are two large groups of young people, those who live connected, assigned to the highest socioeconomic levels and the others who represent the bulk of Mexican youth who connect through shortcuts to the so-called network society.

Keywords: online political participation, political participation unconventional, youth.



Campaign Disinformation in India: Measuring Harmfulness

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Increased use of social media has created equal opportunities for the political parties, leaders and the electorates to engage politically. However, in the run-up to elections, political parties, leaders and partisans create an ecosystem of information and disinformation alike on social media through campaign communication. The 2019 Lok Sabha election in India witnessed widespread digital campaigning by most of the political parties along with traditional rallies and door-to-door canvassing. Campaign disinformation was predominant on various social media platforms, and was used to remind the electorate about an issue, event or person through falsity. These false stories can cause varying levels of harm. This study presents method for measuring the harmfulness of disinformation claims in fact-checked stories or posts during the 2019 campaign in India.

Many theoretical and empirical studies have analysed the disinformation based on its content, diffusion, sources, partisanship, and have used fact-checking platforms as the source of identifying disinformation. Nine internationally verified fact-checking

platforms reported 1,302 fact-checked stories between March 1st 2019 and May 25th 2019, during the campaign. Each of these stories or posts had a disinformation claim that was manually coded for the platform of dissemination, whether it was pro-party, whether it was anti-party, whether it mentioned Narendra Modi or Rahul Gandhi, and a 5-point harmfulness scale ranging from 'not at all harmful' to 'extremely harmful.' Examples of extremely harmful include claims that could incite violence. Using mixed-effects regression models, one model with the entire dataset (N=1,302) and others on subsets of the data by platform (Facebook, Twitter, WhatsApp), I measure the relationship between parties, leaders and harmfulness.

I summarize here the mixed effects model predicting the harmfulness across all platforms. Claims mentioning Bharatiya Janata Party (BJP) Prime Minister Modi were significantly more likely to be extremely harmful, whereas claims that mentioned Indian National Congress (INC) opposition leader Rahul Gandhi were not significant in the model, while anti-BJP and anti-INC disinformation claims were significantly likely to be extremely harmful in the overall model. Pro-BJP claims were significantly less harmful, suggesting that the BJP and their affiliates generated more positive disinformation claims, whereas pro-INC claims were not significant, which may be due the party generating less positive disinformation claims about itself and more harmful claims about its opponent.

The disinformation claims contained 24 topics that were manually coded, and this variable is a random effect in the model. The topic of religious violence or discrimination (which accounted for less than 5% of the 1,302 cases) was the most harmful, followed by political violence (also accounting for less than 5% of the 1,302 cases), and the least harmful topics were infrastructure followed by religious harmony, in the overall model. In the presentation, I provide more information on the different platforms and their significance in being a source of harmful disinformation that was presumably generated by political parties and their affiliates and supporters, as well as a similar model for each platform.

Keywords: Disinformation, Lok Sabha Election, Harmfulness, BJP, INC



Digital Campaign Effects in Indian Elections: Panel Evidence from Kerala

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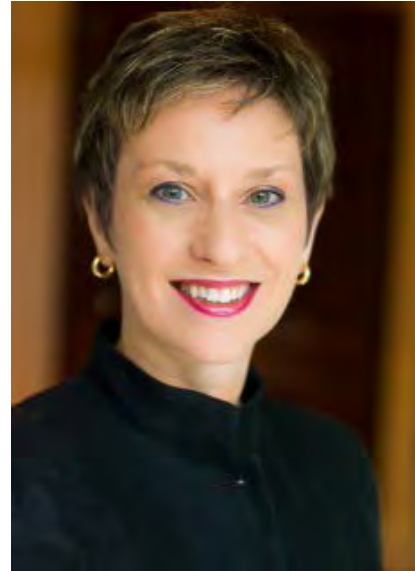
In 2019, India's ruling party, the Bharatiya Janata Party (BJP), led by incumbent Prime Minister Narendra Modi won a second term in office with an improved majority nationally. The southern state of Kerala, which has been ruled by Communist Party of India Marxist or the Indian National Congress Party in regular intervals for decades, was the focus of a two-wave panel survey designed to study campaign influence during the 2019 Indian parliamentary elections. All parties used social media extensively in 2019 to mobilize supporters and reach out to the undecided. In Kerala, changing attitudes toward Narendra Modi over the course of the campaign, was a consistently important predictor of party support in all models. Party contact online and offline, and consumption of political news via traditional (television news) and social media, as well as via SMS and WhatsApp were also important. Age group

(25-34), caste (OBC) were important, but gender, education, and religion (Muslim) were not. Given the primacy of long-standing predispositions like party identification and party-performance evaluations in predicting vote choice in Kerala's tightly contested, hitherto bi-polar political landscape, the findings from 2019 are discussed in light of the outcome for each party in Kerala's 2021 legislative assembly level election.

Keywords: India, Kerala, 2019 parliamentary elections, digital campaign



Attention to News and Information about Politics: Evidence from India's 2019 Election Campaign



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Political communication systems – involving political parties, news organizations, citizens and voters -- have been differentially impacted by the rise of the internet in countries around the world. ‘Wealthier countries,’ measured by GDP per capita, correlated with greater use of the internet in Pew’s 2017 Global Attitudes survey yet in Germany where 87% reported using the internet, the fact that less than half said they used social media should have raised eyebrows (Poushter, Bishop & Chwe, 2018). In the years since 2017, in global south countries such as Malaysia, India, and Indonesia, for example, internet use is arguably becoming synonymous with social media use as the prices of smartphones dropped and internet infrastructure expanded access.

India has experienced rapid growth in both internet access and social media use in recent years, with 621 million internet users representing an 8.2% increase between 2020 and 2021 (Kemp, 2021). Facebook users alone in India numbered some 410 million in 2020, more than the entire populations of Germany, France,

Italy, UK, Spain, Ukraine and Poland combined, yet Facebook users constitute less than half of India's 1.3 billion population of which two-thirds are under the age of 35, based on the last census.

Numerous studies since the 1970s on the use of various media sources to obtain news and political information have pointed to attention measures in surveys as more reliable than exposure measures in predicting attitudes and opinions. This study asks two questions:

(1) What predicts attention to news and information in India's dynamic hybrid media system, where traditional news media (with their gatekeepers) compete with politics and news on digital-born news outlets and growing social media platforms?

(2) How important are these attention items in predicting sharing information online, debating politics online, and the likelihood of voting?

We focus on what is typically a high point for political communication in many societies – a national election campaign.

The study is based on combined cross-sectional campaign surveys (N=4,671) from Delhi, a major metropolis in the north, and Bengaluru in the south, both urban areas where internet and social media use is higher than in rural areas. Attention to social media (Facebook and Twitter, as well as the group messaging service WhatsApp) and attention to traditional media (television, newspapers, radio and news websites) -- are measured in separate items and used as dependent variables in OLS regression models. Independent variables include campaign interest, different forms of party contact (on social media, face-to-face and by phone), and demographics including age 18-39 (younger), gender (female), scaled measures of education and income, as well as a number of measures of ethnic and religious identity (general caste or upper caste Hindu; scheduled caste, scheduled tribe and other backward classes; and among Muslims, Shia and Sunni). We first compare attention to social media and traditional media generally, then discuss variation across different media. We then add these attention measures as independent variables to discuss the following dependent variables: sharing news on social media, and face-to-face, debating politics, and likelihood of voting.

Keywords: social media, traditional media, attention, sharing, debating, voting





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PANEL 2.2

Happiness, Optimism & Mental Health

Happiness in the Philippines: Demographic Patterns and Attitudinal Correlates



Gerardo A. Sandoval, SWS, Philippines

This paper examines the factors correlated with happiness in the Philippines. The data used are from the July 2013 special nationwide survey conducted for the Japan International Cooperation Agency-Research Institute (JICA-RI) by Social Weather Stations (SWS) for the research project, “Re-examination of Development Policy from Happiness Study in the Philippines.” The study involved face-to-face interviews of a probability-based, national sample of 1,000 adult respondents, using a questionnaire developed by JICA-RI.

The study found that happiness, on a scale of 0 for Very unhappy to 10 for Very happy, has an average score of 7.1. In terms of factors significantly correlated with happiness, the study found that a happier Filipino adult is someone who is young, well-educated, of either sex, from upper class and not



self-reported poor, from high-income financially capable household with comfortable household situation, does not experience involuntary hunger, self-reported healthy, satisfied with life and family, does worthwhile activities, surrounded by happy people and makes important people happy, is satisfied and feels secure with job, and experiences a lot of positive emotions.

Keywords: happiness correlates, life satisfaction, job satisfaction, health, positive feelings

The Influence of Personal Optimism on Happiness among Filipinos: The Role of Educational Attainment

Marco M. Mercado, SWS, Philippines



The June 2021 survey of Social Weather Stations (SWS) found eighty percent of Filipinos assessing their life in general as happy. This positive state of well-being despite difficulties of life has become a trademark in the Philippines and can be observed in the SWS data since 1991. It will be helpful to study the causes of happiness and what elevates this constructive feeling. Expecting good things to happen could be an important factor that can influence the mood and promotes a high level of happiness. The SWS survey also found that 37% of Filipinos are optimists or have a hopeful outlook saying their quality of life will improve in 12 months.

The goal of the research is to explore how personal optimism and happiness are related among adults in the Philippines. Furthermore, it will look into the mediating effect of having high educational attainment in the relationship between these two variables. The analysis will be done using the data collected in the Social Weather Survey, which was conducted using face-to-face interviews amidst the COVID-19 pandemic.



Understanding Impact on Mental Health through the Prism of COVID-19



Gaura Shukla, C-Voter, India

Mental health has long been ignored as a key ingredient of social wellbeing. The tendency to understudy stands highlighted sharply in the post-pandemic era as a legacy to the pre-pandemic times.

There are many undetected underlying issues that people go through and do not talk about. The United Nations acknowledged in September of 2015 that mental health should be included in UN's Sustainable Development Goals. It was noted that mental health impacts all other aspects of life and needs to be addressed with due emphasis.

With the onset of global pandemic in 2020, the effect of mental health issues has spread to all sections of the society. Physical effects of the disease on people are something that have been widely discussed and researched during the last two years. Lesser emphasis has been paid on the mental health side, where

there have been far reaching consequences due to changes in dynamics of work, finances, availability of medical help, education, family life harmony, pain of loss of dear ones, to count a few. Along with all of this, there was also a numbing unanimity of pain since everyone around the world was affected.

These issues of mental health got eclipsed by overwhelming numbers of COVID fatalities and crumbling health infrastructure across the globe. Taking this into consideration, CVoter, India conducted nationwide survey on mental health and how people are coping with it in India. The results on how COVID 19 has affected the mental health will be discussed in the paper.



Food Insecurity Mediates the Relationship between Poverty and Mental Health



Tania Nagpaul, Singapore University of
Social Sciences, Singapore

Poverty, inequality, and food insecurity have been related to lower cognitive functioning and psychological distress. However, how these interrelated concepts interact with each other remains unexamined. We examine how food insecurity mediates the relationship between a) poverty and cognitive capacity, and b) poverty and psychological distress. Four hundred and nineteen adults from a wide-range of socio-economic background participated in a cross-sectional survey on household food insecurity.

The surveys were conducted face to face by a team of trained field interviewers who requested to speak to a household member over 18 years of age and sought informed consent from them before commencing the survey interview. Mediation analysis revealed that the indirect effects of poverty on both cognitive capacity and psychological distress via food insecurity were significant. Future interventions aiming to alleviate poverty and improving mental health, can therefore consider including food security strategies as a potential action lever.

Keywords: Food insecurity, inequality, mental health, poverty, psychological distress

Mental Health and Political Participation during COVID-19: Evidence from Indian States



Subhasish Ray, O.P. Jindal Global University, India

The literature on mental health and political participation offers rich and nuanced hypotheses highlighting the differential effect of mental health challenges, depending on age (Ojeda, 2015), measures of mental health (Stockemer & Rapp, 2019), the level of government at which participation is evaluated (Couture & Breux, 2017), and the type of political participation involved (B.C. Burden, J.M. Fletcher, Herd, Jones, & Moynihan, 2016; Chiu & Chan, 2007). Till date, however, this research has focused exclusively on high income countries with stable and institutionalized welfare systems.

This study aims to contribute to this research in two important ways. First, it evaluates the political consequences of mental challenges using cross-regional survey data from India, a large democracy at a low level of economic development overall, but with sharp intra-country variation in the level of development. Second, it does so in the specific context of the COVID-19 crisis, exploiting novel tracker data collected by CVoter Foundation, between March-April 2020, on a range of questions related to the potential mental health challenges posed by the crisis.



The CVoter dataset was collected in three waves from 25 Indian states. Wave 1 covered 1403 respondents and was collected during the Week ending March 22; Wave 2 covered 1477 respondents and was collected during the week ending March 29; Wave 3 covered 1760 respondents and was collected during the week ending April 5. The dataset includes questions that were repeated across all waves – e.g. Which party will you vote for if National/State elections are held today? (response options listed are party name to be coded from a pre-given list; will not vote; not listed in voter list; don't know/can't say; NOTA); How strongly do you agree or disagree with the following statements? I am afraid that either myself or someone in my family may actually catch the Coronavirus (response options listed are don't know/can't say; strongly agree; agree; disagree; strongly agree) – and questions that varied by waves, depending on emerging issues. For example, while Wave 1, which was conducted in the early stages of the crisis, queried respondents on levels of stress, Wave 2 asked questions about coping mechanisms. Consequently, it offers rich cross-sectional and temporal variation to assess a range of hypotheses covering different types of mental health challenges and different forms of participation.

In particular, this study aims to test the following set of hypotheses derived from the extant literature and case-based evidence:

H1. Individuals who report higher levels of mental stress will be less likely to vote in elections.

H2. Individuals who report higher levels of mental stress will be less likely to vote in state elections, but no less likely to vote in national elections.

H3. Individuals who report higher levels of mental stress will be less likely to report partisan attitudes towards leaders/political parties.

H4. The effect of mental stress on political attitudes will be mediated by the level of effort expended on combating mental stress, such as, for example, seeking psychiatric help, listening to motivational speakers etc.

H5. The effect of mental stress on political attitudes will be mediated by the timing of the survey. Non-participation propensities should be higher among

the mentally challenged in Wave 3 compared to Wave 1 and Wave 2 (the central government's controversial total lockdown policy, with its attendant consequences for loss of freedom of movement, came into effect on 24 March, while the second wave survey was ongoing).

COVID-19 has imposed enormous challenges for political participation by marginalized communities all over the world. In this context, the particular challenges faced by individuals with mental health deficiencies merits greater scholarly exploration than it has hitherto received. The proposed study hopes to fill this gap.

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PANEL 2.3

Democracy & Governance

Do Waves of Democracy Matter? Comparing Citizenship Norms and Political Participation in Different Democracies



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Ting-Wei Weng, University of Houston

Previous empirical studies suggest that norms can be strong predictors of political behavior. Yet, the effect of norms on behaviors may vary by situation and differ across democratic contexts (Blais et al., 2000; Jasso and Opp, 1997). This article utilizes cross-country survey data (i.e., 2014 Citizenship Module of International Social Survey Program, ISSP) to explore the variation of citizenship norm across different democratic contexts (i.e., 34 countries) and to examine the extent to which citizenship norm, measured by the “good citizenship” battery, can be regarded as an effective variable to explain various modes of political participation including voting, activism participation, and party membership. Specifically, We focus on the following two research questions: first, what is the variation of citizenship norm across different democratic contexts? Second, is there any general pattern regarding the linkage between citizenship norm and political partici-



pation? Our preliminary findings suggest that two major types of citizenship norm (i.e., engaged citizenship vs. duty-based citizenship) are associated with different modes of participation. That is, engaged citizenship norm is positively linked to activist types of participation while duty-based norm is positively linked to conventional types of participation like voting. Such pattern is fairly consistent across most of the countries analyzed here. Regarding the cross-country variation, when we use the two types of citizenship norm to sort countries, we cannot find any clear division with respect to democratic contexts. In other words, the traditional “mature vs. new democracies” cleavage found in the past cross-country empirical research does not exist anymore.

Thailand Political Foresight for Sustainable Democracy

Thawilwadee Bureekul, KPI, Thailand



How does steering for sustainability work within Thailand contemporary politics, where roles are increasingly ambiguous and power dispersed? This paper explores this question empirically by studying the democratic governance based on institutional arrangements and practices. The foresight method is applied to carefully look past and future of Thai politics. The quantitative and qualitative research are applied here. The quantitative data used are from the national survey conducted by King Prajadhipok's Institute and Thailand National Statistical Office. For annual survey, there are over 30,000 samples from the probability sampling from the eligible voters or those with over 18 years of age. The longitudinal study by using the dozen sets of data from 2002-2021 helps explain the trend of public trust in various political institution. The qualitative data are from in depth interviews, focus groups and participatory workshops of



stakeholders and experts from related agencies. In order to study insight into the political institution in Thailand, the parliament, the political parties and the citizen politics are focused. What all these accounts underplay is the political context of reflexive processes, and the politics that they generate. The low trust in these institutes sends unhappy signal for the democratization process in Thailand. Weak and insecurity political parties, ineffective representation, legislation as well as oversight process by the Thai parliament are significant likely to cause political problems. Moreover, the stronger civil societies and more active and angry citizen contribute to the movement of another mechanism to balance of political power. The people of Thailand, therefore, try to struggle for their rights and liberty which imply that there are urgent needs for political transformation. The author study the driving forces for the future Thai politics and prepare the scenarios for Thailand accordingly. They are Parliament led Politics, Government led Politics, Citizen led Politics, and Balance of Power Politics. The strategies to achieve the preferable scenarios are balance of power, decentralization (that includes fiscal decentralization, administrative decentralization, political decentralization and market decentralization), civic education, good governance, empowerment and capacity building as well as enabling environment to facilitate the public participation and strengthening democratic governance.



Keywords: Political Foresight, Thai politics, Democratic governance

The Malaysian Image of Three U. S. Leaders: Biden, Trump, and Obama



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 Mohammed Fadel Arandas, Southern University College, Malaysia
 Loh Yoke Ling, Universiti Pendidikan Sultan Idris, Malaysia

The image plays a significant role in the relationship of countries. When countries interact, citizens build images of the other country, but media events significantly prop up these images. This paper is on how Malaysians view three Presidents of the United States, namely, the present President, Joe Biden, his predecessors Donald Trump, and Barack Obama, as part of the United States' image. The relationship of the two countries, built over the years, is based on trade and education. It is Malaysia that seeks greater access to education and a better trade relationship. But a particular concern has been the Palestine issue and the



global trade that Malaysia finds problematic. While the Organisation of Islamic Cooperation (OIC) champions the Palestinian case, international trade concerns Malaysia as a trading nation. Surveys raised Palestine and Global trade issues under Trump and Obama, but the public opinion on Biden added the Chinese trade issue. A study on 822 adult Malaysians nationwide in March (8 to 22 March) 2021 touched on several topics, including their opinion on the newly elected President Joe Biden. Similar surveys were done in August 2010 on Obama and in April 2017 on Trump. Biden is a stranger to the Malaysian public. When elected, Malaysians knew two characteristics of the new administration: the president as the oldest to take office and the other his deputy a woman of colour, Kamala Harris. It was a different setting from the Trump era when White supremacy was at its height. To Malaysians, the Trump administration was erratic. The practice of democracy was brought into question when Trump made severe allegations on the mismanagement of polling in the American presidential elections. We asked Malaysians what Biden could do on three issues. Was he able to solve the Palestinian issue, solve the world's economic problem and bring about trade with China? Malaysians were asked the two subjects on the two former American presidents, but the China issue was a new question this time around. A total of 27% were confident that Biden would be able to solve the Palestinian problem. On the global economy, about 35% of Malaysians were optimistic that Biden would use his good office to solve the global economy. Both Biden and Trump saw China as the main competitor on the world stage. Some 36% of Malaysians were confident Biden would be able to talk terms with China.

Keywords: Biden, Image, Malaysia, Obama, Trump.

