

Public Political Participation in the Election of the President of the Surin Provincial Administrative Organization, Ban Takuan, Lumravee Subdistrict, Chom Phra District, Surin Province

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Abstract

Introduction: This research aimed to 1) study the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, 2) compare the political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, and 3) present the guidelines for developing the political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province.

Methodology: The research used a quantitative research method. The sample group consisted of 280 people from Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, selected using the multistage sampling method. A questionnaire was used to collect data, with a reliability value of 0.860 for the entire questionnaire. The statistics used for analysis included frequency, percentage, mean and standard deviation, t-test, and One-way ANOVA. In the case of statistically significant differences, Fisher's pairwise test was used, and the statistical significance was at the .05 level.

Results: The research found that 1. The overall political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, was at a high level. 2. The results of the comparison of the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, classified by personal factors, found that the sample population with different genders, ages, education levels, occupations, and incomes had no other levels of political participation. Therefore, the hypothesis was rejected. 3. Guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, separated by each aspect, found that in terms of voting rights, 50.0 percent of the sample group suggested that people with knowledge and ability should be elected to govern the country. In terms of monitoring the work, 57.1 percent of the sample group suggested that training or activities should be organized to provide knowledge about the right to monitor the work of the government and how to use the available tools. In terms of following political news, 35.7 percent of the sample

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group suggested that training or activities should be organized to provide knowledge about distinguishing real and fake news. Finally, in terms of expressing interest in politics, 50.0 percent of the sample group suggested that social media that people are interested in, such as TikTok or Facebook, should be used to stimulate interest in politics.

1. Introduction

The democratic regime with the King as Head of State of Thailand emphasizes public participation in political processes at all levels, especially elections, which are an essential mechanism by which the public can express their needs and exercise their power in selecting representatives to manage public affairs at both the national and local levels. The Constitution of the Kingdom of Thailand B.E. 2560 clearly states the rights and duties of the public in participating in politics, including voting (The Constitution of the Kingdom of Thailand, B.E. 2560., 2017). Therefore, the election of provincial administrative organization (PAO) executives is an election of local executives that is important for policy-making and management of various activities at the provincial level. Public participation in the election of the PAO president is, therefore, an essential part of developing democracy at the local level and is a way for the public to effectively monitor and control the exercise of power by local executives (Local Council Member or Local Executive Election Act., 2019).

From the review of literature related to political participation, it was found that there was a study on people's political participation in the Mae Puem Subdistrict. Muang Phayao District, Phayao Province, has studied four aspects in total: 1) the election aspect, 2) being a community player, 3) contacting the government, and 4) being a political reporter (Tuntala, 2023). Therefore, the research team has synthesised it into a framework of study in 4 issues: 1) exercising the right to vote, 2) monitoring work, 3) following political news, and 4) expressing political interest. In addition, Peakoonnang & Srisorn (2022) found that the involvement of citizens in electing the president and members of the provincial administrative organisation council includes 1. The people need to be aware of election information, 2. The people have experience with voting rights, and 3. The people must understand knowledge and comprehension of the election. Moreover, Khotwong et al. (2022) found that The selection of the leader of the Subdistrict Administrative Organization necessitates enhancing communication to build political appeal. Candidates should articulate a distinct vision to qualify as a professional development manager with expertise in managing local administrative organizations. They ought to be committed politicians aimed at offering solutions to the issues faced by the populace, steering clear of assaults on rivals, and outlining clear, implementable policies. Furthermore, they must create content and presentation techniques across different media, making sure they are engaging and of excellent quality, to strengthen their position.

In addition, Takuan Village, Lum Rawi Subdistrict, Chom Phra District, Surin Province, is where most people follow political news via television and social media and exercise their right to vote every time there is an election at every level. However, they rarely gather to express their political opinions or join the campaign to exercise their right to vote because the people in the village usually spend their free time farming, raising cows and buffaloes, and relaxing. Some people are very private and do not like gathering with others. The people of Takuan Village, Lum Rawi Subdistrict, Chom Phra District, Surin Province should be encouraged to participate in politics, such as activities that the people in the village are interested in, along with having each person give suggestions for developing the village and the country so that the community leaders will know the opinions of the people and use them to develop the community to be more progressive.

