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The public consciousness of students Phranakorn Rajabhat University

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Abstract

The objectives of this research were: 1) to study the level of public service spirit of the students in Rajabhat Phranakorn University, 2) to study the factor determining the sense of public service minds of the students in Rajabhat Phranakorn University, 3) to propose the model to create the public service spirit of the students in Rajabhat Phranakorn University, and 4) to assure and assess the effectiveness of the proposed model. The methodology of this research is a combination of qualitative and methods. Quantitatively, the tools used to gather the data from the sampled group was questionnaires, and then the data were analyzed for its Percentage, Average Score, and Standard Deviation (S.D.). Qualitatively, the data were provided by 10 key informants who were the lecturers and the students in the university had been analyzed and interpreted. According to the research, it was found that: 1) The level of the public service spirit of the students in the university was ranked in the high zone ($X = 3.83$). 2) Regarding to the factor determining the sense of public service minds of the students, it was founded that the overall score of the determining factors were also rated in high zone ($X = 3.41$). 3) The effective model to create and enhance the sense of public service mind ought to be comprised of 3 aspects; participation, awareness, and creative and useful activities. 4) After the model had been implemented, it showed the significant improvement of the public service awareness of the students in every aspect: the need of the students to conduct the public service ($X3.24$ to $X3.79$), the need of activity evaluation ($X3.22$ to $X3.92$), and the need in useful activity planning ($X3.10$ to $X3.56$). Self-awareness wise, after implementing the model, the scores were improved in all aspects; their ability to aid public interests ($X3.19$ to $X3.54$), the concern to address the issue ($X3.11$ to $X3.77$), and the concern as the part to solve the social problem ($X2.98$ to $X4.10$). Activity wise, after implementing of the model, the score were also improved; desiring to participate in university activities ($X3.30$ to $X4.01$), interaction and sharing information about public activities ($X3.27$ to $X4.11$), and the willingness to donate money ($X2.97$ to $X4.00$).

Keywords: Rajabhat University, public, consciousness.

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1. Introduction

Public consciousness and Thai historical social are paired by generosity and assistance shared among social regardless of way of daily life which willingly shared together such as providing assistance by gathering for occupation or to perform activities together without any enforceable regulations. All assistances come out from minds and Thai historical social lived with relativity and happiness. Problems occurred in sometimes were solved together until well accomplished. Nowadays, in the current generation which everything rapidly changes, particularly in terms of technologies and foreign cultures which are flowing in and affecting to Thai daily living.

It is because of country's personnel is not prepared to be ready to receive those things or not, a lot of children and youths are lacked of discretion regarding selecting to consume what comes with changes, craziness in materialisms and cultures which are not Thai's origin has been arisen on the one part, and the other part is focusing on economy to build for own richness without considering effects or troubles of others. Implanting consciousness in persons for the responsibility in themselves and social or public is the creation of virtue and morality for general persons particularly children, youths and peoples.

These things arise from inside body of people. "Public Consciousness" is important for implanting consciousness for peoples to know sacrifice, cooperation in making benefits for social and public and to reduce problems affecting themselves and socials. Mutual development of life quality is the principle for living, problem solving and creation for empirical benefits of social.

There are various effects to social if peoples in social lack of public consciousness such as troubling oneself and family members, decrease of unity, competition, argument, grouping, selfishness, beating, exploiting to possess organization's properties, non-progress, decrease of work efficiency and quality, weakness of community arising from selfishness, lack of development and deterioration by time, crime in community, lack of mind center and leader leading to problem solving because everybody keeps track of their own issues, frequent domestic crisis occurrence and inability of problem solving, damages of resources and public properties, backwardness of country, lack of power of peoples in social, ineffectiveness of applying any measures because no cooperation, occurrence of sectarian and competition, corruption, taking advantage between countries, occurrence of problems such as weapon accumulation, malicious, competition or domination of trading between countries, disdain among different ethnics and contempt.