Attitude and Ethnic Identity Affecting Voting Intention: A Study in Batang Kali State Legislative, Selangor Constituency



Mat Nadzari Ahmad Dahlan, Malaysia

Voting intention is interpreted in terms of one's plan and choice in voting as the voting intention may change over time. It is challenging to make inferences and predictions on the voting intentions. In this study, voting intention implies, among others, the phenomenon of party realignment where a voter is likely to express a change in choice of party. There are indicators of such voting behaviour among Malaysians after the 2018 General Elections, based on the results of twelve by-elections held since then. During the 14 General Election, the once ruling party, Barisan Nasional (BN), was outvoted by Pakatan Harapan (PH), but the by-elections were indicators that voters were shifting their choice back to Barisan Nasional. It raises the question of why people react the way it is. A study was conducted in a state legislative assembly to understand



the change in party realignment. The study analysed voting attitude and ethnic identity as factors affecting voting intention. This study employed the Theory of Reasoned Action to measure the socio-psychological characters of voters, and the motivation to comply with demographic pressure, thought, and orientation. The study used a proportionate stratified sampling technique by interviewing 381 voters composed of Malay/Bumiputra, Chinese and Indians in 19 polling districts (PDM) in N.07 Batang Kali State Legislative Assembly, Selangor. The study took 60 days, from 1st October to end of November 2020. Each PDM had a proportion of voters by race. Overall, the total proportion used for the survey is 5:1:1 or equivalent to 265 Malays/Bumiputra, 56 Chinese and 60 Indians. The N.07 Batang Kali State Legislative Assembly is one of 56 constituencies in Selangor state. Malaysia has two types of constituencies, namely Federal and state. At the Federal level is the parliament. It is a national legislature of Malaysia. While at the state level is the state legislative branch of the state government in each of the 13 Malaysian states. The N.07 Batang Kali demography is appropriate for the study. There is a good reflection of the ratio between races 62.7% Malays/Bumiputra, 19.63% Chinese, and 15.55% Indians composing of traditionalists in villages and old towns and cosmopolitan communities in newly developed areas with a different way of life and beliefs as almost similar to the situation at the national level. As such, the result of the study can be generalised. This study found that voting attitude and ethnic identity contributed to the party realignment proclivity. There are four significant factors to be highlighted. The direction, orientation and determination for party realignment is (1) context-dependent like socio-demography forces, (2) dependent on socio-psychological expectancy values, (3) dependent on the stretching of psychological thought and feelings and (4) dependent on preconceived beliefs on politics.

Keywords: Voting Intention, Voting Attitude and Ethnic identity

Factors Affecting Public Mind Behavior of Students of Satri Anghong School

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The objectives of this research were 1) to study the level of public mind behavior of students at Satri Anghong School 2) to study the factors affecting the public mind behavior of the students of Satri Anghong School and 3) to compare the factors affecting the public mind behavior of students. Satri Anghong School The sample group used in the study consisted of 760 students who participated in the Citizens Awareness Training Program. The research instrument was a questionnaire with a 5-level estimation scale, which had a confidence value of the entire questionnaire equal to 0.86. The statistics used in the data analysis. These were the frequency, percentage, average, and standard deviation of the overall and individual aspects of public mental behavior variables. and the level of public mental behavior



The statistics used to check the quality of the analytical tool were to determine the confidence by using the Alpha coefficient method. According to the Cronbach's alpha coefficient method, the t-test was used as a comparative test. Mean of independent variables classified into 2 groups. The F-test was used to compare the mean of the independent variables. which classified more than 2 groups.

1. The overall level of factors affecting the public mind behavior of the students of Satri Anghong School Factors affecting public mind behavior were at a very high level. When considering each aspect, it was found that the factors affecting public mind behavior were at a very high level. parenting followed by the cultivation from the school and public mind models, respectively.

2. The overall level of public mind behavior among the students of Satri Anghong School was high. When considering each aspect, it was found that the students' public mind behavior was at a high level in all aspects. In descending order: When friends don't have school supplies, I share school supplies with them. Secondly, I help to come up with the right and the right way to help my friends and people with problems. And when I see a friend or teacher panting, I will volunteer to help, respectively.

3. The hypothesis testing results found that students with gender the age difference had no statistically significant difference in public mind behavior, and the high school students of different grade levels had statistically significant difference in public mind behavior at the 0.05 level.



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PANEL 2.4

Pandemic Work Changes and Futures

Attitudes Towards Working in Social Care

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As people live longer they are also experiencing a range of chronic health conditions, the most obvious being Dementia and Parkinson's disease. This is presenting governments with a complex public policy challenge in terms of providing social care for the frail elderly. One of the challenges is that social care workers are often low paid, have limited prospects for career development and the work is demanding and involves unsocial hours. Using data from the ANUPoll, conducted in Australia in April 2021, we examine attitudes towards working in the aged care sector.

It is difficult in a survey like the ANUpoll to gauge a person's own willingness to work in the aged care industry as there are such a diverse range of factors that are likely to influence

their decision making. Instead, as an experiment, we presented the sample with two hypothetical people — a young person and an unemployed person — to see if the circumstances of the individual would result in a different view. We randomly selected half of the sample and asked ‘If you were advising a **young person** today about their career choices, would you recommend they consider working in aged care?’. While the other half were asked ‘If you were advising an **unemployed person** today about their career choices, would you recommend they consider working in aged care?’.

This paper reports on the results of the experiment and the factors associated with their recommendation.



Proactive Approach to CATI Decentralization Process for Work from Anywhere Paradigm



Neelabh Tyagi, C-Voter, India

At CVoter, we reacted proactively in transforming the CATI decentralization process, well before the lockdown and unaware of coming Covid pandemic uncertainties. This has provided us substantial benefits of uninterrupted Data collection during the Lockdown and even till now.

We would like to give a brief technical presentation for it to show what challenges we faced and what benefits we were rewarded of.

Challenges Faced: couple of changes in software methodology to:

1. Modify the dialer calling app from standalone desktop application to **URL based web application** so that researchers could login from anywhere.

2. Enabling the additional feature of mobile calling integration in to dialer app to reduce the dependency on dedicated PRI line

Benefits achieved:

1. It gave the liberty to researchers to login using their smartphone and can start calling wherever they are during the lockdown and Work From Home mode.
2. It has ensured of uninterrupted data collections and even gave the leverage to collect data between nonworking hours if required and also utilizing the daily office commuting time.



The Effects of the COVID-19 Pandemic to Home and Non-Home Based Filipino Workers in Relation to Going and Reporting for Work



Rommel Tabije, SWS, Philippines

Due to several attempts in preventing the spread of the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) virus and the aim to flatten the curve, the Philippine government and employers have introduced and encouraged workers to work at home. The sudden widespread shift to home-based teleworking was not anticipated. Consequently, the ability to make provisions to ensure the health and the safety of workers was also limited. Further, in many cases, the shift to working at home has been involuntary and likely to continue for an extended period of time.

Based on the national survey of Social Weather Stations (SWS), the Philippine's leading research institute on public

opinion, this paper presentation aims to show the ways and their effects for home and non-home -based Filipino workers when they are going and reporting for work.

In November 2020 survey of SWS, the result showed that forty two (42%) of Non-home-based working Filipinos are saying going to work is very much harder than before the Covid-19 pandemic. Furthermore, forty-four (44%) of them walk to work. This study will also cover several factors like the common means of going to work by area, locality and education and the priorities of the respondents before and during the COVID pandemic in relation to these factors.





THE NEW NORMAL IN SURVEY RESEARCH METHODOLOGY AND CHANGING ATTITUDES

PANEL 3.1

Inequalities

Reinforced Inequalities with the Advent of COVID-19 in Sri Lanka

Shashik Silva, Social Scientists'
Association (SSA), Sri Lanka



Sri Lanka is currently dealing with its third wave of Covid19, and the virus has claimed over ten thousand lives in the country since its inception in March 2020. State authorities have imposed a number of measures to limit the virus's spread over the last year and a half, including travel restrictions, island-wide and regional lockdowns, and curfews at various points. Students and teachers have shifted to online education since schools have been closed, and employees in the private and public sectors have been encouraged to work from home. Public gatherings were restricted, and functions and ceremonies were either completely forbidden or permitted only under strict conditions. It was clear that whenever authorities tightened these regulations, the number of reported deaths and infected people decreased. Given the country's vulnerability, health professionals urged the government to maintain these precautionary measures for an extended period of time.



The public, on the other hand, did not respond to these precautionary measures and regulations in the way that health professionals or the government had anticipated. Some of these regulations violated people's religious beliefs or put their already vulnerable financial situation at risk. For example, the government's policy of mandatory cremation of COVID-infected people's dead bodies infuriated the Muslim community, leading to protests against the government. In this case, a regulation enacted to control the spread of the virus harmed the sentiments of a community.

Given this context, the purpose of this research is to look into the impact of health regulations imposed by state authorities to prevent the spread of the virus on people's education and livelihood. The study is primarily based on an island-wide survey conducted to determine the socioeconomic impact of Covid19. The survey was conducted from February 27th to March 24th, 2021. In addition to the survey, a series of in-depth interviews were conducted.

According to the study, inequalities in online education are reinforced in two ways. On one hand, there is the question of affordability of online education, which is determined by household income. On the other hand, there is an issue with poor internet connectivity in rural areas.

When it comes to the impact on livelihood, data shows that people in the lower income category suffer more than those in the higher income category. Work-from-home practices, for example, are ineffective to daily wage labourers in the lower income bracket. As a result, they must bear the consequences of longer-term travel restrictions and lockdowns without a proper source of income. According to the study, people with lower incomes are more likely to cut back on food quality, portion size, and number of meals eaten per day than those with higher incomes.

Inequalities in access to education and basic necessities are not new in Sri Lanka. However, the state's response to the pandemic has resurfaced these societal inequalities in novel ways. As a result, certain segments of society have become more vulnerable than others during these challenging times.

Education Constraints during the Pandemic

Shaleja Mahajan, C-Voter, India



The pandemic hit almost all sectors and people around the world. There were a lot of aspects in our day-to-day life which got affected due to Covid, be it economy, health, mental peace, employment, food, shelter and what not. India, like other nations, also got hit hard by Covid.

Almost all the age groups had their challenges but the most affected group was that of students and their education. This is because students had to adjust to the new normal of online education which is something that was not extensively followed before, especially in India. It is only intuitive to imagine the number and diversity of challenges that were brought up. The concerns ranged from communication hindrances, excessive screen time, lack of mobility to poor focus levels, among others.

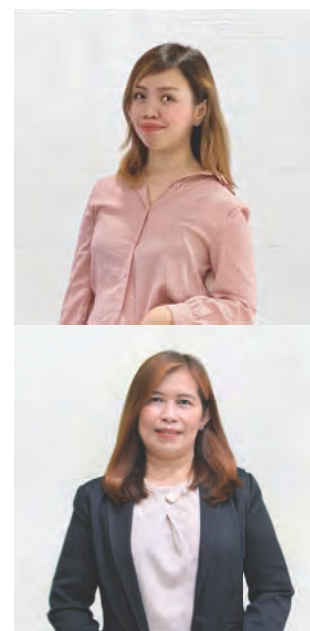


The depth of the problem is further understood because of its relative effect depending on income levels i.e., the poor section of the society was the worst hit by this online mode. Online education became a challenge for all levels of education, ranging from play school right up to the university level.

C-voter conducted a detailed study on online education, the challenges faced and its effects on various sections of society. This paper will attempt to analyze the various challenges in online education system and how it affected the whole education and learning scenario. In doing so, the aim is to form a conclusive overview of the whole education setup and how it changed as a result of the pandemic.

Financial Situation of Filipino Families before and during the COVID-19 Crisis

Malou Tabor, SWS, Philippines
Josefina Mar, SWS, Philippines



Since the outbreak of COVID-19, numerous countries and regions globally were locked down in response to the growing spread of the pandemic virus. In the Philippines, it was termed by the government as community quarantine. Communities collectively endured these quarantines' impact on their jobs and social lives. In this time of the pandemic, savings have been essential to families affected by COVID-19. Saving is important to save families from hunger brought by the loss of income.

In June 2021, Social Weather Stations (SWS), the Philippines' leading research institute on public opinion and quality of life, conducted a face-to-face survey and found that half of Filipino households experienced a budget deficit in the



past three months, and 2 out of 5 Filipino families say that they will have a budget deficit in the next three months. Furthermore, the survey found that only 1 out of 20 households were able to save.

Utilizing the June 2021 SWS survey data, this research paper will study and assess the financial situation of Filipino families by analyzing their past and future financial situation from the year 2017 to 2021. Aside from analyzing the data by socio-demographics, the five-year assessment of the financial situation will also be cross-tabulated by: a) incidence of hunger, and b) job status, to see if there are variations in the findings.

Bicycle Usage Among Filipino Households During the COVID-19 Pandemic

Christian Michael Entoma
SWS, Philippines



The Covid-19 pandemic has been a continuous threat to public health throughout the world since the early part of the year 2020. It has slowed down economic activity and has hampered people's ability to earn their income. State-imposed community quarantines which intended to curb the spread of the disease have also limited people's mobility. Some policies in place during these community quarantines have also made it difficult to go to one's place of work, as public transportation does not accommodate their full passenger capacity to prevent transmission and spread of Covid-19. Laws have been enacted by the Philippine Congress to provide Covid-19 response and recovery interventions, specifically Republic Act 11494–Bayanihan to Recover As One Act. One of its objectives is to “Accommodate alternative modes of transportation, including a network of bicycle lanes in every city, municipality, and



province for the people who may opt to use the bicycle as an alternative mode of transportation to address health, environment, and traffic concerns.” Cycling, in this context, is seen as a practical and sustainable mode of transportation that needs to be part of road infrastructure and design, or even re-design, in some cases.

Social Weather Stations (SWS), a non-stock, non-profit social research organization in the Philippines, has a socially-relevant research agenda as part of its survey-based social monitoring. SWS has conducted five probability-based nationwide surveys from May 2020 to May 2021, and continues to do so during the pandemic. Three were conducted in May, July, and September 2020 using mobile phones and computer-assisted telephone interviewing (CATI), when community quarantines and travel restrictions limited the conduct of face-to-face (F2F) pen-and-paper personal interviews (PAPI). Two, on the other hand, were omnibus F2F PAPI surveys conducted in December 2020 and May 2021, when community quarantines had less restrictions on travelling using public transportation. Bicycle usage has been measured three ways in these SWS surveys: 1) Household ownership of bicycles, 2) Activities of household members who use bicycles, and 3) Comparison of the present frequency of bicycle usage to the time before the Covid-19 crisis.

Initial findings show that bicycle ownership of households has been on an upward trend from May 2020 to May 2021. Regarding usage, the May 2021 survey found that about a fourth or 24% of households nationwide have members who currently use bicycles, with buying at the market, grocery, or store being the most common activity, followed by exercising and going to or coming home from the workplace. An unexpected result of this was that 19% use their own bicycles, while 6% use borrowed bicycles. It also found that among households where nobody uses a bicycle (76%), most (74%) don't have bicycles to begin with, while the remaining (2%) have bicycles but don't use them. Lastly, it is noteworthy that two-fifths of households with members who currently use bicycles have been doing it more frequent during the Covid-19 pandemic, with about another two-fifths who have been using bicycles as frequently as before the pandemic hit the country.

Keywords: Philippines, bicycles, transportation, sustainability

An Evaluation of India's COVID-19 Food Relief Program



Manu Sharma, C-Voter, India

India launched a food security scheme to feed 800 million citizens during the first and second waves of Covid-19 pandemic. The government of India considers this policy as a success story in combating the pandemic. Detractors of the government point towards India's low baseline scores on hunger indicators and leaky food distribution system to question the claim.

The current research dwells on employment and economic growth numbers as proxies for hunger. Further there is reliance upon the time lagged nutritional statistics produced by international organizations and advocacy groups. This research is unable to present a counter-factual scenario of no food relief program being in place. As a corollary the current research is unable to reflect the public perception regarding the food security program.



In this paper I have used the CVoter Covid-19 tracker data to demonstrate that India's food security program helped sustain household food reserves throughout the pandemic. I have used the index of preparedness data (a time series that measures the amount of food reserves with a household), employment data from the tracker and public opinion data on the government's handling of Covid-19 pandemic. The conclusions in the paper are derived from a triangulation of these.

Based on the results, I arrive at a cautious assessment that government of India's food security program was successful. Prior to the commencement of food security program 90% households had less than 3 weeks of food reserves. Ever since the commencement of the program, that number has dropped to an average of 50% or less. This achievement came in the backdrop of 29% workers being laid off in the initial round of lockdowns. As a back test, 82% respondents in the CVoter Covid-19 tracker approved of the government's handling of the pandemic.



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PANEL 3.2

New Media Platforms

Incentive Experiment and push-to-web Data Collection Strategy: Results from the Hong Kong Generations and Gender Survey (HK-GGS) Pilot Study



Christian Joy

Pattawi Cruz

Stuart Gietel-Basten

Hong Kong University of Science and
Technology, Hong Kong

The initial goals of the Hong Kong Generations and Gender Survey (HK-GGS) pilot study were to assess the feasibility of conducting a social survey in Hong Kong and explore the most effective mode of data collection, either self-administered online or through face-to-face personal interviewing. However, because of the COVID-19 pandemic, personal interviewing is challenging to nearly impossible to do; therefore, the push-to-web or online data collection strategy became more appealing. The HK-GGS pi-

lot study focused on a purely push-to-web data collection strategy and conducted an experiment to examine the incentive amount and mode of payment (i.e., conditional or unconditional), yielding the highest response rates. It also follows the significant efforts made in several European countries to increase response rates of online social surveys “based on a sampling frame using a representative set of postal or email addresses.”

Initial findings indicate that giving a combination of an unconditional incentive of HKD50 and a promise of another HKD50 or HKD100 are the best methods to have the highest online social survey response rates in Hong Kong. There seem to be no significant differences in the response rates for incentives (HKD50, HKD100, and HKD150) given unconditionally. However, the amount of incentive appears to have an effect when promised to be given upon completion of the survey. Conditional incentives in the amount of HKD150 offered upon completion of the online study have a higher response rate than conditional incentives of lower amounts (i.e., HKD50 and HKD100).

These initial results are in line with the results of recent incentive experiments done in other countries. The incentive experiment findings address the gap in the survey methodology literature, specifically in the Asian context. This study will also help shape the future of online surveys in Hong Kong and the rest of Asia.

Keywords: online surveys, incentives, response rates, social surveys



The Usage of WhatsApp Among Malaysians

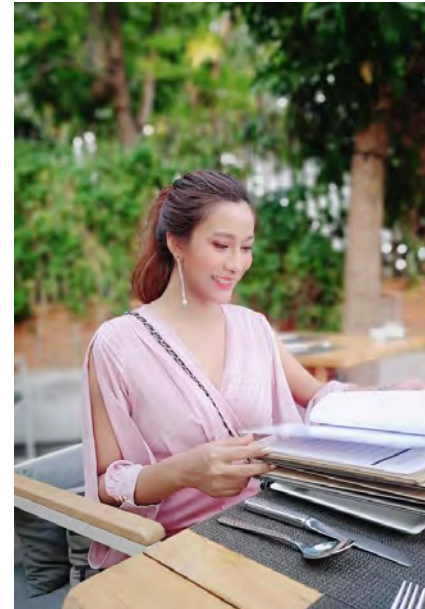
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Nerawi Sedu, International Islamic
University Malaysia (IIUM), Malaysia



The study was aimed to analyze the usage of WhatsApp among Malaysians. A self-administered survey questionnaire was used to collect the data and basic descriptive analysis was used for analyzing the data. The study was participated by 1309 Malaysians, aged 21 years old and above, and they were recruited from all states in Malaysia. The data collection was conducted in from 13 November 2020 until 11 December 2020. The focus of the analysis is on the usage of WhatsApp according to five demographic categories or variables, i.e., gender, race, age, education and income. The findings indicated that the usage of the messaging application varies by the demographic characteristics. Generally, the results showed that respondents aged 21 to 35, degree holders, and those with higher income used the messaging application more compared to respondents with other demographic characteristics.

Keywords: WhatsApp, usage, demographic characteristics, Malaysians

Factors Affecting Online Shopping Behaviour via Shopee of Generation Y Consumers under the COVID-19 Situation in Bangkok and its Vicinity



Praewpun Suwannapong,
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Thailand

The purpose of this paper is to study factors affecting online shopping behavior via Shopee of Generation Y consumers under the covid19 situation in Bangkok and its vicinity. Data were collected by online questionnaire from 400 consumers aged 21-41 years who have shopped online via Shopee in the past 1-12 months and live in Bangkok and its vicinity. Descriptive statistics were used to find percentage, mean, standard deviation and the hypothesis were analyzed by multiple regression equation. The results showed that factors affecting online shopping behavior via Shopee among Generation Y consumers under covid-19 situation in Bangkok and its vicinity are product, price, promotion and personalization with P-value less than 0.05 which is statistically



significant. When considering each aspect, it was found that 1) Product, consumers focused on the fact that Shopee had a variety of products for sale.; 2) Price, product selling in Shopee is cheaper than other markets.; 3) The distribution channel (Place), consumers focus on usability that can easily access to Shopee application.; 4) Marketing (Promotion), consumers pays attention to buy products without transport charge (free delivery).; 5) Personalization, consumers focus on sending information to recommend other products that match their interests. and lastly 6) Privacy, consumers value that Shopee has a clearly stated privacy policy.