Therefore, the research on the political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, aims to develop the participation of the people in the election to sustainable practice. For these reasons, it is important to study the potential to promote political participation in the election of the people. The community allows the people who have the right to vote to choose the mayor of Surin Provincial Administrative Organization and express their opinions on the policies of the candidates, including campaigning for the people who have the right to vote to exercise their rights to choose good people with quality to develop the province to be prosperous forever.



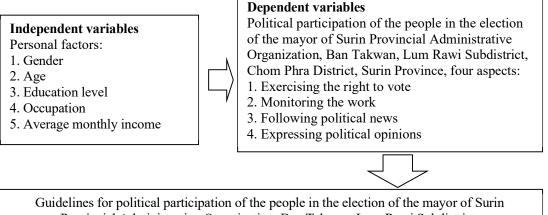


2. Research Objectives

- 1. To study the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province.
- 2. To compare the political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, classified by personal factors.
- 3. To present guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province.

3. Conceptual Framework

From the review of literature, concepts, theories and related research, the conceptual framework for the research as follows:



Guidelines for political participation of the people in the election of the mayor of Surir Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province

Figure 1. Conceptual Framework

4. Literature Review

Khotwong et al. (2022) conducted a study on "Communications to Build Political Popularity for a Candidate to the Position of Chairman of Dong Chon Sub-district Administrative Organization, Sakon Nakhon Province" and found that the communication process included (a) credible individuals and ideological leaders as message senders, (b) messages primarily focused on the candidate's principles, background, leadership skills, plans for local development, and management approach, (c) a variety of communication channels such as personal media, print media, signage, websites, and online platforms, (d) message receivers were individuals capable of influencing voting decisions, and (e) the intended outcomes of communication were to establish a positive image for the candidate, gain people's trust, ensure agreement with his principles, ideas, vision, and local development plans, while target groups would collaborate as a network to bolster his campaign

Tuntala (2023) conducted a study on "Political Participation of People in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province" and found that the overall level of political participation of people in Mae Pum Subdistrict in all four aspects had a very high level of satisfaction (mean = 4.41). When considering each element separately, it was found that the aspect of community role had the highest (mean = 4.45), followed by the aspect of contact with government (mean = 4.42), and the aspect of election had the lowest (mean = 4.36). In addition, the results of comparing people's political participation by gender, age, education, and occupation did not show any significant differences. Therefore, the hypotheses set for all 4 factors for the application of the seven principles of





impermanence to political participation of the people in Mae Pum Subdistrict were rejected, which consisted of (1) regular meetings and discussions, (2) promotion of cooperation and punctuality, (3) not setting rules according to the needs of a single person, (4) giving importance to suggestions from adults, (5) giving opportunities for women to participate in the development of the organization with potential, (6) preserving and continuing traditions and culture, and (7) using religious principles to promote morality and to teach goodness to society.

5. Research Methodology

1. Research design

In this research, the research team used a quantitative research model by using a questionnaire to collect data to obtain information about the "Political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province." The research team selected a sample group of people to respond to the questionnaire this time, totalling 280 people.

The instruments used in this research were a 5-level rating scale questionnaire, which was created according to the objectives and conceptual framework of the study, which was set on political participation towards political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, namely, a questionnaire created by the research team to study the political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, divided into 3 sections, consisting of: Section 1 General information of the respondents, 5 items, consisting of gender, age, education level, occupation, average monthly income Section 2 Level of political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, a 5-level rating scale questionnaire, 36 items, and Section 3 Suggestions on political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, 4 items.

2. Population and sample

- 2.1 Population: People living in Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, totalling 936 people
- 2.2 Sample group: People with the right to vote, aged 18 years and over, totalling 280 people from the total population of 936 people, obtained by calculating according to Yamane's formula (Yamane, 1967) and multi-stage sampling to get a sample size that is proportional to the size, using a 95% confidence level at a significance level of 0.05.