Phranakorn Rajabhat University is college for local development reinforcing intellect power of the country, restoring learning power, praising intelligence of locality, creating arts and sciences for the stable and sustainable progress of peoples. The institution participated in management, maintenance, utilization of natural resources and environment with sustainability, equilibrium and advancement of objects. Currently, general socials give precedence to seeking for money and power more than importance of mind and current socials are obviously deteriorating by various problems. Therefore, implantation of consciousness to peoples for responsibility in oneself and social should be developed in social. If the students of Phranakorn Rajabhat University are developed for the strength of peoples in the level of family, community and worldwide, it creates advantages in higher level. Importantly, creating and implanting good public consciousness should be applied to children and youths because they are able to recognize good things from their parents and the elderly, community leader, monks, who take care of children in the level of community and social. For educational institutions, other than academic teaching, virtue and morality should be implanted to children and youths for awareness of sacrifice, more giving than taking only, they will be developed in terms of giving assistance to others, modesty and readiness for mind development toward public consciousness in the future.

Therefore, the study in student's public consciousness level, factors affecting student's public consciousness and presentation of patterns and methods of building public consciousness of Phranakorn Rajabhat University students, expects that the results of this research will be beneficial for the executives of the University and related personnel and the results could be used to support

consideration of finding guidelines of instructional and curriculum supplemental activities to implant and develop public consciousness of students who will work and serve the public social as good citizens of the country in the future.

2. Research Methodology

This research is the integration between qualitative and quantitative method.

2.1. Quantitative research

Populations and Sample Group

The populations employed in this research were 10,716 Phranakorn Rajabhat University students and the sample group consisted of 400 Phranakorn Rajabhat University students sampled by using Taro Yamane formula (Yamane, 1973:125).

2.2. Qualitative research

Qualitative research was conducted by in-depth interview to respondents in the type of structured interview. The respondents were instructors, Deputy Dean – Student Affair Division, totally 5 persons and 5 Student Association Presidents.

3. Results

1. Public consciousness level of Phranakorn Rajabhat University students: It was found that overall public consciousness of Phranakorn Rajabhat University students was in high level. The maximal means was found in the point of “Require participating in social beneficial activities”, followed by “Prefer to work in group because it could build love and unity and willing to share stuffs and give assistance to friends and juniors who are poor”, and the minimal mean was found in the point of “Own activities should be finished before helping others”.

2. Overall factor affecting public consciousness of Phranakorn Rajabhat University students: It was found that that overall factor was in high level. The maximal mean was found in the point of “Receiving information from media”, followed by “Awareness in self-capability”, and the minimal mean was found in the point of “Supports from instructors and friends”, classified by each point as follows:

3.1. Attitudes in public consciousness: Overall image was in moderate level. The maximal mean was found in the point of “The student deems that maintenance of appliances and premises of the university is the responsibility of maids and they don’t have to pay attention to”, followed by “The student is satisfied when seeing peoples gives seat to others on public bus”, the minimal mean was found in the point of “The student is appreciated in making benefits for public such as putting garbage into bin”.

3.2. Self-capability awareness: Overall image was in high level. The maximal mean was found in the point of “Always keep dishes in place after finished having food”, followed by “The Student is confident that the book borrowed from the library will be returned on time”, the minimal mean was found in the point of “The student helps saving electrical cost for the university by turning light and air conditioner off before leaving classroom”.

3.3. Nature of focusing on the future: Overall image was in high level. The maximal mean was found in the point of “The student always queues up for coupon exchange in canteen”, followed by “The Student tries to organize chairs after the class is ended”, the minimal mean was found in the point of “The student worthily uses public resources for the reason of saving”.

3.4. Supports from family: Overall image was in moderate level. The maximal mean was found in the point of “The student receives fund assistance which is donated for public benefits”, followed by “The Student receives precept from parents in terms of discipline, honesty, saving and tolerance”, the minimal mean was found in the point of “The student receives democratic nurture from parents”.

3.5. Supports from instructors and friends: Overall image was in moderate level. The maximal mean was found in the point of “The student could perform independently in classroom”, followed by “The student friendly interacts with friends or instructors”, the minimal mean was found in the point of “The student meets friends and instructors who collaboratively make benefits for public”.

3.6. Receiving information from media: Overall image was in high level. The maximal mean was found in the point of “The student always follows information regarding public consciousness projects”, followed by “Information regarding dramas, stars or singers lead to student’s demand of public consciousness”, the minimal mean was found in the point of “The student receives information regarding public services”.