Keywords: Shopee, Online marketing mixed, Generation-Y

The Role of Mobile App and Social Media In Respond to Citizen Demands During the COVID-19 Pandemic: The Case of Ho Chi Minh city, Vietnam



Ho Hai Phan
Minh-Thuan Tu
Ho Chi Minh Cadre Academy
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and Technology



The COVID-19 pandemic has brought unprecedented struggles to governments around the world, which has underscored global dependence on the Internet, social media and a myriad of virtual platforms to enhance government's COVID-19 responses. Despite resource shortage, Vietnam has implemented effective measures to prevent the outbreak of the corona virus since 2020. Recently, the country entered the 4th wave of COVID-19, resulting in lockdowns, commute restriction, and business



disruption in almost every city and province. Vietnam's economic hub Ho Chi Minh City has been the gravest coronavirus outbreak site, causing severely impacts to its citizens, especially the poor and needy people living in lockdown areas. This study aims to examine the local authority's perception on utilization of smartphone application and social media to provide direction and necessary assistance in Ho Chi Minh city. Therefore, we conduct a comprehensive qualitative analysis using secondary data provided by city's departments and public media from April to September 2021. Through the discussion and case analysis, mobile apps and social media are considered effective tools of public administration, as well as providing incredible supports to local communities, amidst pandemics and other crisis.

Keywords: mobile app, social media, COVID-19 Pandemic, e-governance, Hochiminh city.

The Malaysian Media Dependency During COVID-19 Crisis

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Syed Arabi Idid, International Islamic
University Malaysia (IIUM), Malaysia



The COVID-19 pandemic is a known threat to global health and socio-ecological normalcy. Hence, making it natural for the public to find ways to survive the pandemic and overcome the uncertainties threat. One of the ways is through equipping ourselves with enough information through media exposure and consumption. This is precisely why we could look at the media dependency theory to prove the claims that media become the main sources for the public to look for information and certainties in times of crisis. Specifically, this study aims to identify the Malaysian media platform dependency during COVID-19 and the differences of media platform dependency between races and education level. A total of 1,309 Malaysian respondents of different races and education levels have participated in the



survey conducted during the COVID-19 pandemic. The findings suggest that the pattern of media dependency varies according to the nature and background of the society, nature of control and nature or issue of the crisis at the time. Although all respondents reported highly depended on various social media platforms, it was found that there is an obvious difference on the traditional media dependency where the Malays/Bumiputera depends more on TV and Radio whilst the Chinese read and depended on newspapers far more than the other races. There is also a slight frequency difference found on media dependency according to education level where Diploma and Degree holders are more prone to the use of Twitter and Instagram. This study concludes that the media dependency theory can still predict the use of traditional media and social media as it refers to how the media is used by the society to understand the crisis happening surrounding them, as well as to act meaningfully and effectively in society in terms of information sharing and for fantasy and escape. Hence, this theory is still relevant for media study and research. However, to make study on this theory remain relevant, future research can also put focus on the relationship of the theory with the country media system too, not totally focusing on modern dependency only.

Keywords: COVID-19, Media Dependency Theory, Malaysia, Traditional media, Social media use.



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PANEL 3.3

Contexts and Surveys in India

Survey Based Evaluation of Computer-based Education in 6 States



Aakansha Bariar, C-Voter, India

India has seen a huge transformation in terms of digital connectivity. And in the last 10 years the technology has become a great social equalizer as far as the availability of information applications & devices are concerned. With a huge emphasis on digital literacy, various government & non-government organizations provide educational programs to impart computer skills to bring in multi-dimensional benefits & combat the digital divide in rural areas.

We have carried out this research in 6 states – Assam, West Bengal, Maharashtra, Orissa, Uttar Pradesh & Jharkhand to do an impact assessment of one such initiatives by “Ekal”, a non-government organization that brings computer skills & digital empowerment to youth who otherwise have less or no access to free skills, through a mobile computer lab that travels to remote villages of the country.

The study has been done to understand the growth chartered by the program, if any. It is primarily aimed at evaluating:

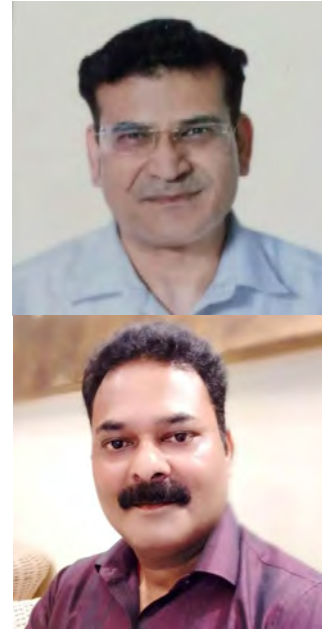
- the reach of computer education to youths in far off localities
- its contribution to create employment prospects
- its contribution into academic performances
- the teaching assessment and infrastructure
- the impact on ability to avail digital services
- the comparative costs of education
- the comparative study of prior levels of digital literacy
- the extent to which it has helped them to connect with the contemporary socio-economic trends
- the impact on boosting personal & social standing
- the challenges & potential improvement areas

Also, one of the main objectives of this paper is to determine whether replicating & scaling up such innovative programs for millions of youths could ensure benefits from digital mainstream in India.



Partial Decline in the Influence of Caste Politics

Ajit Shukla
Manish Tripathi
C-Voter, India



Caste is the most significant aspect of Indian politics. In India, caste is defined as the go-to variable to understand strategies adopted by different political parties, voters' alignments, political alliances and many such dimensions associated with the electoral battles in the country. Caste combinations have been playing the most important role in determining the electoral results in different results.

In Bihar, the 'caste factor' has played the pivotal role in shaping states' politics for decades. Caste equations are the determining reasons to forge political alliances and give party tickets to candidates to contest elections. Generally, a person belonging to the numerically dominant caste is given party ticket to contest elections and favorable caste combinations are considered to be a guarantee for electoral victory.

However, a decline in such caste-based politics can be noticed in past few Assembly elections in the state. Our paper will focus on such Assembly constituencies in Bihar, where voters have elected candidates on the basis of their performance and good image and not on the basis of their caste. In our paper, I along with Mr Manish Tripathi will analyse the voting pattern of the electorate in Kargahar, Karakat, Bhabhua, Dumrao and Hajipur Assembly constituencies of Bihar, India. The winning candidates in these Assembly constituencies have been from the castes, which are not numerically dominant.



Crime and Politics: Do elected leaders with a Criminal Record Worsen the Rule of Law?

Shreya Maskara
Damini Mehta
Prakhar Yadav
Vaishali Ujlayan
Polstrat Communications Pvt. Ltd, India



The last decade has seen an increase in the number of Members of Parliament with a criminal record in India. Criminal records can be a useful characteristic to explain the perception and results of a politician. A robust system of electoral competition should, in theory, lead to the emergence of more honest and ‘clean’ politicians. However, in practice, constraints such as asymmetric information between the voters and the politicians, and legal loopholes prevent this from

happening. Politicians often have better access to information than the voters, which enables them to use their power for private gains. It begs the question of how the existence of a politician with a criminal record influences the rule of law in a given region. Using primary data from the National Crime Records Bureau we will be analysing the relationship between politicians with criminal records and the crime rate of a region across states in India over the past 15 years. We will also explore other factors that could impact the changes in the crime rates in the states.

We will attempt to understand if the criminal background of a Member of Parliament and/or Member of Legislative Assembly has an adverse impact on the crime rate in their constituency. We will also analyse if legislative members with a serious criminal background lead to a larger negative impact on the crime rate in their constituency as compared to those with a non-serious criminal background. The severity of criminal background of a legislative member will be analysed through the division of serious and non-serious criminal cases declared by election candidates in their election affidavits.



Analysing Public Perception of Government Schemes and Programs: A study on the Change in Public Perception in Three States between Two Assembly Elections



Damini Mehta, Polstrat
Communications Pvt. Ltd, India

The public's understanding of the government's work is to some extent affected by the larger narrative set by the media and other organisations. Around elections, political parties often use various tools and techniques to sway the voter's understanding of governance in the last few years. The Pre and Post Poll surveys done by Lokniti-CSDS as a part of the National and State Election Studies capture the perception of the voters before and after an Assembly and/or Lok Sabha Election are held and puts across questions ranging from the voter's party preference, perception of incumbent government and

understanding of various government benefits. The study aims to analyse how public perception of various government schemes and programs changed in the five years between 2016 and 2021 when Assembly Elections were held in the three states under consideration. It will use the Lokniti-CSDS Pre and Post poll surveys conducted in 2021 and 2016 for three states- Tamil Nadu, West Bengal and Kerala. The study will also attempt to ascertain public understanding of who provides various services- central and/or state government and how it has changed between the two years.

Some major issues on which the study will address the change in public perception are:

- Public perception on whether the government should take more responsibility to ensure that the poor are provided for.
- Public perception on access to benefits under schemes like Jan Dhan Yojana
- General Public's knowledge of various government schemes such as Indira/Rajiv Awas Yojna, MNREGA, National Rural Health Mission, Pension money (old age, widow, disabilities) etc





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PANEL 4.1

2020-2021 Impacts on Survey Firms and Service Offices

Administrative Challenge During COVID-19



Shalinder Mahajan, C-Voter, India

The pandemic has brought up unimaginable challenges for people from all walks of life, from around the globe. Loss of jobs and livelihood, health concerns, both physical and mental, education constraints represent only the tip of the iceberg. In reality, the adverse effects range across all sectors, age groups and income classes.

The main concern that we faced as an organisation of 150+ people stemmed from the fact that we are involved in a field wherein our payments come in after the completion of a particular assignment and post our client's satisfaction. Hence, it becomes very intuitive that we faced a major challenge in regards to our staff's salary.



The situation was further complicated due to the clash of the pandemic with the beginning of the financial year in India (i.e., April - March). Hence, we found ourselves in a situation of serious financial constraint wherein we even struggled to comply with our basic and routine expenses. The monetary setback was not the sole concern. People around the country, including our staff, were left in a helpless situation due to the lack of access to basic necessities like medicines, oxygen cylinders, food, among others.

The lockdown and in particular, the second wave hit the country in a manner which nobody had anticipated. This paper will attempt to address, in detail, the challenges that were faced by our organisation during the pandemic and the methods that we adopted to overcome those.

Obtaining People's Mandate through an Opinion Survey

Edward Chit-fai TAI, Hong Kong University
of Science and Technology,
Hong Kong



The Hong Kong Legislative Council Election originally scheduled to be held in the third quarter of 2020 was postponed due to political reasons camouflaged by the pandemic, as the Standing Committee of the National People's Congress of the People's Republic of China decided that the Council would continue to operate for "not less than one year" from September 30 that year, with no upper time limit. After that, the political circles in Hong Kong immediately entered into heated discussions. Some members of the democratic camp believed that they should continue to stay in the Council and resist institutional violence, but there were also members of the same camp who believed that they should not endorse the "decision" of the Standing Committee of the National Peo-



ple's Congress and should quit the unlawful council. Facing this "stay or leave" controversy, some members of the democratic camp suggested that they should seek mandate from the people through opinion surveys. This further developed into the discussion on the role and operation of opinion polls, which are widely recognized as means for people to express their views. In the end, a territory-wide public opinion survey was conducted smoothly, allowing some democratic Legislative Councillors to truly understand the opinions of the people. This paper analyses the political ecology of Hong Kong by examining the views of different people in the political spectrum of Hong Kong using this "stay or go" survey.

Spatial Suitability Analysis of Social Service Offices for a Covid-19 Endemic City



Chanhoong Leong, Singapore University
of Social Sciences, Singapore

Singapore faces the twin challenge of an ageing society and a rising income disparity. The proportion of individuals aged 65 and above will reach a quarter of our population by 2030, while a sizable proportion of the population continues to languish economically due to skills mismatch. Social Service Offices (SSO) was set up in July 2013 to address these impacts, and with the aim to serve needy individuals and family close to the ground through a comprehensive plethora of programmes such as financial and legal assistance, job matching, and family related services. As of September 2020, a total of 24 offices have been established island wide. While the SSO's mission is now deeply institutionalised, the outreach has been hampered by the Covid-19 outbreak.



The coronavirus has heralded a new perspective in social attitudes, daily routines, and help-seeking behaviours. Social distancing, work-from-home, and neighbourhood travel bubble are the new normal for a Covid-19 endemic world. These emerging trends imply that spatial locations of SSOs are becoming ever more important in delivering the services to the ground. This is compounded by the fact that most of the SSO clients – people who are financially vulnerable, elderly and people with less education – are most prone to disease infections. This study re-examines the geo-location of current SSO's to identify spatial gaps in service coverage. It will use open-data on demography, rental blocks, and housing resale price (2017-2019) as proxies to determine social service needs; and estimated point and kernel densities, spatial autocorrelations, zonal buffers, and raster restriction models for analysis.



Keywords: Social Service Offices, vulnerable households, locations, disparity, proximity

Polling under the Oppressive National Security Law

Chung Kim-wah, Hong Kong Public
Opinion Research Institute (HKPORI),
Hong Kong



After the enactment of the so-called National Security Law in Hong Kong, the social and political landscape of Hong Kong is subjected to political oppression never experienced even in the colonial period. Hong-Kongers are also being deprived of the freedom once assumed and guaranteed by the society. Outspoken press has stop operating after being searched by the and after its boss was caught and arrested, politicians and activists are being facing unknown threat just because of voicing out for political reforms, school teachers are being disciplined for just telling what really in their minds, civil servants are being warned not to express viewpoints not in line with those of their boss or they will risk their jobs, protests and other platforms for political expression and mobilization seem no longer available. Major TV



and media have taken actions to re-organize their news team which means that tighter administrative control or even censorship is likely. Some programs on TV channels that offer comments and analysis on current affairs were cancelled without regards on their popularity. Freedom of speech and expressive in Hong Kong are now facing a very uncertain future. Under this circumstance, many people also worried that opinion polls will be the next target. This paper seeks to analysis the vitality of opinion polls in the free society with special reference to the value of this under the new political atmosphere in Hong Kong. As people are facing higher risks voicing out and walking out, responding to polling may become more and more important for public sentiments be gauged. If polling and other forms of social survey could thrive, it is likely to become more a thermometer of the society. The potential threat to polling and the risks facing polling agencies in Hong Kong will also be discussed.



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PANEL 4.2

Innovation in Governance and Management

A Survey on the Role of Local Government Organizations in Managing the COVID-19 Pandemic Crisis



Sirinatt Phetsrichat, KPI, Thailand

This survey research aims to report on the situation of decentralization and local governance that occurs each year. For this year, the issue that has been highlighted and seen as an urgent issue is the role of local governments in managing the first wave of the COVID-19 pandemic crisis so as to reflect the role of local governments in the development and solve the epidemic problem at the local level such as preventing the spread of disease in the community, helping the citizens and socially vulnerable groups, the adjustment in the work of the organization, preparing for local restoration in the post-COVID-19 pandemic period as well as being prepared to deal with other crises that may occur in the future. This study relied on 2 conceptual frameworks: the concept of decentralization and the concept of public administration in

the crisis period by conducting the quantitative research method through collecting questionnaires from 2,138 local government organizations from January to July 2020, the period of the first wave of COVID-19 pandemic.

The overall survey results confirmed that the vast majority of local governments were affected by the first wave of COVID-19 pandemic, with an average of 69.30 % of the total sample. The municipality was the most affected local government organization with an average of 86.70 %, followed by the municipality (72.30 %), Provincial Administrative Organization (64.30 %), Sub-District Municipality (63.60 %) and Sub-District Administrative Organization (59.50 %), respectively. Secondly, the majority of local government organizations, with 99.60 % of the total sample, play a significant role in managing the first wave of COVID-19 pandemic crisis. Finally, most local governments have played a significant role in preventing the spread of the disease at the community level, with an average of 71.27 % of the total sample, followed by the role of helping people and socially vulnerable groups (59.30 %) and the role of preparing for other crises that may occur in the future (53.34 %), respectively. On the other hand, the role of adjustment in the work of the organization and the role of preparing for local rehabilitation in the post-Covid era was found that the local government still has a very little role in these two areas, so the average scores were 39.59 % and 37.10 %, respectively.

Keywords: Decentralization, Local Government, Public Administration, COVID-19



Management of the COVID-19 Outbreak in Phuket

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COVID-19 epidemic In Thailand since the beginning of 2020, has been spreading for more than 1 year and 8 months, causing a huge impact on Thailand in all aspects, especially in the social and economic aspects of people across the country. Phuket is Thailand's smallest province with an area of only 570 square kilometers. But there was effective management of the COVID-19 outbreak. It used to be the only province in the green watchdog group. Currently, the population living in Phuket has received 2 full doses of vaccination, more than 80 % of the total population. The purpose of this study was to study, analyze

and evaluate the management of the COVID-19 outbreak under the policy and action plan of the Center for Covid-19 Situation Administration Phuket Province. The evaluation was a combination of qualitative and quantitative assessments. Qualitatively, the CIPP Model was mainly used; quantitatively, it was a survey research. The sample consisted of 385 people who received 2 doses of vaccination. Data were analyzed using descriptive statistics. The research found that, the context, Phuket is an island province with flat land for habitation only 30 percent of the total area and there are many ports around the island for both fishing and tourism. Over 92% of the population are entrepreneurs, but most are tourism-related businesses and are the main income of Phuket. The input, has established 4 hospitals for critically ill patients and 3 field hospitals, Hospitel, Community Isolation และ Home Isolation with adequate personnel and equipment and receiving vaccine support from the Ministry of Health as requested. The Process, has established a committee to manage the epidemic of Covid-19 of the province, including cooperation from various organizations in the area as well and set various measures for people in the area to strictly follow up and follow up on a daily basis. From July 1st, 2021, Phuket Sandbox has been organized, to stimulate the economy and society of Phuket to recover and be a model of opening the country. The product, as of September 10th, 2021, 92.3 % of the first vaccinations and the second dose were 81.2 %, with the cumulative number of confirmed cases accounted for 0.93% and 0.0043 % of the population died in Phuket. For Phuket Sandbox, for three-month period, approximately 36,000 tourists arrived, generating approximately 2,400 million baht in revenue.

Keywords: Management outbreak, COVID-19, Phuket.



Brainstorming for Data Governance Framework For COVID-19 Pandemics in Academic Institute



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This paper aims to develop the data governance framework for COVID-19 pandemics in academic institute. In this study designs to online brainstorming via webex during March 15-30, 2020 for the data governance structure design, role and responsibility, data governance process and data governance environment (scope in law regulation act policy and data governance practices). The results from this study are to determine the mechanism of data governance for data management beneficial as following: 1. Data governance structure enforce the data governance for COVID-19 pandemics in academic institute 2. Ad hoc committee for data governance control 3. Data governance process: plan, do, check, measure and report, continual

improvement including human resource management 4. Determine policy and data regulation especially in mass communication and communication with staff both inside and outside institutes 5. Practices related to data governance process that institute implementation by communicate all staff to follow the policy, data regulation, data exchange and data integration 6. Monitor for evaluation in overall data for decision support to improve and development in the future. It can be concluded that the data governance framework for COVID-19 pandemics in academic institute leads to better data quality and enhance potential in data disclosure, integration and exchange that is the most beneficial for decrease COVID-19 pandemics in academic institute among faculties, staff and students.