2.3 Sampling method

The researchers used the Multi-Stage Sampling method as follows:

Step 1: The population in Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, totalling 936 people, was divided into seven groups: Group 1, 104 people; Group 2, 98 people; Group 3, 124 people; Group 4, 144 people; Group 5, 128 people; Group 6, 175 people; and Group 7, 163 people.

Step 2: Then, the random sampling method was used by determining the sample size as a proportion, considering the population size, to obtain data that was distributed about the population proportion, using Group 1 from Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province. Details are as follows: Plan 1, population 104, sample 32; Plan 2, population 98, sample 29 Plan 3, population 124, sample 37; Plan 4, population 144, sample 43 Plan 5, population 128, sample 38; Plan 6, population 175, sample 52 Plan 7, population 163, sample 49

3. Data collection

In this research, the research team collected data from the questionnaires according to the following steps:

3.1 Prepare a request letter for data collection from the Faculty of Humanities and Social Sciences, Surin Rajabhat University, to request permission from the village headman of Takuan, Lumrawi Subdistrict, Chom Phra District, Surin Province, to ask for permission to answer the





questionnaire from the sample group of people in Takuan, Lumrawi Subdistrict, Chom Phra District, Surin Province.

- 3.2 Prepare the questionnaires sufficiently for the sample group to be collected. Then, submit the questionnaires and the request letter for data collection to request permission to collect data, along with explaining the details of the research study and the procedures for using the questionnaires to collect data to the required number.
 - 3.3 Collect the questionnaires from the sample group by the research team themselves.
- 3.4 For data collection, the research team has the respondents return all the questionnaires and check their accuracy and completeness. If incomplete, remove the questionnaires and collect new data until complete. Then, the data will be analyzed according to the research methodology chosen.
 - 4. Data analysis and statistics used in data analysis
 - 4.1 Data analysis

In analyzing research data, the results collected from the questionnaires were recorded in a computer to calculate the selected statistical values for data analysis using a ready-made statistical program for social science research. The researchers followed the following steps:

- 1) Return the questionnaires to check their completeness.
- 2) Record the data results into the computer to calculate the selected statistical values for data analysis using a ready-made statistical program for social science research to find statistical values.
- 3) Present the results of the data analysis in a table, showing the results with descriptive methods and interpretation according to the statistical values of each data table.
 - 4.2 Statistics used in data analysis

The researchers used a ready-made statistical program for social science research to present the data and use the statistical values to analyze the data.

6. Results

1. The results of the study of the general personal data of the respondents are as follows: The sample population of Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, most of whom responded to the questionnaire were female, 155 people, or 55.4 percent. Most were 60 or older, 107 people, or 38.2 percent. Most had primary education level 4-6, 197 people, or 70.4 percent. Most of them were farmers, 179 people, or 63.9 percent. Most had an average monthly income of less than 5,000 baht, 189 people, or 67.5 percent, respectively.

Table 1. Mean and standard deviation of the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, according to the four aspects of political participation. Each aspect classifies the overall picture.

Political participation of the people	\bar{x}	S.D.	Results	No.
In terms of voting rights	4.86	0.295	Very High	4
In terms of monitoring work	3.37	0.520	Moderately	1
In terms of providing information and	3.76	0.524	High	2
receiving political news In terms of expressing interest in politics	4.07	0.581	High	3
Overview	4.01	0.310	High	

From Table 1., The results of the study on the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, overall, the average value was at a high level ($\bar{x} = 4.01$, S.D. = 0.310). When considering each aspect, it was found that the average value was at the highest level in 1 aspect, the average value was at a high level in 2 aspects, and the average value was at a moderate level in 1 aspect. The average values, ranked from highest to lowest, were as follows: exercising the right to vote ($\bar{x} = 4.86$, S.D. = 0.295), expressing political interest ($\bar{x} = 4.07$, S.D. =





- 0.581), providing and receiving political information ($\bar{x} = 3.76$, S.D. = 0.524), and monitoring work $(\bar{x} = 3.37, \text{ S.D.} = 0.520).$
- 2. Summary of the overall results of the comparison of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict Chom Phra District, Surin Province.

