

## Factors Affecting Public Mind Behavior of Students of Satri Angthong School<sup>25</sup>

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### 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 Angthong School Factors affecting public mind behavior were at a very high

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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 Angthong 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 don'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 Angthong School. By choosing Satri Angthong 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 Angthong School.
2. To study the factors affecting the public mind behavior of students at Satri Angthong School.
3. To compare the factors affecting the public mind behavior of students at Satri Angthong 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 Angthong School (March 2021) in selecting research areas by choosing Satri Angthong 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 Angthong School, Academic Year 1/2021.
2. The sample group used in this research were 760 students at Satri Angthong 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 Angthong 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

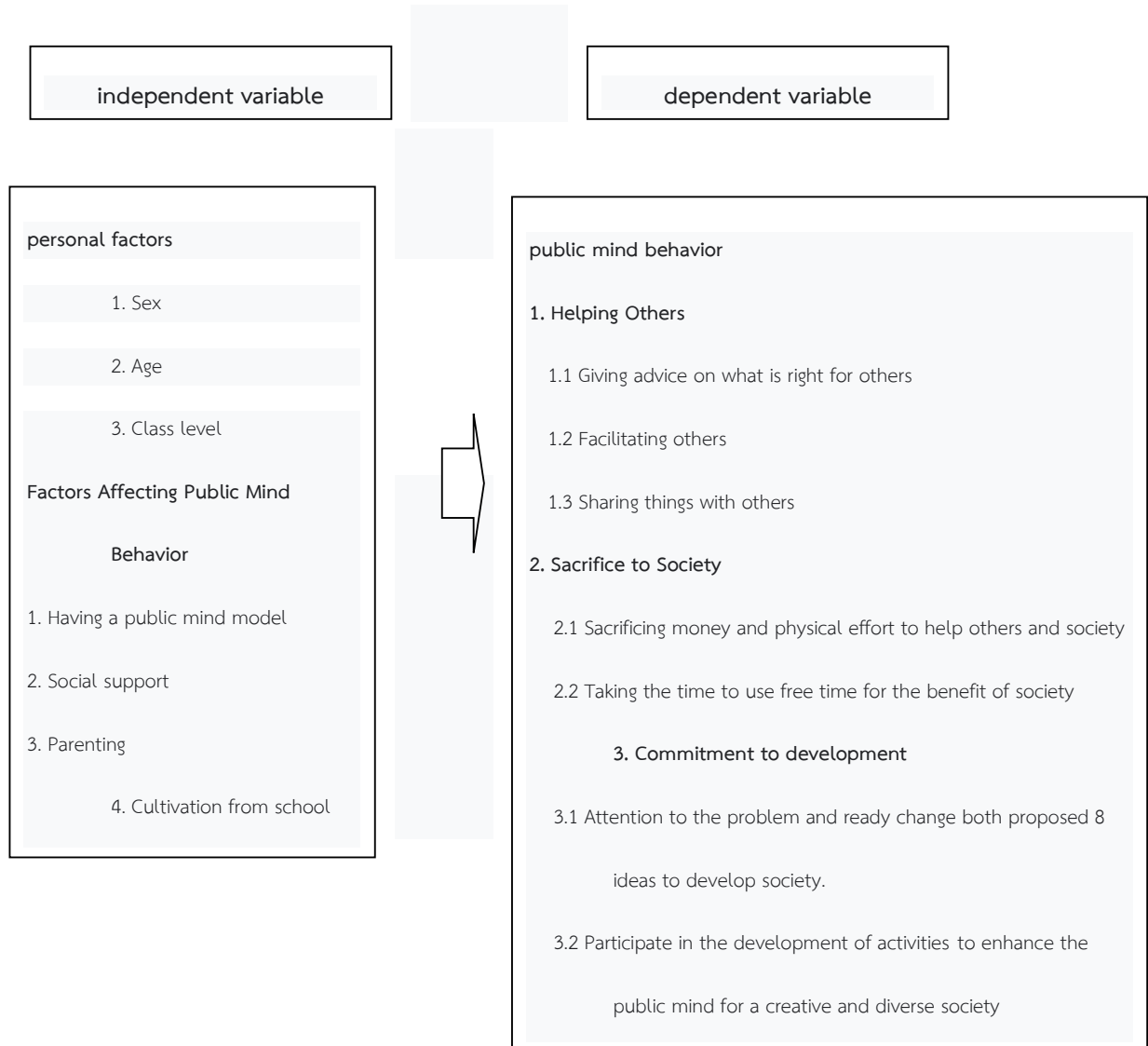
#### **Public mind development**

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 Angthong 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 Angthong 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 Angthong women students for a period of 3 days.
4. The researcher collected data from students of Satri Angthong 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 Angthong School can be summarized as follows:

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

Students at Satri Angthong 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 Angthong 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 Angthong 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 Angthong 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 Angthong 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 Angthong School Students Classified by class Overall and aspect, it was found that Satri Angthong 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 Angthong 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 Angthong 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 Angthong 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 Angthong 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 Angthong School Students The results of the research can be discussed as follows:

1. Factors affecting the public mind behavior of students at Satri Angthong 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 institutions, 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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