Keywords: data governance framework, COVID-19 pandemics, academic institute



Brainstorming for Thailand Knowledge Portal

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โครงการคลังความรู้ประชาชน เป็นการจัดทำข้อมูลความรู้ชุมชน การพัฒนาระบบงาน และการสร้างเว็บข้อมูลความรู้ประชาชน สำหรับ วัตถุประสงค์ในการศึกษาครั้งนี้ เพื่อจัดทำคลังความรู้ประชาชนโดยใช้ เทคโนโลยีดิจิทัล วิธีการศึกษา ทำการระดมความคิดเห็นผ่านสื่อออนไลน์ google meet ในระหว่างวันที่ 30 สิงหาคม – 10 กันยายน 2564 เป็นการ เสวนาแลกเปลี่ยนเรียนรู้ประสบการณ์ของ ข้าราชการครู ครูอาสาสมัครฯ ครู กศน.ตำบล ครู ศรช. ครูสอนคนพิการ เจ้าหน้าที่ห้องสมุดและบรรณารักษ์ สังกัด สำนักงาน กศน.จังหวัดจันทบุรี จำนวน 74 คน เพื่อพัฒนาระบบงาน ออกแบบ การจัดทำข้อมูลความรู้ชุมชนของจังหวัดจันทบุรี และการสร้างเว็บข้อมูลความรู้ประชาชน ผลจากการระดมความคิดเห็นผ่านสื่อออนไลน์ แลกเปลี่ยนเรียนรู้ และร่วมพิจารณาประเด็นที่สำคัญต่างๆ พร้อมการอบรมเชิงปฏิบัติการ ผ่าน Web based learning การสร้างเว็บข้อมูลความรู้ชุมชน สามารถจัดทำจัด

ทำคลังความรู้ประชาชน โดยจัดหมวดหมู่เป็นสารสนเทศของอำเภอและจังหวัด นับเป็นก้าวสำคัญของการดำเนินงานตามแผนยุทธศาสตร์ บรรลุเป้าหมายของ “ศูนย์ข้อมูลความรู้ประชาชน (Thailand knowledge portal : TKP)” อย่างมีส่วนร่วม สามารถพัฒนาหลักสูตร สื่อ เทคโนโลยีและนวัตกรรมทางการศึกษา แหล่งเรียนรู้ รูปแบบการจัดการศึกษา และการเรียนรู้ในทุกระดับ ทุกประเภท การเรียนรู้ตลอดชีวิต ที่จะนำไปสู่การพัฒนาข้อมูลในระดับประเทศต่อไป

■ คำหลัก: ระดมความคิดเห็น google meet การอบรมเชิงปฏิบัติการ Web based learning





THE NEW NORMAL IN SURVEY RESEARCH METHODOLOGY AND CHANGING ATTITUDES

PANEL 4.3

Thailand and Social Quality

Peaceful Means Innovation: Conflict Mapping Database Research



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This study consisted of two objectives in conducting the database for conflict mapping: 1) to collect the data and survey the conflicts arising from the government projects and policies in two regions: the north and the south and 2) to analyze the conditions of the conflicts in these two regions. The process of qualitative research was mainly implemented. The data were collected by using document research and in-depth interviews. The results of the first objective revealed 80 cases of the conflicts in 16 provinces of the northern region or 5 cases in each province. The majority of the conflicts were caused from structural conflicts. In addition, there were 55 cases of the conflicts in 11 provinces of the southern region or 5 cases in each province. The majority of the conflicts were caused from structural conflicts similar to those in the northern



region. The results of the second objective suggested that there were many unique methods based on the local contexts in solving the conflicts in each region. For example, in the southern region, most of the conflicts had been present for generations resulting in disparities in society, and the most plausible process of resolving the existing conflicts in the southern region was to conduct public hearings to promote the public participation and sharing of opinions. In the northern region, the public policies had been presented in the form of development projects and state mechanisms. The ignorance of the local people's needs and the lack of the public participation in the area at the outset of each project had caused the conflicts. In fact, the conflicts in both regions had not been dissolved since the start. The database for conflict mapping from this study can be applied as a compass for policymakers to resolve the conflicts efficiently with the vision in a suitable direction.

The Levels of Peace in Thai Society from the Past, Present, to the Future: Under the Survey of Thai Peace Index



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The measurement of the levels of peace in Thai society has been influenced by the global peace measurement called the Global Peace Index (GPI), which has been undertaken constantly and systematically for decades. The work on a global scale refers to the comparison of the peace levels amongst countries in order to learn about each country's peace rankings and, as a result, leading to a positive impact on fostering world peace. However, the global scale effort may lack the depth of data in each area and the data may not be collected at the regional or provincial level; therefore, the measurement of the levels of peace in Thai society was established, and could be divided into 3 periods as follows:

1) The initial period or the pioneering stage, which lasted from October 1, B.E. 2558 through September 30, B.E. 2561, and had the following objectives: (1) to investigate the body of knowledge about peace indexes and indicators on a national and international



level; (2) to develop the peace indexes and indicators that were appropriate for the context of Thai society; and (3) to measure the levels of peace in Thai society in order to make recommendations for achieving peace. The employed concepts combined both negative and positive peace from literature and expert opinions in which the indicators were grouped into 4 primary aspects and 23 sub-indicators comprising: (1) the absence of physical violence having the highest peace score; (2) security and safety in society; (3) the acceptance of diversity/ non-discrimination/ the respect in human rights; and (4) the reduction of inequality in the society and an equitable resource distribution. The used data consisted of both secondary data from relevant agencies and primary data from a nationwide survey.

2) The second period or the present stage, which lasted from October 1, B.E. 2561 through September 30, B.E. 2563, and had the following objectives: (1) to develop the peace indexes and indicators that were appropriate for the context of Thai society; and (2) to measure the levels of peace in Thai society in order to give recommendations for achieving peace. The employed concepts combined both negative and positive peace in which the indicators were classified into 4 primary aspects, as in the initial stage, with 28 sub-indicators (5 new indicators had been added). The used data consisted of both secondary data from relevant agencies and primary data from a nationwide survey. The research findings provided Thailand's peace index compared between years B.E. 2561 and B.E. 2563, as well as the levels of peace by province.

3) The third period aiming towards the future, which lasted from October 1, B.E. 2564 through September 30, B.E. 2565, with similar objectives to those of the previous two periods, in which indicators will be improved to reflect the current peace situation, and the measurement of the levels of peace in Thai society will be carried out in order to provide recommendations for achieving peace, particularly in the light of the Covid-19 situation, which has a significant impact on peace.

Keywords: Index; Levels of Peace; Thai Society

Economic and Social Factors and Anti-Immigration Attitudes in Thailand



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In the context of contemporary global migration flows, immigration is an interesting issue since it has various effects on different dimensions including social conditions, living conditions, economic conditions, politics, and demographics. Considering the labour force dimension, Thailand has a rapidly ageing population and the country's fertility rate has declined. Moreover, many Thai workers choose not to work in the less-skilled labour market, resulting in insufficient workers to meet the demands of the labour market. Labour migration from other countries is an alternative solution for Thailand's labour market. The number of migrants in developing countries (south-south migration) has been increasing. Yet although the arrival of foreign workers can positively impact economic growth, it can negatively affect Thai workers, especially less educated individuals since they are often replaced by foreign workers willing to work for lower wages. Immigration also has



other social impacts, such as crime and security issues, epidemic problems, and non-standard labour. Many individuals respond to the migration of foreign workers into Thailand negatively, including by feeling panicked, engaging in xenophobic behaviour, and generally being opposed to immigrant workers. The objectives of this study are: 1) to understand the migration situation in Thailand, including attitudes towards foreign workers entering Thailand; 2) to analyse the factors that affect anti-migrant attitudes in Thailand; and 3) to propose guidelines and policies that facilitate the government's management of foreign workers and meet labour market demands. This study uses quantitative research from two public opinion surveys conducted in Thailand in 2014 and 2019 by King Prajadhipok's Institute as part of the Asian Barometer Survey project. The sample in each dataset consists of 1,200 Thai people aged 18 and over who were randomly selected according to probability and systematic randomisation. The variables used in the study are social, economic, and political factors to explore how they influence attitudes towards immigrant workers. The result of the present study can contribute to social cohesion and greater of foreign workers among the Thai population.

Keywords: Anti-Immigration, Labour, Economic and Social factors

Public Opinion Survey on Religious Attitudes and Religious Change

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This research aims to survey people's opinions about their attitudes towards religion and religious changes in order to provide important information for relevant agencies to use in formulating guidelines for the development of the quality of Thai society. This was a survey under the 2018 International Social Survey Programme project or ISSP, the global collaborative project that conducts survey research on a wide range of topics related to the social sciences by setting up a survey topic each year and has a continuous exploration cycle which provides a database to analyze to study and understand the social dimensions of different countries. The sample consisted of 1,535 Thai people aged 18 years and over, randomly selected according to probability and systematic randomization. The research tool was a 39-items opinion survey on topic of secular aspects, religion in comparison to other aspects, religion and governmental connections, religious beliefs, current religious practices,



religious experience and feelings, religion and gender and attitudes towards religious groups with a Cronbach's alpha coefficient of .77. The data were analyzed by using a percentage, mean and standard deviation. The results showed that the sample group had the highest level of confidence in religious organizations compared to other major social organizations. Most of the respondents agreed that religion brings more peace than conflict (50.5 percent), religious organizations have moderate social power (35.6 percent), people would be acceptable if heterosexual people or religious views differ greatly from their own to marry with relatives (44.3 percent), most of the respondents participating in religious activities several times a year (31.9 percent), most of the respondents religion does not barrier to gender equality (40.3 percent) and if legislation conflicts with the principles and religious teachings with the majority of people more likely to follow a religion than to follow that law (52.5 percent). In addition, most of the respondents had the most positive attitudes towards Buddhists (57.4 percent) and positive attitudes towards atheists or those with the least religious beliefs (21.1 percent) that is consistent with opinions on the dangers of religious groups that most consider Buddhists to be the least dangerous (80 percent).



Keywords: Public opinion; Religion; Attitude



**THE NEW NORMAL IN
SURVEY RESEARCH METHODOLOGY
AND CHANGING ATTITUDES**

FULL PAPER

Factors Affecting Public Mind Behavior of Students of Satri Angthong School

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Asst. Prof. Dr.Sompop Chermkhuntod
Chutima Petcharak

Abstract

The objectives of this research were 1) to study the level of public mind behavior of students at Satri Angthong School 2) to study the factors affecting the public mind behavior of the students of Satri Angthong School and 3) to compare the factors affecting the public mind behavior of students. Satri Angthong School The sample group used in the study consisted of 760 students who participated in the Citizens Awareness Training Program. The research instrument was a questionnaire with a 5-level estimation scale, which had a confidence value of the entire questionnaire equal to 0.86. The statistics used in the data analysis. These were the frequency, percentage, average, and standard deviation of the overall and individual aspects of public mental behavior variables. and the level of public mental behavior The statistics used to check the quality of the analytical tool were to determine the confidence by using the Alpha coefficient method. According to the Cronbach's alpha coefficient method, the t-test was used as a comparative test. Mean of independent variables classified into 2 groups. The F-test was used to compare the mean of the independent variables. which classified more than 2 groups.

1. The overall level of factors affecting the public mind behavior of the students of Satri Anghong School Factors affecting public mind behavior were at a very high level. When considering each aspect, it was found that the factors affecting public mind behavior were at a very high level. parenting followed by the cultivation from the school and public mind models, respectively.
2. The overall level of public mind behavior among the students of Satri Anghong School was high. When considering each aspect, it was found that the students' public mind behavior was at a high level in all aspects. In descending order: When friends don't have school supplies, I share school supplies with them. Secondly, I help to come up with the right and the right way to help my friends and people with problems. And when I see a friend or teacher panting, I will volunteer to help, respectively.
3. The hypothesis testing results found that students with gender the age difference had no statistically significant difference in public mind behavior, and the high school students of different grade levels had statistically significant difference in public mind behavior at the 0.05 level.

The importance and origin of the research problem

To develop the country towards stability, prosperity and sustainability in accordance with the vision that the government has set One important factor is Enhancing citizens in the nation to act as good citizens by being a person who is independent self-reliant see equal people accept the difference respect the rights of others social responsibility and understanding of democracy and participation from the situation that if a person in a society has high ethics able to perform duties in accordance with the characteristics of a good citizen It will make the society peaceful and able to live and perform daily tasks smoothly. and especially youth which is considered the strength of the nation in the future

Building knowledge, understanding and skills promotion, including cultivating proper attitudes about democratic governance. This is an important factor in



the development of citizens in a democratic system to have quality and is a mission that the King Prajadhipok's Institute has supported and operated for a long time. As has been organized education and training for people of all groups, genders and ages for 15 years (since 1998).

especially under the current sensitive political situation. coupled with a step forward towards becoming a citizen in the ASEAN community Therefore, it is even more necessary to develop citizenship of people in Thai society in time. are consistent with the Thai social and cultural context and can Connecting to ASEAN as the Office of Civil Political Promotion recognizes the importance of this matter.

For this reason, the U.S. Citizen Awareness Program has been adapted to propagate and build a sense of citizenship. for people in Thai society focusing on children and youth as they are important people who will grow up as adults in society (King Prajadhipok's Institute, 2015) Public spirit is an essential aspect of being a good citizen of a country. Because a person with a public mind is an awareness of duty. have a responsibility to oneself and to the society that Must be aware of their rights and not invade the rights of others. Most people in general struggle to fight for themselves. I doesn't care what happens to the public or what is common. I know but will use it for my own benefit only. If everyone in the society was silent and let the people in the nation continue to lack public consciousness, one day the nation would have nothing. Lack of consciousness for collective wealth caused by people who are the mainstays in society who are obsessed with thinking and social communication compromise on morality lack of discipline resource destruction The nature and the environment and the public's property are increasing.

At present, it is found that the damage condition of the common property caused by destruction Its use without maintenance shows a lack of public consciousness in society. even a small society In schools, behaviors that show students' lack of public consciousness, such as not picking up the trash they leave behind are found in schools. not cleaning the classroom do not erase the blackboard not helping to set the table not tidy up the classroom If it's not their duty such behavior, although not a big deal. But let this happen forever (Rangsi Kasemsuk and Sukhumal Kasemsuk. 2007, p. 60) These behaviors will cause many social problems. The public mind of students is an important issue for the existence of society. under change

because the public mind is a responsibility. which occurs within a person, namely the feelings, thoughts and morals that are in the mind and affecting the outside behavior of a person human capital potential development Especially the group of people who are entering an age where the moral character of a person will begin to stabilize. To enable students to understand their role in living life to benefit society, to know how to think and look at events according to the cause and effect that will lead to solving social problems to become a thinker or a planner with complete human capital, both knowledge and morality, is therefore considered a duty (Function). Students should have a role to support and create an atmosphere for gathering together to benefit society, planning, understanding the organization, thinking, and being able to change the way of life. to better fit the situation (Arisa Suksom. 2012, pp. 3-9).

From that reason The researcher wanted to study the factors affecting the public mind behavior of students at Satri Anghong School. By choosing Satri Anghong School, which is a secondary school under the Educational Service Area Office, as a coeducational school with grade levels from Secondary 1-6 The purpose of this study was to find out what factors affect public mind behavior in using information to develop plans and promote high school students to have moral ethics in public mind. how much to be used as a guideline for creating a public mind for students at the high school level that will be the national strength in the future.

research objectives

1. To study the level of public mind behavior of students at Satri Anghong School.
2. To study the factors affecting the public mind behavior of students at Satri Anghong School.
3. To compare the factors affecting the public mind behavior of students at Satri Anghong School.



Scope of Research

Research Area Scope

In this research, the researcher interviewed Ms. Patchara Suksangkhan, a teacher with special expertise. Head of guidance work at Satri Anghong School (March 2021) in selecting research areas by choosing Satri Anghong School as a research study area

The scope was population and sample.

1. The population used in this research was 2,988 students at Satri Anghong School, Academic Year 1/2021.
2. The sample group used in this research were 760 students at Satri Anghong School who attended the training in the Citizen Awareness Project, as follows:
 - Secondary School 1 170 people
 - Secondary School 2 169 people
 - Secondary School 3 108 people
 - Secondary School 4 129 people
 - Secondary School 5 106 people
 - Secondary School 6 78 people

Content scope

In a research study on Factors Affecting Public Mind Behavior of Students of Satri Anghong School The topics of the study covered from factors affecting public psychic behavior. Three aspects of public psychic behaviors are: helping others; sacrifice to society and commitment to development

time scope

The investigators plan to conduct this research for a period of 10 months from January - October 2021.

theories and conceptual frameworks of research projects

concept of public mind

meaning of public mind

Chantira Thanasanguanwong has given the meaning that public mind means public consciousness because the word “public” is something that does not belong to anyone. The public mind is therefore a sense of ownership of what is public. in the rights and duties to take care and maintain together, such as helping to protect the environment by not leaving garbage into the water source maintenance of public property such as public telephones Light bulbs that illuminate the streets Even saving on water supply or electricity that is common. by providing worthwhile benefits as well as helping to care for and assist those in need or those who ask for help as much as possible as well as working together to create problems or help each other solve problems. but not contrary to the law to maintain common interests

public mind for the public

Consciousness for collective action is possible. There are two approaches as follows:

1. by self-acting must be responsible for oneself in order not to cause impact and damage to the public
2. Play a role in society in maintaining the interests of the public to solve create society which is considered a responsibility to oneself and society

Royal Academy Royal Academy Dictionary (2003)

has given the meaning of social consciousness or public consciousness that is awareness and consideration for the common or taking into account others involved in the relationship as a group

Office of the National Research Council has given the meaning Knowing and caring is the business and participation in the common things that benefit the nation. Have awareness and adherence to the moral system and good ethics ashamed of the wrong focus on neatness Economical and balanced between man and nature.



Public mind in Thai It is a new term that has emerged over the past decade. It is a translation from English called Public consciousness/public mind/public minds/public service/service mind, while the Thai translation In addition to using the public mind There are other words that are used in the same meaning. Public Office/Public Consciousness/Service Mind/Volunteer/Social Consciousness etc.

Public consciousness or public consciousness There are different meanings. In general, the meaning may be summarized as public mind by qualified and interested persons as follows:

1. Public mind is Public consciousness is a state in which the mind is awake and conscious. able to respond to stimuli from the five senses, namely sight, taste, smell, sound and touch awareness and taking into account the common people/regarding others involved in the relationship as a group
2. Public mind is a volunteer spirit that manifests itself in the form of voluntary behavior for the public. By volunteering, no one forced
3. Public consciousness is public consciousness. This means that a person is aware of and takes into account the welfare of the public and society. see the value of taking care of things that belong to the community
4. Public mind is mental service relating to thinking and practice of helping others It is a practice aimed at the happiness of others based on good intentions and good intentions.
5. Public mind is a social consciousness that the National Research Council of Thailand describes as knowing, caring and participating in matters of contribution that benefit the nation. Have awareness and adherence to the moral system and good ethics ashamed of wrongdoing, emphasizing neatness, frugality, and balance between man and nature.

From the meaning of the public mind mentioned above. causing the idea that we will apply How to create a public mind for society? And then created what society will get, what will be and why it is necessary to create a public mind. to these issues The first thing we need to consider is check that the current social conditions especially Thai society What are the conditions in which the public mind

must be involved? Issues that should be brought into consideration in the current state of society are important.

1. Current Society is a consumerist society which mainly emphasizes the importance of objects prioritize value over value Focus on the exploitation of nature and natural resources. to be converted into a technology that is comfortable for them It is a society that flows with globalization. of materialism is a society that believes in imitation And the competition for quantity over quality is a society that measures the wealth of scientific and technological productivity superiority.
2. In terms of health, it is a society that has developed advanced medical technology and knowledge. causing a large number of elderly people and in the future will be a large group of people in the world In the UK, for example, by 2033 the population of people aged 58 years and over will increase by 23%, for example. However, although medicine has advanced, it is not possible to cure all diseases. both communicable diseases such as avian influenza 2009 and non-communicable diseases such as cancer, etc. According to the global population mortality rate in 2009, there was a mortality rate of 8.2 people per 1,000 people. already Also caused by natural disasters such as earthquakes, landslides, floods, etc.
3. The current social environment It's a big problem in the world. The most important thing is the pollution of the ecosystem. Due to the destruction and utilization of natural resources, both renewable such as forests or non-renewable such as energy, etc., causing many areas of the world to suffer from drought and forest fires that cause a lot of life and property loss.
4. Today's society is a society with advanced technological advances. whether it is communication in the transport information exchange make the world closer and go to find each other easily communicate at all times with the use of computer technology to create / invent various innovations at the facility comfortable for living But it makes people have to speed up their physical strength. in the pursuit of such objects to nourish himself until having to seize the money system as a measure of well-being and whether it is social economy and politics



The importance of public mind

that people come together as a society There must be a relationship in the form of dependence. that people in society lack that public mind It affects individuals, families, organizations, and also affects communities, nationally and globally. Subconscious mind as well as morality and ethics

which is in the mind and resulting in external actions. Various problems that arise are seen mainly due to the lack of consciousness of the people in the society, for example:

1. Drug problem caused by the selfishness of men does not think about the problems that continue to arise with society
2. Various pollution problems caused by irresponsibility, lack of consciousness

Public

consciousness is therefore important in society. Youth need to focus and realize this.

self responsibility

self-responsibility consciousness considered as the basis for responsibility as follows:

1. Intend to study and learn
2. Know how to exercise for good health
3. The economy knows the moderation.
4. Behave appropriately Ignoring acts that cause disgrace
5. Complete the assigned tasks.
6. Responsible, punctual, self-reliant

Social responsibility is helping society. does not cause other people or society to suffer damage such as

1. Responsibility for the family, such as obeying parents help with housework don't make your parents sad
2. Responsible for the school, teachers, such as willing to study Obey the teacher's instruction, follow the rules and discipline of the school. Help preserve the school's property.
3. Responsible for others, such as providing assistance, giving advice, not taking advantage, respecting each other's rights.
4. Have responsibility as a citizen, such as complying with the rules of society. comply with the law Preserving common property Cooperate with society as a good citizen provide assistance

create a public mind

building a public mind is self-responsibility Even if they are trained if their own hearts do not accept them. The public mind does not arise, therefore the word "self-reliance" is important in creating a public mind. If one does not see the importance, then no one can force it.

In addition to your own mind There are many important guidelines in the public mind, if practiced it will benefit oneself and society as follows:

1. Self-discipline Aware of participation in democracy Know the scope of rights, freedoms, duties and responsibilities. to self and society
2. Pay attention to the environment always aware that oneself It is part of society that has a responsibility to protect the environment. which is a matter of collective Both for the country and the world
3. Recognize the problems and their impact on society to be considered as their own problem As well, it is inevitable that they must help each other to solve problems such as helping industrial factories to build sewage ponds before releasing them into public water sources.