Table 2. Summary of the overall results of the comparison of the level of political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province

Hypothesis	Independent variable	Test Value	Sig.	Result	
				Accept	Reject
1	Gender	t - test	0.262	-	
2	Age	F - test	0.255	-	$\sqrt{}$
3	Education level	F - test	0.772	-	$\sqrt{}$
4	Occupation	F - test	0.068	-	$\sqrt{}$
5	Average monthly income	F - test	0.442	-	

From Table 2., The results of the comparison of the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, classified by personal factors, found that the sample population with different genders, ages, education levels, occupations, and incomes had no other levels of political participation. Therefore, the hypothesis was rejected.

- 3. Guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, separated by each aspect, found that:
- 3.1 Guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, in terms of voting rights. When considering each item, it was found that the suggestion for voting rights, with the highest level, was that people with knowledge and ability should be elected to govern the country, at 50.0 percent, followed by organizing knowledge-providing activities in the community. Or schools about the rights and duties of citizens in the election, 35.7 percent, respectively. Finally, it should support the development of an electronic election system to increase convenience for the people by 14.3 per cent.
- 3.2 Guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, in terms of monitoring the work. When considering each item, it was found that the suggestion for tracking the work, the item with the highest level, was that training or activities should be organized to provide knowledge about the right to monitor the work of the government and how to use the available tools, 57.1 per cent. The next was that the public should be encouraged to participate in monitoring the work of government agencies 28.6 percent, respectively. And finally, values should be created that enable government officials to adhere to transparency and responsibility towards the people, 14.3 percent.
- 3.3 Guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, in terms of following political news. When considering each item, it was found that the suggestion for following political news The most popular suggestion was that training or activities should be organized to provide knowledge on distinguishing between real and fake news (35.7 percent), followed by encouraging people to follow political news as part of their daily routine (35.7 percent). Finally, news content should be created that explains complex political issues in a format that is easy for the general public to understand (28.6 percent). 3.4 Guidelines for developing political participation among people in the election of the mayor of Surin Provincial Administrative Organization, Ban Tak Wan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, in terms of expressing political interest. When considering each item, it was found that the





suggestion for expressing political interest, the most popular suggestion was that social media that people are interested in, such as TikTok or Facebook, should be used to stimulate political interest (50.0 percent), followed by giving opportunities to the new generation to express political expression (28.6 percent) clearly, and finally, activities should be organized between different groups to create cooperation in expressing political expression (21.4 percent).

7. Conclusion

- 1. The overall political participation of the people in the election of the president of the Surin Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, was at a high level.
- 2. The results of the comparison of the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, classified by personal factors, found that the different genders, ages, education, occupations, and average monthly incomes had different levels of political participation of people in the election of the president of Surin Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province. Overall, the hypothesis was not different. Therefore, the hypothesis was rejected.
- 3. The guidelines for developing political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, separated by each aspect, found that in terms of voting rights, the people with knowledge and ability should be elected to govern the country. In terms of monitoring the work, the training or activities should be organized to provide knowledge about the right to monitor the work of the government and how to use the available tools. In terms of following political news, training or activities should be organized to provide knowledge about distinguishing real and fake news. Finally, in terms of expressing interest in politics, the social media that people are interested in, such as TikTok or Facebook, should be used to stimulate interest in politics.

8. Discussion

From the study of the political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, the study can be discussed as follows:

- 1. The level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, overall, has a high average value. This may be because the people are interested in politics, follow political news in Thailand, and exercise their right to vote every time there is an election, which is consistent with Tuntala (2023) on the political participation of the people in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province, found that the political participation of the people in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province, overall, was at a high level. And the study results the study results of Punyapratyusha (2021) on the political participation of people in Constituency 9 Lak Si Chatuchak found that the overall political participation of people in Constituency 9 Lak Si Chatuchak was at a high level.
- 2. The comparison of the level of political participation of the people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takuan, Lum Rawi Subdistrict, Chom Phra District, Surin Province.
- 2.1 Genders factor: This may be because Thailand currently allows freedom of political participation to all genders. Whether male or female, they have the right to participate in politics. Therefore, the political participation of each gender is not different. Which is consistent with the study results of Jayamedhi et al. (2021) on the political participation of the people in local government in Thepsathit District, Chaiyaphum Province, found that the political participation of the people in local government in Thepsathit District, Chaiyaphum Province, classified by gender, was different. There was no difference in political participation.
- 2.2 Ages factor: This may be because each age group has different access to political media on social media. For example, people aged 50 and over usually do not have access to political