Interview with instructors: It was found that building public consciousness of Phranakorn Rajabhat University students was classified into each point as follows:

Programs and activities of the University for building public consciousness of Phranakorn Rajabhat University students: It was found that the university has policy for social to build public consciousness of students according to the university’s mission, and there are instructional integration and curriculum supplemental activities which are the qualifications of peoples in 21st century.

Suitability of activities and consistency between students, instructors, officers and programme: It was found that the university and the faculty promote instruction by providing services to social to connect public consciousness and academic matters of the faculty to be consistent to missions and visions of the university

The faculty’s activities which are carried out and programs and activities in progress including future programs and activities: It was found that instructors arranged various instructional activities by integrating activities to instructional curriculum to continually implant public consciousness of learners, and in the future, the information will be variously disseminated and they will coordinate with other institutes to provide promotion, support to activity arrangement comprising contest, reward and honor glorification with respect to public consciousness.

Interview with student: In was found that building public consciousness of Phranakorn Rajabhat University students could be classified into each point as follows:

Programs and activities of the University for building public consciousness of Phranakorn Rajabhat University students: It was found that the students were interested in public work, their representatives always applied to participate activities but the students rarely acknowledged in programs or activities regarding public mind or public consciousness project of the university, and the time should be clearly specified for the preparedness of students and student association in suitably performing activities.

Suitability of activities and consistency between students, instructors, officers and programme: It was found that the students were interested in activities by the lacked supports from instructors and officers in terms of facilitation regarding documents, activity budget and coordination. Instructors closely provided consulting and recommendations for students.

The faculty’s activities which are carried out and programs and activities in progress including future programs and activities: It was found that student association continuously arranged activities regarding public consciousness.

The students acknowledged information regarding projects and activities relating public consciousness of the faculty and university from the university’s notices disseminated in media, particularly online media and via instructors. In addition, the student association coordinated with Student Development Organization in regard to continuous public relations to the students to be acknowledged in activities regarding public consciousness.

Experiment of Pattern Application

The researcher obtained the patterns of building public consciousness of Phranakorn Rajabhat University students which consisted of 3 aspects: participation in public activities, acknowledgement and activities of public services. The details were illustrated in the figure below:

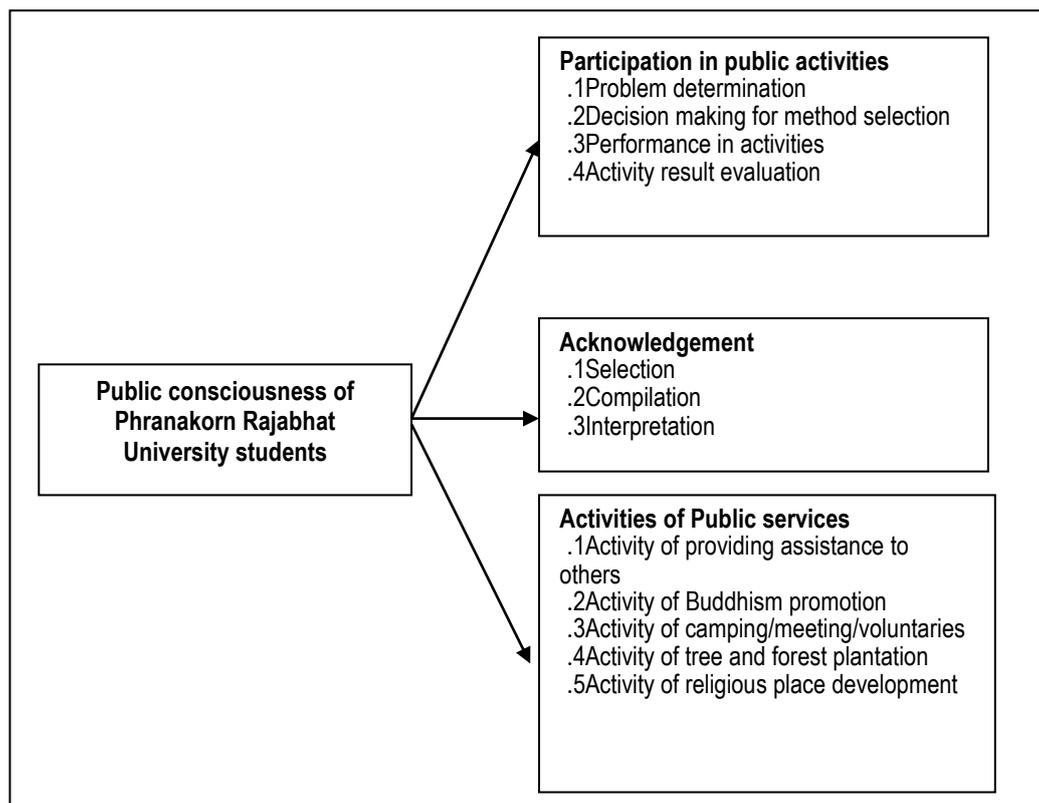


Figure 1

Pre-test evaluation results of building public consciousness patterns were concluded as follows:

Overall image of building public consciousness patterns was in moderate level. The maximal mean was found in term of participation, followed by public service activities and the minimal mean was found in term of acknowledgement. All could be classified as follows:

Participation: Overall image was in moderate level. The maximal mean was found in the point of “Require participating in selecting suitable and beneficial activities for social”, followed by “Require participating in evaluating activities which are beneficial to social after completion”, and the minimal mean was found in the point of “Require participating in planning of social beneficial activities”.

Acknowledgement: Overall image was in moderate level. The maximal mean was found in the point of “Thinking that the own capabilities could make benefits to the group or social”, followed by “Always

provide suggestion when other one performs undesired behaviors in using the university's properties", and the minimal mean was found in the point of "Focus on doing by own skill to achieve giving assistance to public".

Public service activities: Overall image was in moderate level. The maximal mean was found in the point of "Dislike in the university's regulations which force the students to participate public activities", followed by "Prefer to chat and exchange ideas with others in public services", and the minimal mean was found in the point of "Willing to donate money or appliances to poor friends".

Post-test evaluation results of building public consciousness patterns were concluded as follows: Overall image of building public consciousness patterns was in high level. The maximal mean was found in term of acknowledgement, followed by public service activities and the minimal mean was found in term of participation. All could be classified as follows:

Participation: Overall image was in high level. The maximal mean was found in the point of "Require participating in evaluating activities which are beneficial to social after completion", followed by "Require participating in selecting suitable and beneficial activities for social", and the minimal mean was found in the point of "Require participating in planning of social beneficial activities".

Acknowledgement: Overall image was in high level. The maximal mean was found in the point of "Prefer to solve problems and make benefits to social", followed by "Focus on doing by own skill to achieve giving assistance to public", and the minimal mean was found in the point of "Thinking that the own capabilities could make benefits to the group or social".

Public service activities: Overall image was in high level. The maximal mean was found in the point of "Available and willing to sacrifice for student activities", followed by "Prefer to chat and exchange ideas with others in public services", and the minimal mean was found in the point of "Dislike in participating public service arranged by the university because it wastes the time".

Differences between Pre-Test and Post-test evaluation results of building public consciousness patterns were concluded as follows:

For the overall image of pre-test and post-test evaluation results, the maximal value found in term of acknowledgement has increased from moderate (3.07) to high level (3.83), followed by public service activities which the mean has increased from moderate (3.16) to high level (3.82), and the minimal mean found in term of participation has increase from moderate (3.17) to high level (3.65).

Participation: The maximal mean in term of "Require participating in selecting suitable and beneficial activities for social" has increased from moderate (3.24) to high level (3.79), followed by "Require participating in evaluating activities which are beneficial to social after completion" which its means has increased from moderate (3.22) to high (3.92) level, and the minimal mean found in term of "Require participating in planning of social beneficial activities" has increased from moderate (3.10) to high level (3.56).

Acknowledgement: The maximal mean in term of "Thinking that the own capabilities could make benefits to the group or social" has increased from moderate (3.19) to high level (3.54), followed by "Always provide suggestion when other one performs undesired behaviors in using the university's properties" which its means has increased from moderate (3.11) to high level (3.77) and the minimal value found in term of "Prefer to solve problems and make benefits to social" has increased from moderate (2.98) to high level (4.10).

Public service activities: The maximal mean in term of "Dislike in the university's regulations which force the students to participate public activities" has increased from moderate (3.10) to high level (4.01), followed by "Prefer to chat and exchange ideas with others in public services" which its means has increased from moderate (3.27) to high level (4.11) and the minimal value found in term of "Willing to donate money or appliances to poor friends" has increased from moderate (2.97) to high level (4.00).

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