4. Adhere to the principles of dharma in life. because of the principles or teachings of all religions teach people to do good deeds If you can do it, you will make yourself happy. It also brings benefits to society, enabling us to live in society happily.

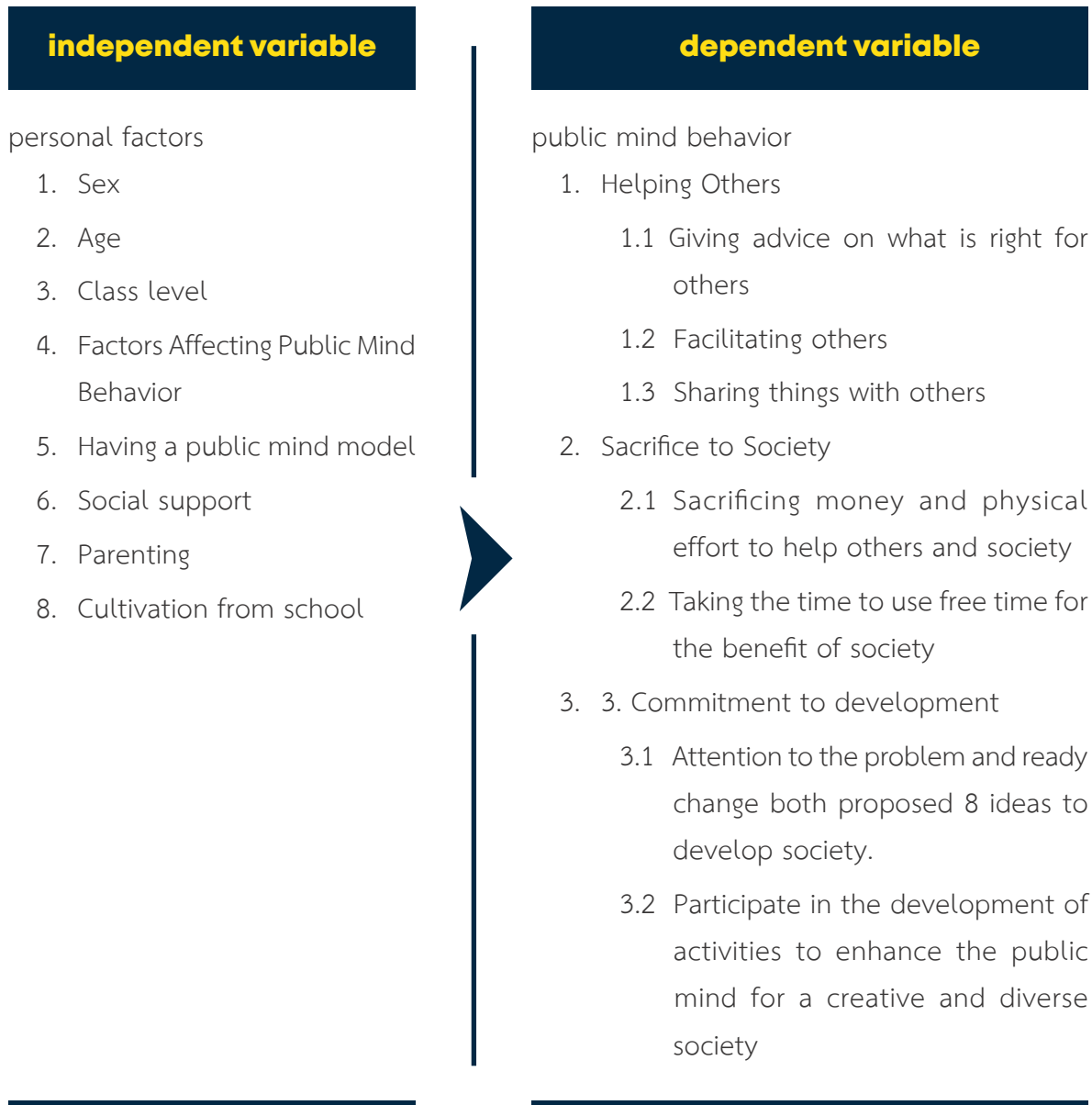
From the creation of a public mind If it can be done in most societies, the results will be there. It is very useful that affects Improved quality of life of the population Can make members of society to live together understand each other, happy, not encroach on each other. will only cause good wishes for each other which will result in helping each other to advance the business and in the end will result in peace in the whole world

Public mind development

Public mind is something that comes from childhood training. and will continue to develop until adolescence and until adulthood Adults must understand the nature of children. To encourage and encourage what is right, to guide and instill a public mind in children. In addition, children also need discipline. There is a natural responsibility that occurs spontaneously. In addition, children learn discipline from culture. By relying on teaching and training from people, environment, which is the natural law of coexistence in society, having activities and sharing things in society. Developing a public mind for children to use things together. Taking care of common property and have the kindness to share things with each other

It can be seen that the development of the public mind is important. which must be cultivated or strengthened since childhood in order for him to gain enough experience as a basis for self-improvement by cultivating it Children should have knowledge and understanding Realizing the importance of the public mind Including training for children to practice In order for children to take action related to the development of a real public mind until it becomes a character. and should be age appropriate to achieve age-appropriate learning and developed sequentially which in training, instilling or developing a public mind for children There should be a teacher or an adult to supervise and guide the right way. Children will adhere to the correct and appropriate guidelines.

research conceptual framework



Methods of conducting research

research study on Factors Affecting Public Mind Behavior of Students of Satri Anghong School The researcher has chosen a quantitative research approach. By collecting data from the study from the relevant documents. and collect data from field research The methods for collecting information are as follows:



1. The researcher made a request for assistance in collecting data from the sample group and asked for assistance from the administrators of Satri Anghong School. in coordinating data collection from secondary school students Academic year 1/2564
2. The researcher clarified the details of the objectives of the training to create a sense of citizenship. Questionnaires and methods for filling out information for students attending the Citizen Awareness Training course.
3. The researcher trains on creating citizen awareness for Anghong women students for a period of 3 days.
4. The researcher collected data from students of Satri Anghong who attended the training in the Citizen Awareness Program.
5. Use the data obtained to save the data in a computer program for statistical analysis.

The tool used to collect data is a structured questionnaire with pre-set questions. There were questions about factors related to factors affecting public psychic behavior. Three aspects of public psychic behaviors are: helping others; sacrifice to society and commitment to development Analyzing the data obtained from the above methods

The researcher analyzed the data by collecting data according to research principles, i.e. research through documents. and collecting data from the field with observation techniques This allows the researcher to use the data obtained as a guideline for the analysis by creating inductive conclusions. Therefore, this research has applied the theoretical concepts from the literature review and related research in Chapter 2 to apply in explaining events and phenomena in research.

Summary of research results

From the research study Factors affecting the public mind behavior of students at Satri Anghong School can be summarized as follows:

1. The results of the analysis of personal data of the sample group of students in Satri Anghthong School

Students at Satri Anghthong School More than half of the sample group were female, 563 people representing 74.1%, males 197 people representing 25.9%, aged 13-14 years, 408 people, representing 53.7%, aged 15-16 years, 229 people thought were 30.1% and aged 17-18 years, 123 people, representing 16.2%, the highest education, Mathayom 1 of 170 people, accounting for 22.4%, followed by Secondary School 2, 169 people, accounting for 22.2%, and secondary education. Year 4, 129 people, equivalent to 17%

2. The level of factors affecting the public mind behavior of the students of Satri Anghthong School as a whole Factors affecting public psychic behavior were at a very high level. When considering each aspect, it was found that the factors affecting public psychic behavior were at a very high level. parenting followed by the cultivation from the school and the model in the public mind
3. The overall level of public mind behavior of Satri Anghthong School students was high. When considering each aspect, it was found that the students' public mind behavior was at a high level in all aspects. In descending order: When friends don't have school supplies, I share school supplies with friends. Next, I help them figure out the right and appropriate way to help friends and people with problems. And when I see a friend or teacher panting, I will volunteer to help, respectively.
4. Hypothesis test results
 - 4.1 Factors affecting the public mind behavior of Satri Anghthong School students classified by gender, overall and aspect. Different sexes had a statistically insignificant difference in public psychic behavior at the 0.05 level.
 - 4.2 Factors affecting the public mind behavior of Satri Anghthong School students classified by age, overall and aspect. The age



difference was not statistically significant difference in public mental behavior at the 0.05 level.

- 4.3 Factors Affecting Public Mind Behavior of Satri Anghong School Students Classified by class Overall and aspect, it was found that Satri Anghong School students There were different levels of public psychic behaviors with statistical significance at the 0.05 level.
- 4.4 Factors Affecting Public Mind Behavior of Satri Anghong School Students For the public mind model, it was found that the secondary school students with different public mind models There was a statistically significant difference in public psychic behavior at the 0.05 level.
- 4.5 Factors Affecting Public Mind Behavior of Satri Anghong School Students In terms of social support, it was found that high school students had different social support. There was a statistically significant difference in public psychic behavior at the 0.05 level.
- 4.6 Factors Affecting Public Mind Behavior of Satri Anghong School Students Regarding the upbringing, it was found that the secondary school students who had different upbringing There was a statistically significant difference in public psychic behavior at the 0.05 level.
- 4.7 Factors Affecting Public Mind Behavior of Satri Anghong School Students In terms of indoctrination from schools, it was found that secondary school students who received indoctrination from different schools There was a statistically significant difference in public psychic behavior at the 0.05 level.

Discuss the results of the research.

from the research study Factors Affecting Public Mind Behavior of Satri Anghthong School Students The results of the research can be discussed as follows:

1. Factors affecting the public mind behavior of students at Satri Anghthong School as a whole Factors affecting public psychic behavior were at a very high level. When considering each aspect, it was found that Factors affecting public psychic behavior were high in all aspects. They were in descending order as follows: Factors affecting public psychic behavior. Secondary parenting factor and the factors of cultivating from schools respectively This may be because the family has polished children in various aspects. which is the basis in children's daily life, whether in terms of physical development to have complete physical health, good health, discipline, to learn, to develop children's intellectual abilities to remember To the essence of life, make decisions by reasoning with children. Along with the development of children to have a public mind, know how to be generous and considerate to their fellow human beings, know how to volunteer. which polishes children in various fields That is socialization. For children according to the aim of the process of cultivating children who want to instill basic discipline (Basic Discipline), cultivating purpose in life (Aspiration) Determination of roles in society (Social Role), teaching skills (Skills) Aranya Inon et al. (2019). The results of the research are consistent with the results of the study of the ideas of Apperly, Warren, Andrews, Grant & Todd (2011), Richert, Shawber, Hoffman, & Taylor (2009) and the Ministry of Social Development and Human Security (2017) who have discussed socialization which can be concluded that there is The four main objectives are: discipline Instilling a sense of purpose in life as the group recognizes its role in society and the provision of specific skills or skills, individuals will be trained to develop the expertise or skills to engage in social activities with others. other By focusing on the refinement of children according to the composition. of the socialization process It is the process of transmitting and learning things. such as psychological refinement intellectual refinement behavioral refinement There are social institutions that are responsible for nurturing children, including family in-



stitutions, educational institutions, religious institutions. Friends groups allow children to receive socialization processes.

2. Public mind behavior of students at Satri Angthong School as a whole
The level of public psychic behavior was high. When considering each aspect, it was found that the students' public mind behavior was at a high level in all aspects, in descending order as follows: sacrifice to society followed by helping others and commitment to social development This may be explained as public psychic behavior. In helping others, it is something that can be done immediately to show kindness to those who need help from the desire to help others solve problems. Chaiwat Suthirat (2009, page 17) states that The public mind is an act of a loving and caring soul. Generosity towards others and society as a whole morality and not to act that is disgraceful or a problem for society, nation, having a creative mind, being charitable, and aiming to do good deeds that are beneficial to the public think in a good way Not destroying people, society, culture, nation and environment Actions and words that come from good thoughts Reducing conflicts and encouraging each other to make the society as a whole happy. The results of this research are consistent with the research work of Phra Suwan Punon (2012). Research on factors affecting the public mind of students. Upper Secondary School The results of the study revealed that the students' public mind had a high level of public mind. of high school students can help others sacrifice to society and is committed to social development at a high level

3. The students of Satri Angthong School with different grade levels had significantly different public mind behaviors with statistical significance. The level of education had no statistically significant difference in public mind behavior among students at Satri Angthong School at the 0.05 level. The student's grade level affects the behavior of the public mind.

It was found that public mental behavior It has the highest average in Grade 6, followed by Mathayom 1 and Mathayom 2, it can be said that public mind behavior corresponding to the study period When

studying at a higher level, time is spent learning. to enter higher education competitions School environment, as well as the activities and learning process of teachers to be able to convey public mind behavior to learners. As the Office of the National Economic and Social Development Board (2011) has presented the 11th National Economic and Social Development Plan (2011-2016). has given importance to the development of people's potential to play an important role In the development process, be able to maintain and exercise citizenship rights properly and be a good citizen of a virtuous society. Ethics in life recognizes the roles and duties that must be performed responsibly. fully in accordance with their social roles in accordance with the established culture, traditions and constitution, respect for the law, respect for the rights and freedoms of others, have a public mind and are eager to participate in solving community and social problems. Consistent with the research of Nada Sasirapha (2010)

In studying the public mind and learning interest of lower secondary school students, Pattani Educational Service Area Office 1 found that the public mind of male and female students had public mind. There were no differences, and students of different levels of education had different public minds.

4. Secondary school students with statistically significant differences in public behavior at the 0.05 level in all aspects were: public psychic model social support in the field of parenting and the aspect of cultivating from the school It can be explained that the public mind model is a different person. Individuals with different acceptance of the model lead to different public mind as Tida Suwansakornkul (2011). said that the living or non-living person who inspires the youth to imitate or inspire is The person a teenager desires to be like in one way or another. If adolescents' aspirations are different, different people can have different behaviors for parenting from different parents in nurturing. And indoctrination from schools that have different approaches to cultivating public mind behavior can lead to different students' public mind behavior. which is consistent with the research of Natnichakon Sriboriboon (2007) studied the development of a model of the cause of volunteerism of high school students in schools under the



Office of the Basic Education Commission. There are 6 aspects of the research results of factors affecting student volunteerism.

Feedback

1. Workshop suggestions
 - 1.1 Present the research results to the parents of students about the students' public mind behavior. as a result of giving students the opportunity to I had the opportunity to do things by myself with support and encouragement. When students start doing new things. and giving students the opportunity to express arguments without criticizing
 - 1.2 Schools should clearly define guidelines for implementation as a policy and action plan regarding the development of students in the public mind so that each teacher can implement concrete actions and have continuous assessments every academic year.
 - 1.3 Schools should systematically and continuously assess the results of the assessment of the student's public mind development activities. In order to know the results of development and bring information to develop students in a sustainable public mind to happen to all students.
2. Suggestions for the next research
 - 2.1 Personal factors and family environments should be further studied to support social support education, such as currently living with parents, father-mother, relatives, etc.
 - 2.2 Should study public consciousness in other population groups such as educational institutions personnel or study at the tertiary level, etc.

2.3 Similar studies should be performed on populations of different sizes. school different and lead Let's compare whether they are consistent or not.

2.4 There should be a qualitative research study. by way of in-depth interviews or specific cases to get more detailed information



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Three Lessons Learnt in My AsiaBarometer Survey Experience, 2002-2022 from Three Sub-disciplines: Cultural Psychology, Statistics, and Experimental Psychology

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Abstract

This paper presents how I attempted to escape from, and try to overcome, some pitfalls of public opinion research that were born in the West and have diffused to the entire globe. This paper focuses on how we can mitigate some Western biases in questionnaire formulation, data analysis, and publications. I have learnt from three sub-disciplines: cultural psychology, statistics, and experimental psychology about cultural biases, misuse of statistics, and experiment misapplication in public opinion research. Here, I provide my concrete experiences in formulating the questionnaire for the AsiaBarometer Survey 2000s, in executing a trial and error of statistical data analysis for writing five monographs from 2010 and onward, and in reflecting on the whole process, especially focusing on questionnaire formulation, execution of field work, book publications with three methodological issues kept in mind (Inoguchi, forthcoming

Key Words: survey methodology, cultural biases, statistics misuse, experiment misapplication, AsiaBarometer

in 2022; Inoguchi, 2017; Inoguchi and Tokuda, 2017; Inoguchi and Fujii, 2013; Shin and Inoguchi, eds., 2010).

This Abstract points out how we can avoid and try to overcome some pitfalls learning from three other subdisciplines: cultural psychology, statistics, and experimental psychology. (1) Cultural psychology: a: DATA CREATION: Survey methodology was born in the West and diffused to the whole globe but questionnaires are mostly created in the western mode, if not in toto. Nisbett (2003) argues that Westerners and Asians think differently about the same questions. Westerners think analytically while Asians think holistically; Westerners focus on leading actors and their universalist logics while Asians concentrate on contexts and backgrounds and they look toward large masses (cf. Henrich, 2020). b: ANALYSIS MODE: questionnaire in the United States, Canada and Australia, which employ the western mode, dominantly use psychology undergraduate students as respondents accounting for 70% of their manuscripts published in major leading journals. c: PUBLICATION SPACE: These responses from the undergraduates are used in psychological data analysis that led to publications in leading academic psychology journals in the United States and Western Europe. At each of the three processes of survey targeting, respondents selection, and choice of publication outlets, Asians have been misrepresented. (2) Statistics: a: Contributions to our knowledge depend on good questionnaire formulation: questionnaire should not be packed with narrowly focused questions with exceedingly abstract and/or ambiguous words (like happiness or trust) which coincide with prevalent western universalist (modernist) thinking. One example is to ask respondents: Do you agree with the sentence: On the whole, do you think that people can be trusted? One of the think tanks based in the UK reports that 80 percent of Westerners reply in the positive, probably because the Bible says so. b: Contributions to our knowledge derive from inappropriate statistical data analysis: When we ask questions on values and norms without some domain clues or adjectives attached to such abstract concepts, such as quality of life and then attempt to reveal key dimensions, say by factor analysis, the first dimension to emerge is bound to be the super-factor (Fog 2020), meaning that many questions are closely related to each other so that factor-analyzing them is bound to yield the one key dimension that explains almost everything. Such data analysis does not reveal new knowledge and thus contributes little. (3) Experimental psychology: Those questions experimental psychologists formulate are bound to be complicated because they set up control



variables and to identify the differences in outcomes between control groups and non-control groups. Undergraduate students majoring in psychology may be happy to undergo this process. But those respondents on the street or those respondents chosen randomly may not understand much of such questions. The results are either they do not accept answering questions at all (e.g., DK) or they give their answer to hide their thoughts by choosing middle-point answers like ‘neither agree nor disagree.’ Those academics who use experimental methods must explain in their questionnaire in non-academic language. My paper summarizes the three lessons drawn from the AsiaBarometer Survey experiences in parallel to the aforementioned three pitfalls.

1. Introduction

In the dawn of the Third Millennium, I designed and executed a large public opinion survey, called the AsiaBarometer Survey on the Quality of Life. Conducted in 32 Asian societies, including the three adjacent societies of the United States, Australia, and Russia, and based on an English master questionnaire and its translation in 35 local languages, 60,000 respondents, using national random samples, participated in face-to-face interviews. This resulted in the analysis of 6,000,000,000 observations (the first and largest ever on Asia, east of the Middle East). Unprecedented in itself, this project has produced several books on quality-of-life research since 2010, revealing many interesting findings that not only challenge folklore narratives but also Western-dominated public opinion data analysis and publications.

2. Formulation of Questionnaire

Quality of life (Inoguchi/Fujii, 2013) is a complicated concept. My starting point is that unless the question relates to life domains, aspects, and styles like family, job, public safety, social welfare, leisure, marriage, health, housing, standard of income, education, household income, conditions of the environment, democratic system, spiritual life, neighbors, food, friendships, it is not easy for public

opinion research to handle, especially in a cross-cultural context. An example of a poor question is asking respondents to rate her or his level of quality of life from 1 to 10. Why? Because the aim of the AsiaBarometer Survey is to differentiate quality-of-life values and standards important to of Asians. Thus, the aforementioned list of life domains, aspects, and styles is essential. Also when Japanese respondents are asked opinions on divisive issues, they tend to give their answer by choosing 4, 5 or 6 in their quasi-Downsian endeavor to portray themselves in cognitive consonance with the majority. Chinese respondents tend to give their individualistic answer by choosing high or low numbers, like 2 and 3, or 8 and 9, relatively clear unless under tight authoritarian situations. On responses to organizational deterioration, i.e., exit, voice, and loyalty (Hirschman, 1970), the question is based on the situation that: You want to get a permit from an agency. The bureaucrat's answer is to "wait patiently." What is your response? 1) Use connection to obtain permit; 2) Nothing can be done; 3) Wait and hope things will work out; 4) Write a letter; 5) Act without a permit; 6) Bribe an official; 7) Don't know. How does one choose between using a connection or bribing an official. Options 1) use connections and 6) bribe an official are sometimes not easily distinguishable. Options 5) act without a permit and 6) bribe an official are considered extreme responses. Thus, Americans seem to choose the first option with some cognitive dissonance, and appear to frequently select option 7 as a response to this question, which is higher than the Japanese, who tend to hide behind option 7. Australian respondents prefer option 3 wait and hope things will work out as their second choice and option 4 write a letter as their first choice. In keeping with China: The Pessoptimist Nation (Callahan, 2012), Chinese respondents similarly selected both option 3 wait and hope things will work out and option 1 use connections to obtain permit. For the Indian respondents, as believers in the dictum that everything keeps changing as well as the one that nothing changes, option 1 use connections to obtain permit and option 3 wait and hope things will work out, ranked as the largest and the second largest choices.

3. Use of Statistics

Fog (2021) points out that many cross-cultural research results yield a super-factor, meaning that because of high correlations among a set of cultural variables the first dimension is more likely to produce the dominant dimension with the large



eigenvalue. Even with the help of varimax rotation, the presence of the super-factor does not change much, only the dimensional name changes. To mitigate this problem, my strategy is to relate the quality of life concept to concrete life domains, aspects, and styles when the survey asks about the degree of satisfaction. To accomplish this task, first, I introduce an identifiable concrete concept, only a word or two is required here, like marriage, health, housing, public safety, and neighbors. Second, the number of life domains, aspects, and styles should be neither too many nor too few. For this section, I chose to have sixteen elements. Third, recalling the famous two dimensions of human desire identified by Maslow (1943), i.e., survival (like housing and household income) and social relations (like marriages and neighbors), I wonder what would be a third dimension in human life and quality of life. I think it is policy, permeating daily life and affecting quality of life. Quality of life cannot be determined without considering the policy impact on human life in the twenty-first century. Thus, a set of life domains, aspects, and styles that reveal a quality of life are added, while keeping the number of life domains, aspects, and styles within the chosen 16-element range. Factor-analyzing quality-of-life-related daily satisfaction responses in each of the 32 Asian societies yield results on survival, social relations, and policy dominance. Why does the AsiaBarometer Survey factor-analyze each of the 29 societies instead of aggregating the entire responses of all the 29 societies? Because the distinction of survival, social relations, and policy dominance can differ in the order of dimensional eigenvalues and this is important. But, more visibly, those words used as concrete clues to life domains, aspects, and styles attached to respondents' satisfaction can be captured by one of the three dimensions, i.e., survival, social relations or policy dimensions. Survival is not necessarily always fixed and first. For example, take Hong Kong. Hong Kong's order of dimensions is social relations, survival, and policy dominance. With the social relations dimension such clues are highly correlated: friendships, marriage, health, education, family life, leisure, spiritual life. Along with health, education, and family life, essential for survival, such clues as spiritual life, leisure, friendships, which are essential for social relations, are both statistically saliently correlated with social relations dimension. In other words, social relations dimension are enlarged. No less significant are the high correlations of neighbors with policy dominance dimension. Hong Kong, being an old and new settler society, good social relations among similar groups or communities like Cantonese, Fukienese, Hakka, and those

from other major provinces like Zhejiang, Jiangsu, Hunan, Sichuan, Guizhou, post-1949, post-1989, post-1997, post-2020 migrants make enormous differences.

4. Bringing in Experimental Methods in Public Opinion Research

The application of experimental methods can offer enormously eye-opening or surprising results. The AsiaBarometer Survey intentionally avoided such methods. Unexpected results occur largely because experiments in public opinion research require far more pre-experimental training of respondents, especially in the case of non-Westerners. Western-formulated questions, which tend to focus on principal actors and their analytic mode of reflection, are not in sync with Asians' focus on contexts, backgrounds, and their overall holistic mode toward life. Securing a reasonable number of citizens willing to participate in the survey has become increasingly difficult in terms of time, money, personnel, and because of these challenges I think my decision to exclude experimental-like questions was sound. Experimental psychologists and experimental biologists provide extensive training to their subjects through rigorous observations and long conversations during one-month stays in their community. With relaxed time constraints, respondents may find barriers easier to overcome. Public opinion researchers who seek significantly large numbers of respondents or subjects to respond to questions quickly and clearly, do so, because they are ultimately interested in principal actors and their response outcomes. Take for example the iterated prisoner's dilemma games, as applied to American and Japanese subjects by Yamagishi (1998). The setting of the prisoner game is as follows: Two prisoners, A and B, are in prison and cannot communicate with one another. They want to plan an escape from prison by cooperating with each other. If A communicates his/her intention to cooperate with B, B can do one of two things: cooperate or not cooperate. If B cooperates, the game ends with both getting the highest rewards. If B does not cooperate, the game ends with prisoner A getting the worst punishment. Regardless of who initiates the first step, the game's structure remains the same. The accumulation of rewards and punishments determine differentiated outcomes. Americans start the game by showing a willingness to cooperate, but Japanese are hesitant to respond to Americans' first gesture of cooperation. A Japanese saying goes as follows: Do not step on a bridge without hitting it twice. This is particularly true when A has not been to B for some time, B is unlikely



to respond with cooperative action. Yamagishi (1998) concludes that Americans tend to show a generalized trust whereby they are quick to take a friendly posture with some risks, but after a while they learn whether to trust or not. Yamagishi (1998) concludes that Japanese tend to be more selective in their trust, that is, Japanese trust those they have known for some time and do not trust those with which they have no history.

To avoid this kind of experimental method, I have attempted to identify some weights attached to the key dimensions of trust or social capital across ten Asian societies (Inoguchi, 2004). Eight questions are selected and all the respondents of eight societies pooled data were factor-analyzed. The key dimensions have been identified as: 1) human nature (virtuous vs evil), 2) utilitarianism (high vs low benefits), 3) societal harmony (communism vs capitalism). Since many versions of trust-related questions attempt to capture certain aspects of trust, the sum of those questions' biases, once factor-analyzed, is likely to be alleviated. The list of eight social capital questions is as follows:

Q1: Generally, do you think people can be trusted or do you think that you cannot be too careful in dealing with people (that it pays to be wary of people)?

1. Most people can be trusted.
2. Can't be too careful in dealing with people.
3. Don't know.

Q2: Do you think that people generally try to be helpful or do you think that they mostly look out for themselves?

1. People generally try to be helpful.
2. People mostly look out for themselves.
3. Don't know.

Q3: If you saw somebody on the street looking lost, would you stop to help?

1. I would always stop to help.
2. I would help if nobody else did.
3. It is highly likely that I wouldn't stop to help.
4. Don't know.

Q4: If you had no descendants, would you think it desirable to adopt somebody in order to continue the family line, even if there were no blood relationship? Or do you think this would be unnecessary?

1. Would adopt in order to continue the family line.
2. Would not adopt in order to continue the family line. I think it would be pointless.
3. It would depend on the circumstances.
4. Don't know.

Q5: Suppose that you are the president of a company. In the company's employment examination, a relative of yours got the second highest grade, scoring only marginally less than the candidate with the highest grade. In such a case, which person would you employ?

1. The person with the highest grade.
2. Your relative.
3. Don't know.



Q6: If the main breadwinner of your household should die or become unable to work due to illness, how would your household maintain the household budget? Select up to two of the following measures

1. Another adult member of the family would become the main breadwinner.
2. Would send one or more of the children out to work.
3. Would get support from relatives.
4. Would get support from neighbors and the community.
5. Would get social welfare payments.
6. Retirement allowance.
7. Have an insurance policy to cover such a situation.
8. Other.
9. Don't know.

Q7: Do you think that on the whole men and women are treated equally in your country? Please indicate which of the followings is closest to your opinion.

1. Men are treated much more favorably than women.
2. Men are treated somewhat more favorably than women.
3. Men and women are treated equally.
4. Women are treated somewhat more favorably than men.
5. Women are treated much more favorably than men.
6. Don't know.

Q8: What should a person who needs a government permit do if the response of the official handling the application is: just be patient and wait?

1. Use connections to obtain the permit.
2. Nothing can be done.
3. Wait and hope that things will work out.
4. Write a letter.
5. Act without a permit.
6. Bribe an official.
7. Don't know.

The eight questions ask social capital-related questions with a variety of contexts. They also ask social capital-related questions mostly not in the form of ordinary scale but in the form of choosing the most favorable answer. Even when a context-specific question is asked, it is very important that such a context has clues or adjectives related to social capital and is concrete and familiar. This pooled data was analyzed, using factor analysis, hierarchical cluster analysis and discriminant analysis (Inoguchi, 2004) to find the basic convergence of country locations on the three dimensions of general trust (Japan, South Korea), merit-based utility (India, Sri Lanka), and trust in social system (Vietnam, China). This example shows that without using experimental methods one can analyze major dimensions of social capital in Asia reasonably well.

5. Conclusion

New methods and new technologies are on the steady increase in many disciplines, and public opinion research has been metamorphosing itself through the adoption and adaptation of these methods and technologies. I have presented some examples of questionnaire formulation and statistical data analysis and an alternate method to



experimental method in public opinion research. The AsiaBarometer Survey focused on quality of life questions in 32 Asian (and adjacent American, Australian, Russian) societies with 60,000 respondents and 6,000,000,000 observations with random samples and face-to-face interviews. Unprecedented in itself, the project has published four scientific books since 2010 and in 2022 a fifth volume will come out. The subjects of the project has given deep and sharp analyses on quality of life, happiness, life satisfaction, trust both interpersonal and institutional, exit/voice/loyalty and typology of Asian societies. Underlying this project is the appalling fact of Western dominance, not only in questionnaire formulation and data analysis, but also in publications of articles in leading journals in the United States and Europe. Some 70 percent of articles published in such journals in psychology depend on undergraduate students in the United States, Canada, and Australia (Nisbett, 2003). No less appalling is that only 5 percent of East Asia-based authors publish in leading U.S. economic journals. Academics and researchers based in Africa, Latin America, and other Asia-based authors publish in such journals with even less frequency (Rodrik, 2021). When Richard Nisbett (2003) in his findings concludes that Westerners and Asians think differently, Western bias must be mitigated in questionnaire formulation at least. My endeavor has been very small toward mitigating such Western cultural bias. But the future is bright with associations such as the World Association of Public Opinion Research (Wapor) and its Asian chapter Wapor Asia, helping to diffuse good practice in public opinion research worldwide.

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The Levels of Peace in Thai Society from the Past, Present, to the Future: Under the Survey of Thai Peace Index

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Abstract

The measurement of the levels of peace in Thai society has been influenced by the global peace measurement called the Global Peace Index (GPI), which has been undertaken constantly and systematically for decades. The work on a global scale refers to the comparison of the peace levels amongst countries in order to learn about each country's peace rankings and, as a result, leading to a positive impact on fostering world peace. However, the global scale effort may lack the depth of data in each area and the data may not be collected at the regional or provincial level; therefore, the measurement of the levels of peace in Thai society was established, and could be divided into 3 periods as follows:

1) The initial period or the pioneering stage, which lasted from October 1, B.E. 2558 through September 30, B.E. 2561, and had the following objectives: (1) to investigate the body of knowledge about peace indexes and indicators

Key Words: Index; Levels of Peace; Thai Society

on a national and international level; (2) to develop the peace indexes and indicators that were appropriate for the context of Thai society; and (3) to measure the levels of peace in Thai society in order to make recommendations for achieving peace. The employed concepts combined both negative and positive peace from literature and expert opinions in which the indicators were grouped into 4 primary aspects and 23 sub-indicators comprising: (1) the absence of physical violence having the highest peace score; (2) security and safety in society; (3) the acceptance of diversity/ non-discrimination/ the respect in human rights; and (4) the reduction of inequality in the society and an equitable resource distribution. The used data consisted of both secondary data from relevant agencies and primary data from a nationwide survey.

2) The second period or the present stage, which lasted from October 1, B.E. 2561 through September 30, B.E. 2563, and had the following objectives: (1) to develop the peace indexes and indicators that were appropriate for the context of Thai society; and (2) to measure the levels of peace in Thai society in order to give recommendations for achieving peace. The employed concepts combined both negative and positive peace in which the indicators were classified into 4 primary aspects, as in the initial stage, with 28 sub-indicators (5 new indicators had been added). The used data consisted of both secondary data from relevant agencies and primary data from a nationwide survey. The research findings provided Thailand's peace index compared between years B.E. 2561 and B.E. 2563, as well as the levels of peace by province.

3) The third period aiming towards the future, which lasted from October 1, B.E. 2564 through September 30, B.E. 2565, with similar objectives to those of the previous two periods, in which indicators will be improved to reflect the current peace situation, and the measurement of the levels of peace in Thai society will be carried out in order to provide recommendations for achieving peace, particularly in the light of the Covid-19 situation, which has a significant impact on peace.



ระดับสันติภาพในสังคมไทย จากอดีต ปัจจุบัน สู่ออนาคต : ภายใต้การสำรวจ ดัชนีสันติภาพ ในสังคมไทย

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บทคัดย่อ

การวัดระดับสันติภาพในสังคมไทย ได้รับแรงบันดาลใจมาจากการวัดสันติภาพในระดับสากล ซึ่งจัดทำอย่างเป็นระบบและต่อเนื่องนานนับสิบปี อย่างไรก็ตาม งานในระดับสากลเป็นการเปรียบเทียบระดับสันติภาพระดับประเทศ ทำให้ทราบถึงอันดับสันติภาพของแต่ละประเทศ อันจะส่งผลต่อการกระตุ้นให้สันติภาพในโลกดีขึ้น แต่งานในระดับสากลอาจขาดความลุ่มลึกของข้อมูลแต่ละพื้นที่ และไม่ได้เก็บข้อมูลถึงในระดับภาคหรือจังหวัด จึงเป็นที่มาของการวัดระดับสันติภาพในสังคมไทย อาจแบ่งได้เป็น 3 ยุค

1. ยุคแรกช่วงบุกเบิก ระยะเวลาในการศึกษาวิจัย ตั้งแต่วันที่ 1 ตุลาคม พ.ศ.2558-วันที่ 30 กันยายน พ.ศ.2561 วัดอุปสรรคคือ 1. สำนวนองค์ความรู้เกี่ยวกับดัชนีและตัวชี้วัดด้านสันติภาพทั้งในและต่างประเทศ 2. พัฒนาตัวชี้วัด ด้านสันติภาพที่เหมาะสมกับบริบทของสังคมไทย 3. วัดระดับสันติภาพในสังคมไทยเพื่อนำไปสู่ข้อเสนอแนะในการสร้างสันติภาพให้เกิดขึ้น แนวคิดที่ใช้ มีการผสมผสานทั้งสันติภาพเชิงลบและสันติภาพเชิงบวก จากวรรณกรรมและความเห็นผู้ทรงคุณวุฒิ โดยมีการแบ่งตัวชี้วัดออกเป็น 4 ด้านหลักกับตัวชี้วัดย่อย 23 ตัว ประกอบด้วย 1.การไม่มีความรุนแรงทางกายภาพ มีคะแนนสันติภาพมากที่สุด 2.ความมั่นคงและปลอดภัยในสังคม 3.การยอมรับความหลากหลาย/การไม่เลือกปฏิบัติ/การเคารพสิทธิมนุษยชน 4.มีความเหลื่อมล้ำในสังคมน้อยและมีการกระจายทรัพยากรที่เป็นธรรม ข้อมูลที่นำมาใช้ มีทั้งข้อมูลทุติยภูมิจากหน่วยงานที่เกี่ยวข้อง และข้อมูลปฐมภูมิจากการสำรวจทั่วประเทศ

คำสำคัญ : ดัชนี ระดับสันติภาพ สังคมไทย

2.ยุคที่สองยุคปัจจุบัน ระยะเวลาในการศึกษาวิจัยในช่วง 1 ตุลาคมพ.ศ.2561 - 30 กันยายน2563 วัตถุประสงค์ คือ 1. พัฒนาดัชนีและตัวชี้วัด ด้านสันติภาพที่เหมาะสมกับบริบทของสังคมไทย 2. วัดระดับสันติภาพในสังคมไทยเพื่อนำไปสู่ข้อเสนอแนะในการสร้างสันติภาพให้เกิดขึ้น แนวคิดที่ใช้ มีการผสมผสานทั้งสันติภาพเชิงลบและสันติภาพเชิงบวก โดยมีการแบ่งตัวชี้วัดออกเป็น 4 ด้านหลัก เหมือนยุคแรก แต่มีตัวชี้วัดย่อย 28 ตัว มี 5 ตัวชี้วัดที่เพิ่มขึ้นมา ข้อมูลที่นำมาใช้ มีทั้งข้อมูลทุติยภูมิ จากหน่วยงานที่เกี่ยวข้อง และข้อมูลปฐมภูมิจากการสำรวจทั่วประเทศ ผลการวิจัยทำให้ได้ทราบถึงระดับดัชนีสันติภาพของประเทศไทยเปรียบเทียบระหว่างปี 2561 กับ 2563 และระดับสันติภาพรายจังหวัด

3.ยุคที่สามมุ่งสู่นาคต ระยะเวลาในการศึกษาวิจัย ตั้งแต่ 1 ตุลาคม 2564 -30 กันยายน 2565 วัตถุประสงค์สอดคล้องกับงานในสองยุคที่ผ่านมา โดยจะมีการปรับปรุงตัวชี้วัดให้ทันสมัยสอดคล้องกับสถานการณ์สันติภาพในปัจจุบัน และวัดระดับสันติภาพในสังคมไทยเพื่อนำไปสู่ข้อเสนอแนะในการสร้างสันติภาพให้เกิดขึ้น ซึ่งบริบทที่สำคัญคือสถานการณ์ COVID-19 ที่เข้ามากระทบต่อสันติภาพ

บทนำ

สันติภาพมีความเป็นนามธรรม การตั้งคำถามว่าสันติภาพคืออะไร? คำตอบที่ได้รับมีความหลากหลายทั้งเรื่องเกี่ยวกับจิตใจ อารมณ์ ความรู้สึก โครงสร้างพื้นฐาน สิทธิมนุษยชน ความยุติธรรม ความสงบสุข ความสุข การเคารพความหลากหลาย ความเป็นธรรม ความเหลื่อมล้ำ ความรุนแรงทางกายภาพ คำตอบเหล่านี้ จะทำให้สันติภาพเกิดความเป็นรูปธรรมมากขึ้น จำต้องได้มากขึ้น ทำได้หลายวิธี แนวทางหนึ่งคือการจัดทำเป็นดัชนี และตัวชี้วัดเพื่อนำไปสู่การบ่งชี้และวัดระดับสันติภาพได้อย่างชัดเจน การวัดระดับสันติภาพของสากล ที่ชื่อว่า Global Peace Index จัดทำโดยสถาบันเศรษฐศาสตร์และสันติภาพ Institute of Economics and peace (IEP) จัดทำอย่างเป็นระบบและต่อเนื่องนานนับสิบปี ผู้ก่อตั้งสถาบันนี้และเป็นผู้ริเริ่มให้มีการวัดระดับสันติภาพของโลกคือ Steve Kililielia นักธุรกิจชาวออสเตรเลีย

การวัดระดับสันติภาพในช่วงแรกของสากลเน้นวัดระดับสันติภาพเชิงลบ Negative Peace คือ เน้นการไม่มีความรุนแรง ปราศจากสงครามหรือการสู้รบ ดำเนินการวัดระดับในชื่อว่า Global Peace Index แต่ต่อมา มีการวัดระดับสันติภาพเชิงบวกที่ชื่อว่า Positive Peace Report เนื่องจากเห็นว่า การวัดเฉพาะความรุนแรงทางกายภาพไม่เพียงพอ แต่ต้องวัดสิ่งที่ทำให้ความรุนแรงทางกายภาพปรากฏหรือเกิดขึ้น จึงมีการวัดทัศนคติ โครงสร้าง สถาบันที่เอื้อให้เกิดสันติภาพหรือไม่มีความรุนแรงเกิดขึ้น เปรียบได้กับการเจ็บป่วย เป็นสิ่งที่เห็นได้ชัดเจน แต่เราไม่ควรศึกษาแต่เรื่องความเจ็บป่วยหรือวิธีการรักษาเท่านั้น แต่ ความจำเป็น มากกว่าการเจ็บป่วยแล้วรักษาคือ การป้องกันไม่ให้เจ็บป่วยซึ่งก็คือการศึกษาสันติภาพเชิงบวก positive peace อันจะทำให้ได้ตัวชี้วัดที่กว้างและเข้าใจถึงรากเหง้าของปรากฏการณ์ งานในระดับสากลดังกล่าว เป็นคุณูปการจากการเปรียบเทียบระดับสันติภาพระหว่างประเทศ ทำให้ทราบถึงอันดับสันติภาพของแต่ละประเทศ อันจะส่งผลดีต่อการกระตุ้นให้สันติภาพในโลกดีขึ้น และยังทำให้ผู้กำหนดนโยบายด้านสันติภาพในโลกใช้เป็นฐานข้อมูลในการสนับสนุนงบประมาณให้กับประเทศต่างๆ ได้



1. ยุคแรกช่วงบุกเบิก

งานวิจัย Thai Peace Index ได้รับแรงบันดาลใจมากจากงานของ Global Peace Index ของสถาบันเศรษฐศาสตร์และสันติภาพ Institute of Economics and Peace (IEP) และงานที่มีการวัดระดับสันติภาพเชิงบวก (Positive Peace) ผู้วิจัยนำแนวคิดดังกล่าวมาบูรณาการกัน เนื่องจากการอธิบายสันติภาพเชิงลบหรือความรุนแรงที่เห็นได้อย่างชัดเจนไม่เพียงพอ สิ่งที่ทำให้เกิดการใช้ความรุนแรงมีความสำคัญมาก และต่อมาผู้วิจัยได้เริ่มต้นหาคำนิยามในบริบทสังคมไทย เพื่อนำมาสร้างตัวชี้วัด และวัดระดับสันติภาพของสังคมไทย มีการดำเนินการดังนี้

ในช่วงปีที่ 1 เป็นการทบทวนวรรณกรรม สืบค้นองค์ความรู้เกี่ยวกับดัชนีและตัวชี้วัดด้านสันติภาพ

ในช่วงปีที่ 2 เป็นการพัฒนาตัวชี้วัดและแบบสอบถามด้านสันติภาพที่เหมาะสมกับบริบทของสังคมไทย

ในช่วงปีที่ 3 เป็นการพัฒนาตัวชี้วัดและเก็บข้อมูลเพื่อวัดระดับสันติภาพในสังคมไทย

ระเบียบวิธีวิจัยใช้ทั้งเชิงปริมาณและคุณภาพ เริ่มจากศึกษาแนวคิด ทฤษฎีและงานวิจัยที่เกี่ยวข้อง โดยทบทวนวรรณกรรมที่เกี่ยวข้องกับดัชนีชี้วัดด้านสันติภาพ ความขัดแย้ง ความรุนแรง และการสร้างความปรองดองจากเอกสารทั้งภาษาไทยและต่างประเทศ เช่น เป้าหมายการพัฒนาที่ยั่งยืนโดยองค์การสหประชาชาติ สถาบันเศรษฐศาสตร์และสันติภาพ (IEP) รายงาน SA Reconciliation Barometer Survey ของแอฟริกาใต้ ดัชนีชี้วัดด้านนิติธรรม/นิติรัฐ ของ World Justice Project สภาพัฒนาเศรษฐกิจและสังคมแห่งชาติ กระทรวงพัฒนาสังคมและความมั่นคงของมนุษย์ เป็นต้น อีกทั้งแบบสอบถามด้านสันติภาพของหน่วยงานต่างๆ

เมื่อได้ทบทวนวรรณกรรมมาพอสมควรแล้ว ได้เริ่มต้นงานด้วยการค้นหาคำนิยาม ความหมายของสันติภาพจากผู้ทรงคุณวุฒิ เพื่อให้ได้บริบทความหมายสันติภาพแบบไทยคือสันติภาพเชิงลบ สันติภาพเชิงบวก สันติภาพภายใน และสันติภาพภายนอก จากนั้น มีการพัฒนาตัวชี้วัดและแบบสอบถาม โดย ใช้การสัมภาษณ์เชิงลึก ผู้เชี่ยวชาญที่เกี่ยวข้องกับงานด้านสันติภาพจากหน่วยงานด้านสันติศึกษาในประเทศไทยและผู้ทรงคุณวุฒิที่เกี่ยวข้องจำนวน จำนวน 10 คน และใช้การสนทนากลุ่มย่อย 3 พื้นที่ คือ พิษณุโลก พะเยาและอุบลราชธานี เพื่อให้ความเห็นต่อตัวชี้วัดและแบบสอบถาม โดยมีองค์ประกอบผู้เข้าร่วมสนทนากลุ่มย่อยที่เป็นนักวิชาการ ข้าราชการ และภาคประชาสังคม พื้นที่ละประมาณ 20 คน รวมกลุ่มเป้าหมายจำนวน 60 คน สำหรับการตรวจสอบและหาความเที่ยงตรงของตัวชี้วัดและข้อคำถาม มีการตรวจสอบและหาความเที่ยงตรงโดยใช้การวิเคราะห์ดัชนีความสอดคล้อง (Index of Item Objective Congruence : IOC) จากผู้เชี่ยวชาญจำนวน 3 คน เพื่อนำไปปรับปรุงตัวชี้วัดและแบบสอบถามให้สมบูรณ์ยิ่งขึ้น และเพื่อพิจารณาว่ามีเนื้อหาที่สอดคล้องกับวัตถุประสงค์ที่ต้องการศึกษาหรือไม่

ผู้วิจัยได้นิยามความหมายสันติภาพในบริบทแบบไทยว่า สันติภาพ คือ สภาวะที่ปราศจากความรุนแรงทางกายภาพที่ทำให้เกิดการเสียชีวิต บาดเจ็บ หรือทรัพย์สินเสียหาย อีกทั้งประชาชนมีความปลอดภัยและมั่นคงในสังคม รวมถึงมีการเคารพสิทธิมนุษยชนและความแตกต่างหลากหลาย ประกอบกับมีความเท่าเทียมในสังคมไม่มีความเหลื่อมล้ำ และกระบวนการยุติธรรมที่ให้ความเป็นธรรม โดยองค์ประกอบของสันติภาพ ประกอบด้วย 1.ปราศจากความรุนแรงทางกายภาพ 2.ความปลอดภัยและความมั่นคงในสังคม 3.การเคารพสิทธิมนุษยชนและการยอมรับความหลากหลาย 4.ความเหลื่อมล้ำในสังคมน้อยและมีการกระจายทรัพยากรที่ดี ซึ่งตัวชี้วัดทั้ง 4 ด้านนี้มีความสอดคล้องกับตัวชี้วัด 12 ด้านที่มาจากกรอบทบทวนวรรณกรรม สุดท้ายผู้วิจัยได้จัดกลุ่มตัวชี้วัดที่เหมาะสมสำหรับสังคมไทยเหลือ 4 ด้าน ประกอบด้วย 1.ไม่มีความรุนแรงทางกายภาพ 2.ความปลอดภัยและความมั่นคงในสังคม 3.การยอมรับความแตกต่างหลากหลาย/การไม่ถูกเลือกปฏิบัติ/การเคารพสิทธิมนุษยชน และ 4.มีความเหลื่อมล้ำในสังคมน้อยและมีการกระจายทรัพยากรที่เป็นธรรม ตัวชี้วัด 4 ด้านนี้ แต่ละด้านมีตัวชี้วัดที่เป็นองค์ประกอบย่อย และมีการเก็บข้อมูลที่มาจากแหล่งข้อมูลที่แตกต่างกัน ทั้งข้อมูลทุติยภูมิที่มีหน่วยงานอื่นได้สำรวจไว้อยู่แล้ว และการเก็บข้อมูลปฐมภูมิจากแบบสอบถามที่ผู้วิจัยได้พัฒนาขึ้นมา

จากผลการศึกษา พบว่า ระดับดัชนีสันติภาพของประเทศไทยสำหรับปี พ.ศ. 2560 มีค่าเท่ากับ 3.23 คะแนน ถือว่าอยู่ในระดับปานกลาง ในส่วนของคะแนนดัชนีย่อยทั้ง 4 ด้าน ด้านที่มีค่าคะแนนสันติภาพต่ำสุดคือ ความเหลื่อมล้ำในสังคมน้อยและมีการกระจายทรัพยากรที่เป็นธรรม (2.75 คะแนน) ส่วนด้านที่ได้คะแนนมากที่สุด คือ การไม่มีความรุนแรงทางกายภาพ ได้คะแนน (3.60 คะแนน)

1. การไม่มีความรุนแรงทางกายภาพ (3.6 คะแนน) มีคะแนนสันติภาพมากที่สุด (อันดับ1)
2. ความมั่นคงและปลอดภัยในสังคม (3.17 คะแนน) (อันดับ3)
3. การยอมรับความหลากหลาย/การไม่เลือกปฏิบัติ/การเคารพสิทธิมนุษยชน (3.5 คะแนน) (อันดับ2)
4. มีความเหลื่อมล้ำในสังคมน้อยและมีการกระจายทรัพยากรที่เป็นธรรม (2.75 คะแนน) มีคะแนนสันติภาพน้อยที่สุด (อันดับ 4)

2. ยุคที่สองยุคปัจจุบัน

การพัฒนาตัวชี้วัดและวัดระดับสันติภาพในสังคมไทยในยุคที่สองยังคงมีวัตถุประสงค์เดิม เพื่อวัดระดับสันติภาพในสังคมไทยเพื่อนำไปสู่ข้อเสนอแนะในการสร้างสันติภาพให้เกิดขึ้น และมีการนำผลของงานวิจัยมาแลกเปลี่ยนกับผู้มีส่วนได้ส่วนเสียเพื่อทำให้เกิดการขับเคลื่อนงานด้านสันติภาพ การศึกษาในยุคนี้ เป็นการเปรียบเทียบระดับสันติภาพระหว่างปี 2561 (เก็บข้อมูลปี 2560) กับ 2563 (เก็บข้อมูลปี 2562) (Pratheuangrattana, C. & Lounkaew, K. ,2019)



การวิจัยในยุคนี้ มีการทบทวนวรรณกรรมจากแนวคิด ทฤษฎีและงานวิจัยที่เกี่ยวข้องกับดัชนีชี้วัดด้านสันติภาพ ทั้งเอกสารภาษาไทยและต่างประเทศ มีการรับฟังความเห็นจากผู้ทรงคุณวุฒิ มีการกำหนดตัวชี้วัดและเกณฑ์การให้คะแนนตัวชี้วัดให้มีความชัดเจน รัดกุม และวัดระดับได้ จนนำไปสู่การปรับปรุงเพิ่มเติมจำนวนตัวชี้วัดรวมเป็น 28 ตัวชี้วัด โดยมีการแบ่งตัวชี้วัดออกเป็น 4 ด้านตามกรอบหรือองค์ประกอบเดิมเหมือนงานวิจัยในยุคที่ 1 คือ การไม่มีความรุนแรงทางกายภาพ ความปลอดภัยและความมั่นคงในสังคม การยอมรับความหลากหลาย/การไม่เลือกปฏิบัติ/การเคารพสิทธิมนุษยชน และมีความเหลื่อมล้ำในสังคมน้อยและมีการกระจายทรัพยากรที่เป็นธรรม

แหล่งข้อมูลที่นำมาใช้ มีทั้งข้อมูลสถิติจากหน่วยงานที่เกี่ยวข้องที่ได้จัดเก็บข้อมูลอย่างต่อเนื่อง และข้อมูลจากการสำรวจความคิดเห็นทั่วประเทศจัดเก็บข้อมูลโดยสำนักงานสถิติแห่งชาติ ซึ่งจะเห็นได้ว่า ข้อมูลในด้านของความรุนแรงทางกายภาพและการยอมรับความหลากหลาย/การไม่เลือกปฏิบัติ/การเคารพสิทธิมนุษยชน จะเป็นข้อมูลจากการสำรวจเป็นส่วนใหญ่ ส่วนข้อมูลด้านความปลอดภัยและมั่นคงในสังคมและข้อมูลด้านความเหลื่อมล้ำในสังคมและการกระจายตัวของทรัพยากรที่เป็นธรรม จะเป็นข้อมูลจากหน่วยงานเป็นหลัก ข้อมูลที่นำมาใช้มีทั้งข้อมูลที่จัดเก็บในระดับประเทศและระดับจังหวัด ข้อมูลบางตัวชี้วัดสามารถนำเสนอได้ในระดับจังหวัด แต่ข้อมูลบางตัวชี้วัดไม่ได้จัดเก็บจึงนำเสนอข้อมูลในระดับประเทศเท่านั้น รายละเอียดตามที่ได้แสดงไว้ในรูปที่ 1

รูปที่ 1 แหล่งที่มาของข้อมูล และระดับความละเอียดของข้อมูล



จากผลการศึกษาเปรียบเทียบระหว่างปี 2560 กับ 2562 ในงานวิจัยเรื่องนี้ พบว่า ระดับดัชนีสันติภาพของประเทศไทยปี พ.ศ. 2560 มีค่าเท่ากับ 3.42 คะแนน ซึ่งมีระดับดัชนีสันติภาพสูงกว่าปี 2562 ที่ได้ระดับดัชนีสันติภาพเท่ากับ 3.36 ในส่วนของระดับดัชนีตัวชี้วัดทั้ง 4 ด้าน ระดับดัชนีสันติภาพปี พ.ศ. 2562 ที่มีระดับคะแนนสันติภาพมากกว่าปี พ.ศ. 2560 คือ P1 ไม่มีความรุนแรงทางกายภาพ ปี พ.ศ. 2562 (3.64) ปี พ.ศ. 2560 (3.60) และ P3 การยอมรับความหลากหลาย/การไม่เลือกปฏิบัติ/การเคารพสิทธิมนุษยชน ปี พ.ศ. 2562 (3.38) ปี พ.ศ. 2560 (3.37) สำหรับดัชนีปี 2562 ที่มีระดับคะแนนสันติภาพน้อยกว่าปี พ.ศ. 2560 คือ P2 ความปลอดภัยและความมั่นคงในสังคม ปี 2562 (3.06) ปี 2560 (3.24) และ P4 มีความเหลื่อมล้ำในสังคมน้อยและมีการกระจายทรัพยากรที่เป็นธรรม ปี 2562 (3.36) ปี 2560 (3.48) ตามที่แสดงไว้ในตารางที่ 1.

สำหรับดัชนีสันติภาพของสังคมไทยในปี พ.ศ. 2562 ที่มีระดับคะแนนสันติภาพน้อยกว่าปี พ.ศ. 2560 นั้นคือ P2 ความปลอดภัยและความมั่นคงในสังคม ปี พ.ศ. 2562 (3.06) น้อยกว่าปี พ.ศ. 2560 (3.24) และ P4 มีความเหลื่อมล้ำในสังคมน้อยและมีการกระจายทรัพยากรที่เป็นธรรม ปี พ.ศ. 2562 (3.36) น้อยกว่าปี พ.ศ. 2560 (3.48) รายละเอียดดังตารางที่ 1

ตารางที่ 1 สรุประดับดัชนีสันติภาพของประเทศไทยเปรียบเทียบระหว่างปี 2560 กับ ปี 2562

ตัวชี้วัด	ปี 2560	ปี 2562	ผลต่อระดับสันติภาพ
P1. ไม่มีความรุนแรงทางกายภาพ	3.60	3.64	ระดับสันติภาพเพิ่มขึ้น
P2. ความปลอดภัยและความมั่นคงในสังคม	3.24	3.06	ระดับสันติภาพลดลง
P3. การยอมรับความหลากหลาย/การไม่เลือกปฏิบัติ/การเคารพสิทธิมนุษยชน	3.37	3.38	ระดับสันติภาพเพิ่มขึ้น
P4. มีความเหลื่อมล้ำในสังคมน้อยและมีการกระจายทรัพยากรที่เป็นธรรม	3.48	3.36	ระดับสันติภาพลดลง
ภาพรวม	3.42	3.36	ระดับสันติภาพลดลง



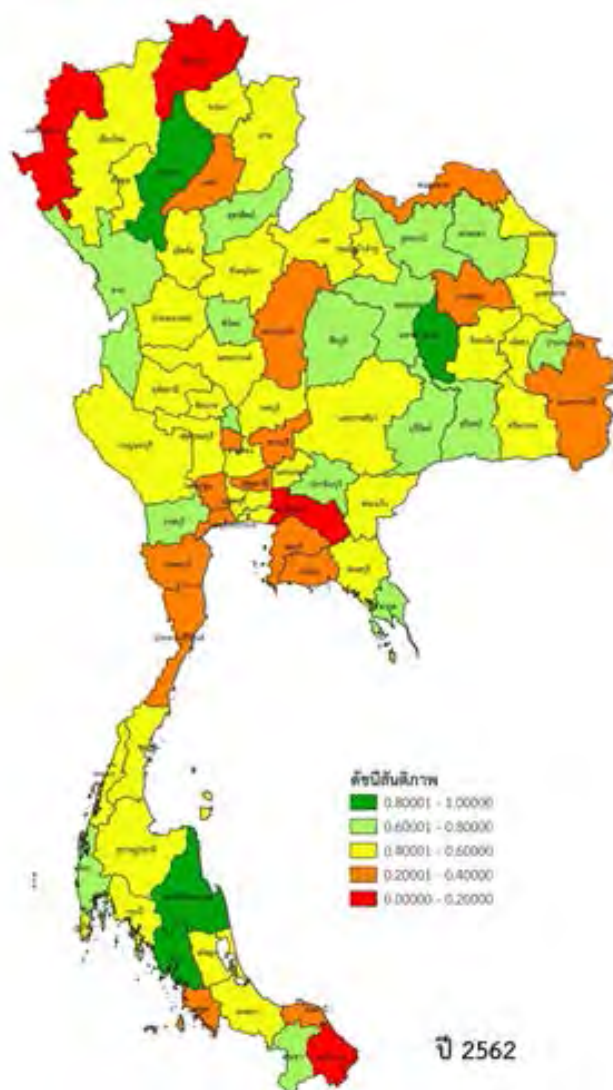
สรุปการคำนวณระดับสัมติภาพในภาพรวมระดับจังหวัด

ในภาพรวมการคำนวณระดับสัมติภาพในภาพรวมระดับจังหวัด ใช้ข้อมูลดัชนีย่อยทั้งหมดที่ครอบคลุมดัชนีและตัวชี้วัดสัมติภาพในสังคมไทยทั้ง 4 ด้าน อันประกอบไปด้วย ด้าน P1 ไม่มีความรุนแรงทางกายภาพ ด้าน P2 ความปลอดภัยและความมั่นคงในสังคม ด้าน P3 การยอมรับความหลากหลาย/การไม่เลือกปฏิบัติ/ การเคารพสิทธิมนุษยชน และด้าน P4 มีความเหลื่อมล้ำในสังคมน้อยและมีการกระจายทรัพยากรที่เป็นธรรม สามารถแบ่งกลุ่มจังหวัดตามระดับสัมติภาพได้เป็น 5 กลุ่ม ดังนี้ 1. กลุ่มสีแดงเข้มคือระดับดัชนีสัมติภาพมีค่าต่ำที่สุด 2. กลุ่มส้มคือระดับดัชนีสัมติภาพมีค่าต่ำ 3. กลุ่มสีเหลืองคือระดับดัชนีสัมติภาพปานกลาง 4. กลุ่มสีเขียวอ่อนคือระดับดัชนีสัมติภาพมีค่าสูงและ 5. กลุ่มสีเขียวแก่คือระดับดัชนีสัมติภาพมีค่าสูงสุด รายละเอียดตามที่แสดงไว้ในรูปที่ 2 เมื่อเปรียบเทียบแนวโน้มสัมติภาพในสังคมไทยระหว่าง พ.ศ. 2560 กับ 2562 รายจังหวัด ทั้ง 77 จังหวัด พบว่า จังหวัดที่อยู่ในกลุ่มระดับสัมติภาพสูงที่สุดได้แก่ 1. มหาสารคาม 2. ตรัง 3. ลำปาง 4. นครศรีธรรมราช เมื่อดูระดับภูมิภาคจะเห็นว่าพื้นที่กรุงเทพมหานครและปริมณฑล และระเบียงเขตเศรษฐกิจภาคตะวันออก (EEC) จะมีระดับสัมติภาพปานกลางถึงต่ำ รายละเอียดตามที่แสดงไว้ในตารางที่ 2

ตารางที่ 2 ภาพรวมระดับสัมติภาพรายจังหวัด ปี พ.ศ. 2562

ระดับสี	ระดับสัมติภาพ	จังหวัด
เขียวเข้ม	สัมติภาพมีค่าสูงสุด	มหาสารคาม ตรัง ลำปาง นครศรีธรรมราช
เขียวอ่อน	สัมติภาพมีค่าสูง	ชัยภูมิ พังงา ปราจีนบุรี ตราด ยะลา อุดรธานี พิจิตร สุรินทร์ อำนาจเจริญ บึงกาฬ ราชบุรี สิงห์บุรี สกลนคร ตาก ขอนแก่น อุดรดิตถ์ บุรีรัมย์
เหลือง	สัมติภาพปานกลาง	พิษณุโลก สุพรรณบุรี ชุมพร ชัยนาท สุโขทัย นนทบุรี กระบี่ ระนอง พระนครศรีอยุธยา พะเยา ยโสธร น่าน สงขลา เชียงใหม่ สุราษฎร์ธานี นครพนม เลย ร้อยเอ็ด ภูเก็ต จันทบุรี นครนายก กำแพงเพชร ศรีสะเกษ กาญจนบุรี ลพบุรี กรุงเทพมหานคร อุทัยธานี สมุทรปราการ พัทลุง ลำพูน หนองบัวลำภู สระแก้ว นครราชสีมา มุกดาหาร นครสวรรค์
ส้ม	สัมติภาพมีค่าต่ำ	กาฬสินธุ์ หนองคาย สมุทรสงคราม ประจวบคีรีขันธ์ สมุทรสาคร แพร่ ปัตตานี เพชรบูรณ์ เพชรบุรี ชลบุรี สระบุรี อ่างทอง สตูล ปทุมธานี อุบลราชธานี ระยอง นครปฐม
แดง	สัมติภาพมีค่าต่ำสุด	นราธิวาส เชียงราย ฉะเชิงเทรา แม่ฮ่องสอน

รูปที่ 2 ภาพรวมระดับสันติภาพรายจังหวัด ปี พ.ศ. 2562



3. ยุคที่สามมุ่งสู่อนาคต

การวิจัยในยุคนี้จะมีการปรับปรุงตัวชี้วัดให้ทันสมัยสอดคล้องกับสถานการณ์สันติภาพในปัจจุบัน และวัดระดับสันติภาพในสังคมไทยเพื่อนำไปสู่ข้อเสนอแนะในการสร้างสันติภาพให้เกิดขึ้น ซึ่งบริบทที่สำคัญคือสถานการณ์ COVID-19 ที่เข้ามากระทบต่อสันติภาพ นอกจากนี้จะได้ให้ภาพถึงสถานการณ์สันติสุขในบริบทปัจจุบัน งานที่น่าสนใจของสากลในด้านผลกระทบจากโควิด-19 ต่อสันติภาพ คือ งานของสถาบัน Interpeace ที่ชื่อว่า Peace and Conflict in a Covid-19 World และงานสองชิ้นของสถาบันเศรษฐศาสตร์และสันติภาพในงาน Covid-19 And Peace และจากงานชิ้นล่าสุดของ Steve Killielia ผู้ก่อตั้งสถาบันเศรษฐศาสตร์และ ในหนังสือ Peace in the Age of Chaos รายละเอียดมีดังนี้



1) งานของสถาบัน Interpeace (2020) และสถาบันเศรษฐศาสตร์และสันติภาพ
ในงาน Covid-19 And Peace ได้วิเคราะห์ไว้ดังนี้

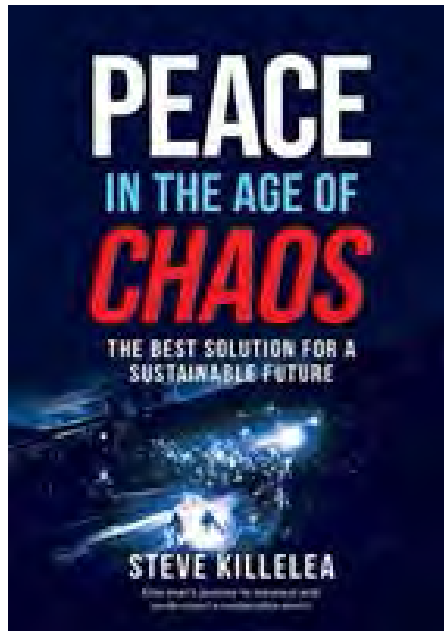
1. ผลกระทบต่อสันติภาพและความขัดแย้ง คือ ต้องทำให้เกิดความไว้วางใจ เชื่อมั่น
ในการตอบสนองต่อสุขภาพ ไม่ควรทำให้เหมือนสถานการณ์โรคอีโบล่าที่ทำให้ระบบ
สุขภาพท้องถิ่นของแอฟริกาตะวันตกล้มเหลว มีคนตายจำนวนมาก และศักยภาพ
ของระบบสุขภาพของแต่ละประเทศที่ไม่เท่ากัน และต้นทุนที่เกิดจากมาตรการของ
รัฐที่แตกต่าง เช่น การล็อกดาวน์ ส่งผลอย่างมากต่อประเทศที่กำลังขัดแย้งและ
ประเทศที่มีรายได้น้อย (Interpeace, 2020)
2. การระบาดของข้อมูล (Infodemic) คือ การตอบสนองต่อข้อมูลที่ท่วมท้นในด้าน
สุขภาพ (ข่าวลือ, ข่าวลวง) มีความสำคัญเท่ากับ การตอบสนองต่อแง่มุมเชิงเทคนิค
ของสุขภาพ (คุณภาพและความน่าเชื่อถือของการให้บริการ) และประชาชนไม่ได้เชื่อ
ข้อมูลด้วยตัวมันเอง แต่เชื่อแหล่งของข้อมูล เช่น ผู้นำในระดับท้องถิ่น ผู้นำศาสนา
ผู้นำหมู่บ้าน เป็นต้น (Interpeace, 2020)
3. ผลกระทบด้านเศรษฐกิจ คือ ผลกระทบต่อเศรษฐกิจมหภาคของโลกจากวิกฤต
มีความสำคัญและยังคงคาดการณ์ไม่ได้ และผลกระทบด้านลบต่อการทำมาหากิน
ของครัวเรือน โดยเฉพาะในประเทศยากจน (Interpeace, 2020) งานของ IEP ระบุ
ว่า การลดงบประมาณช่วยเหลือจากต่างประเทศ ส่งผลกระทบต่อประเทศที่เปราะ
บาง มีความขัดแย้งสูง เนื่องจาก ประเทศเหล่านี้พึ่งพิงการช่วยเหลือจากต่างชาติ
เช่น โลบิเรีย อัฟกานิสถาน บรูไน และซูดานใต้ การจ่ายหนี้คืนก็จะเป็นไปได้ยาก
ขึ้น นอกจากนี้ ประเทศที่มีเครดิตไม่ดี จะไม่สามารถยืมเงินไปฟื้นคืนเศรษฐกิจอันจะ
ส่งผลต่อความไม่มั่นคงทางการเมือง จลาจลและความรุนแรง เช่น ประเทศบราซิล
ปากีสถาน อาร์เจนตินาและเวเนซุเอลา (IEP, 2020)
4. ผลกระทบความไม่มั่นคงทางอาหาร ประเทศที่ยังคงมีความขัดแย้ง จะมีคนตาย
จากการขาดอาหารเพิ่มมากขึ้นเป็นทวีคูณ เช่น ประเทศใน ทวีปแอฟริกา เศรษฐกิจ
ที่ถดถอยจะส่งผลกระทบอย่างมากต่อความมั่นคงทางอาหาร (Interpeace, 2020)
5. ผลกระทบด้านเพศ (gender) คือ เพศหญิงได้รับผลกระทบเป็นอย่างมาก จากด้าน
สุขภาพ การศึกษา เศรษฐกิจ เช่น การกักตัวทำให้ผู้หญิงต้องเข้าไม่ถึงบริการสุขภาพ
และงานด้านความมั่นคงส่งผลกระทบต่อผู้ชาย ทั้งจากส่งทหารผู้ชายไปควบคุม
การประกาศสถานการณ์ฉุกเฉิน การไม่ให้เคลื่อนไหวทางการเมือง และส่งผลกระทบต่อ
ต่อผู้ชายที่เป็นแกนนำในการเคลื่อนไหว (Interpeace, 2020)

6. เยาวชน ความไว้วางใจ และรัฐ การกีดกันเยาวชนจากการเคลื่อนไหวทางการเมือง เช่น ด้วยการประกาศสถานการณ์ฉุกเฉินห้ามเคลื่อนไหว ส่งผลทั้งระยะสั้นและระยะยาว การถูกให้ออกจากงานของเยาวชนมากกว่าคนมีอายุ การทำงานของเยาวชนนอกระบบ ที่มีเป็นจำนวนมากซึ่งไม่มีระบบคุ้มครอง ในขณะที่งานของ IEP ระบุว่า ในช่วงโควิด-19 เกิดความไม่มั่นคงทางการเมืองสูงในยุโรป เกิดการจลาจลสูงกว่าในช่วงนับสิบปีที่ผ่านมา การประท้วงยังเกิดขึ้นทั่วโลกจากมาตรการการล็อกดาวน์ซึ่งส่งผลกระทบต่อปากท้องของประชาชน (IEP,2020)
7. สิทธิมนุษยชน ความไว้วางใจ และความมั่นคง การใช้มาตรการของรัฐต่างๆ ในการควบคุม ย่อมกระทบต่อสิทธิของพลเมืองในหลายด้าน การรวมกลุ่ม การรวมตัว การแสดงออก และ กลายเป็นโอกาสดีของหลายรัฐบาลในการควบคุมฝ่ายตรงข้าม นอกจากนี้ มีนโยบายในการเรียกร้องต่อรัฐให้เปลี่ยนบทบาท ที่ใช้ความรุนแรง ให้หันมาตอบสนองด้วยวิธีการอื่น (Interpeace, 2020)
8. การแหกคุกเกิดขึ้นในประเทศ เวเนซุเอลา บราซิลและอิตาลี จากมาตรการของรัฐที่ควบคุม อย่างเข้มงวด (IEP,2020)
9. อัตราการฆ่าตัวตาย การป่วยทางจิต ในโลกมีสูงขึ้น แม้ว่าสถานการณ์การค้ายาเสพติด ในโลกจะลดลงจากมาตรการการแยกตัวออกจากสังคม (IEP,2020)
10. ผลกระทบต่อระบบพหุภาคี โลกที่เชื่อมถึงกันจากการค้า การเดินทาง เศรษฐกิจ จึงต้อง เป็นเรื่องของสากลหรือโลกในการร่วมแก้ปัญหา ทั้งระดับท้องถิ่น ประเทศ ภูมิภาค และ โลก จากการที่ไวรัสก็ได้จำกัดอยู่เฉพาะที่ใดที่หนึ่ง (Interpeace, 2020)
11. พิจารณาใหม่ คิดใหม่เรื่องความเสี่ยง ความเสี่ยงจะไม่หายไปไหน ความเสี่ยงนอกจาก โรคระบาด นิวเคลียร์ climate change มีภัยพิบัติต่างๆ จากสถานการณ์โควิด 19 ทำให้ เราได้คิดใหม่และเข้าใจความเสี่ยง ว่าเป็นเรื่องของทั้งโลกในการร่วมมือกัน ความมั่นคง ของมนุษย์เป็นสิ่งที่นิยามถึงความกินดีอยู่ดี ไม่ใช่ความมั่นคงแบบเดิม จำเป็นต้องมีแนวทางที่ยืดหยุ่น (resilience) ทำให้ฟื้นคืนกลับมาดีกว่าเดิม จากสถานะที่คาดไม่ถึง (Interpeace, 2020)

2) หนังสือ Peace in the Age of Chaos โดย Steve Killelea จากงานชิ้นล่าสุดของ Steve Killelea ในหนังสือ Peace in the age of chaos หนังสือเล่มนี้ เป็นการกลั่นประสบการณ์ องค์ความรู้ แรงบันดาลใจ ของเขา ตั้งแต่อดีตจนถึงปัจจุบัน ได้ค้นพบประเด็นสำคัญ คือ



รูปที่ 3 หนังสือ Peace in the Age of Chaos โดย Steve Killelea



1. วิธีใหม่ในการวัดสันติภาพ และไม่ใช่เพียงแต่ สันติภาพเชิงลบ หรือการปราศจากสงคราม ความรุนแรง การสู้รบ แต่สันติภาพเชิงบวก เป็นการป้องกันไม่ให้เจ็บป่วย ดีกว่าการรักษา ซึ่งเขาได้รับการจุดประกาย แรงบันดาลใจ มาจากนักสันติภาพหลายคน กัลตุง คานธี รวมถึงมาร์ติน ลูเธอร์คิง ที่เน้นเรื่องสิทธิมนุษยชนและความยุติธรรม ควบคู่กับสันติภาพ
2. การเรียนรู้วัฒนธรรมที่แตกต่างเป็นสิ่งจำเป็น วัฒนธรรมที่แตกต่างกันต้องเรียนรู้ เช่น การต้องการโครงสร้างพื้นฐานของบางคน เช่น ในพม่า คนต้องการไฟฟ้า เพื่อเกี่ยวข้องกับการทำงานมิใช่เรื่องปากท้องของตนเองเท่านั้น
3. สันติภาพในโลกที่เชื่อมโยงกัน เปรียบได้กับร่างกายมนุษย์ ซึ่งไม่สามารถทำงานได้ อยู่เพียงลำพัง แต่ส่งผลซึ่งกันและกัน ผู้กำหนดนโยบายก็เช่นกัน ไม่สามารถเน้นไปที่ผลประโยชน์ หรือประเด็นแคบๆเพื่อประเทศของตนเองเท่านั้น มนุษยชาติ ถูกกำหนดโดยสิ่งแวดล้อม สภาพแวดล้อมภูมิศาสตร์ นิเวศวิทยา อากาศที่เปลี่ยนไป อาวุธนิวเคลียร์ ต้องมาคำนึงถึงผลประโยชน์ของโลกร่วมกัน ยกตัวอย่าง ปัญหา การลี้ภัยซีเรียเป็นปัญหาใหญ่ ประเทศที่รับภาระมากคือตุรกี ปากีสถานเลบานอน และอิหร่าน รวมถึงยุโรป

4. ไวรัส Covid- 19 ส่งผลกระทบต่อเชื่อมโยงกันและกัน โดยระบาดจากการเดินทางโดยเครื่องบินอย่างรวดเร็ว โรคนี้ทำให้ได้เห็นการขาดการ เชื่อมโยงของโลกในการช่วงเหลือซึ่งกันและกัน เพราะผลกระทบเกิดแล้วส่งผลต่อกันและกัน เช่น การส่งออก การค้าขาย ที่ทำได้ยากขึ้น
5. การใช้สันติภาพเชิงบวก ในการวิเคราะห์สันติภาพ ทำให้ได้เห็นภาพที่ชัดเจนขึ้น เช่น ในแอฟริกา อูกันดา นักเรียนหญิงขาดเรียนในช่วงมีประจำเดือน ขาดเรียนในช่วงนั้น เนื่องจากไม่มีผ้าอนามัย โครงการจึงให้ผ้าอนามัยและมีอัตราการเรียนเพิ่มขึ้น อีกตัวอย่างคือ นักเรียนขโมยผลไม้จากเกษตร รอบๆโรงเรียนเพราะ เด็กหิวโหย ไม่มีเงินซื้อข้าว เด็กไม่ได้ไปโรงเรียนเพราะไม่มีเงินและต้องไปหาอาหารกิน โรงเรียนจึงทำโครงการอาหารกลางวัน ข้าวต้มให้เด็ก อัตราการเรียนจึงเพิ่มขึ้น
6. ประเทศที่มีคะแนนสันติภาพเชิงบวกสูงจะปรับตัวได้ดีกว่าในการฟื้นคืนจากสถานะที่คาดไม่ถึง เช่น ภัยพิบัติ ปัญหาทางการเมือง เศรษฐกิจ

มุ่งสู่การวัดระดับสันติภาพในอนาคต จากสถานการณ์ที่กล่าวมา การวัดระดับสันติภาพในอนาคตในงาน Thai Peace Index จะต้องมีการปรับให้เข้ากับสถานการณ์ปัจจุบัน โดยงานวิจัยที่ผ่านมา มีการเผยแพร่ไปยังหน่วยงานของรัฐ สถาบันการศึกษาทั่วประเทศ มีการนำไปใช้สอนในมหาวิทยาลัย เช่น คณะเศรษฐศาสตร์ ธรรมศาสตร์ , หลักสูตรสันติศึกษา มหาวิทยาลัยมหาจุฬาลงกรณราชวิทยาลัย , สถาบันสิทธิมนุษยชนและสันติศึกษา มหาวิทยาลัยมหิดล สถาบันพระปกเกล้า มีการนำไปใช้ในงานวิจัยชุมชนสันติสุข ของวิทยาลัยชุมชนสงขลา นำเสนอเวทีสาธารณะ “จับชีพจรสังคมไทย ประเด็นท้าทายและโอกาสในการสร้างสันติสุขในสังคม” เมื่อวันอังคารที่ 7 มกราคม 2563 อีกทั้ง นำเสนอในงานสัมมนาทางวิชาการคณะเศรษฐศาสตร์ มหาวิทยาลัยธรรมศาสตร์ ประจำปี 2563 ครั้งที่ 42 หัวข้อ ชีวิตที่เหลื่อมล้ำ : เหลื่อมล้ำตลอดชีวิต 6 กุมภาพันธ์ 2563 รวมถึงเป็นข้อมูลประกอบการทำงานร่วมกับเครือข่ายด้านสันติภาพในประเทศไทย อีกทั้ง ตีพิมพ์บทความวิจัยลงวารสารสันติศึกษาปริทรรศน์ มจร.ปีที่ 9 ฉบับที่ 3 (พฤษภาคม 2564) และล่าสุดในวันที่ 27 ตุลาคม 2564 มีการจัดระดมสมองเพื่อปรับปรุงตัวชี้วัดจากผู้ทรงคุณวุฒิและหน่วยงานที่เกี่ยวข้อง ทำให้ได้ข้อเสนอแนะที่หลากหลายทั้งด้านเศรษฐกิจ สังคมการเมืองและวัฒนธรรม ในสถานการณ์ของโควิด-19

บทสรุป

สันติภาพเป็นนามธรรม การวัดระดับสันติภาพให้มีความชัดเจนจึงเป็นสิ่งที่ยาก แต่สามารถวัดระดับได้ โดยคำนึงสถานการณ์ในสังคมที่เปลี่ยนแปลงไป และบริบทที่มีความหลากหลาย การวัดสันติภาพไม่ควรมีสูตรสำเร็จตายตัว หรือใช้ตัวชี้วัดเดียวกันตลอดไป การใช้ตัวชี้วัดของบริบทสากลจึงย่อมต้องนำมาปรับใช้ให้เข้ากับสังคมไทย การวัดระดับสันติภาพในสังคมไทยในระดับประเทศและจังหวัดที่ผ่านมา



เช่นกัน มีการปรับปรุงตัวชี้วัดมาอย่างต่อเนื่อง ภายใต้นิยามสันติภาพเชิงลบ และสันติภาพเชิงบวก อย่างไรก็ตาม องค์ประกอบและตัวชี้วัดที่ใช้ยังคงใช้ตัวชี้วัดเดิม แต่เพิ่มเติมขึ้นมาให้ทันสมัย โดยยังใช้ระเบียบวิธีวิจัย การเก็บข้อมูลทั้งปฐมภูมิและทุติยภูมิในทิศทางเดิม การวัดระดับสันติภาพในยุคที่สอง มีความชัดเจนขึ้นจากผลการวัดระดับสันติภาพในรายจังหวัด อันจะส่งผลดีต่อการนำไปกำหนดนโยบายในการพัฒนาให้เกิดสันติสุขขึ้นในรายพื้นที่ การวัดระดับสันติภาพในยุคที่สามมุ่งสู่ออนาคต เป็นช่วงที่เกิดโรคระบาด โควิด-19 และเป็นความท้าทายที่จะคำนึงถึงผลกระทบจากโรคระบาดดังกล่าวต่อสันติภาพและความขัดแย้ง รวมถึงเศรษฐกิจ สังคมและการเมือง ประเด็นที่จะนำไปพิจารณาคือ ความไม่ไว้วางใจต่อข้อมูลภาครัฐ ผลกระทบด้านต่างๆ ทั้งในด้านเศรษฐกิจ ด้านการเคลื่อนไหวทางการเมือง ด้านการทำงาน ด้านสุขภาพ ด้านความไม่มั่นคงทางอาหาร อันส่งผลกระทบต่อกลุ่มเปราะบางทั้ง เด็ก เยาวชน ผู้หญิง คนชรา และกลุ่มที่มีรายได้น้อย สิ่งที่น่าครุ่นคิดคือการแก้ปัญหา โควิด-19 คงไม่สามารถทำได้เพียงลำพัง เป็นความเสี่ยงของเราทุกคนร่วมกันในการก้าวข้ามวิกฤตการณ์นี้ไปได้ การวัดระดับสันติภาพนอกจากเป็นการกระตุ้นให้สังคมเร่งทำคะแนนสันติภาพให้ดีขึ้นแล้ว สิ่งที่สำคัญกว่าคือเป็นการทำให้สังคมน่าอยู่ เกิดการอยู่ร่วมกันได้อย่างเข้าใจคนอื่น ทำให้เกิดสันติวัฒนธรรมขึ้น โดยไม่เน้นแต่การพัฒนาทางเศรษฐกิจ แต่เน้นการพัฒนาอย่างยั่งยืน บนพื้นฐานการเคารพใน คุณค่าพื้นฐานของมนุษย์ ก้าวข้ามความแตกต่างทางศาสนา วัฒนธรรมและอุดมการณ์ สันติภาพไม่ใช่เรื่องไกลตัว สันติภาพเป็นสิ่งที่อยู่ใกล้เรามากคืออยู่ในกายและใจของทุกคน

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