media, but people aged 18–49 can access, follow news, and express political opinions on social media. Therefore, political participation in each age group is different. However, this is inconsistent with Peakoonnang & Srisorn (2022), who found that the different ages affected different opinions of political participation of the people in the election of chief executive and members of the provincial administrative organization.

- 2.3 Education factor: This may be because Thai society does not set a framework for those who graduated from primary and secondary schools to not participate in politics. Therefore, no matter what level of education they graduated from, they can participate in politics equally with those who graduated from higher levels. Therefore, the political participation of people who graduated from each level of education is not different. This is consistent with the study results of Tuntala (2023) on the political participation of people in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province, which found that the political participation of people in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province, classified by education level, people in Mae Pum Subdistrict Municipality with different education levels had no different political participation. The study results of Punyapratyusha (2021) on the political participation of people in Constituency 9, Lak Si Chatuchak, found that the overall level was no different.
- 2.4 Occupations factor: This may be because occupation does not affect political participation. No matter the occupation, they have the right to participate in politics. Therefore, the political participation of each occupation is not different. This is consistent with the study results of Tuntala (2023) on the political participation of people in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province, which found that the political participation of people in Mae Pum Subdistrict, Mueang Phayao District, Phayao Province, classified by different occupations, had no different political participation. The study results of Punyapratyusha (2021) on the political participation of people in Constituency 9, Lak Si Chatuchak, found that the overall level was no different.
- 2.5 Average monthly incomes: This may be because people with high incomes tend to work for companies or factories, which makes them less likely to follow political news. Most people with uncertain incomes are farmers, giving them free time to follow political news and participate in politics. Therefore, political participation classified by average monthly income is different. Political participation classified by average monthly income differs at a statistically significant level of 0.05.
- 3. Guidelines for developing political participation of people in the election of the mayor of Surin Provincial Administrative Organization, Ban Takwan, Lum Rawi Subdistrict, Chom Phra District, Surin Province, separated by each aspect, found that in terms of exercising the right to vote, 50.0 percent of the sample group suggested that people with knowledge and ability should be elected to govern the country. In terms of monitoring the work, 57.1 percent of the sample group suggested that training or activities should be organized to provide knowledge about the right to monitor the work of the government and how to use the available tools. Regarding following political news, 35.7 percent of the sample group suggested that training or activities should be organized to provide knowledge about distinguishing between real and fake news. Finally, in terms of expressing interest in politics, 50.0 percent of the sample group suggested that social media that people are interested in, such as TikTok or Facebook, should be used to stimulate political interest. This may be because political participation is not only a right of citizens but also an essential mechanism for developing democracy and social justice. Therefore, promoting and supporting participation is necessary to create a strong and sustainable society. It's consistent with Khotwong et al. (2022) found that the online media campaign for election advertising can be regarded as fairly successful. This results from the offering of clear content, regular updates, and prompt information sharing. Moreover, content is shared via social groups in online communities by tagging the candidate's team members in the posts, enabling friends of these individuals to view and follow the candidate's Facebook account. This is an alternative way to boost the follower count

9. Recommendation

- 1. Suggestions for applying the research results
- 1.1 The study also found that the people of Ban Takuan, Lumrawi Subdistrict, Chom Phra District, Surin Province, had the highest political participation in exercising their right to vote. They





had a high level of interest in politics, followed political news at a moderate level, and monitored work performance at a low level. Therefore, the government should support and encourage the people to participate in politics by following political news and monitoring work performance more.

- 1.2 The study found that the people of Ban Takuan, Lumrawi Subdistrict, Chom Phra District, Surin Province, were quite interested in participating in politics in terms of exercising their right to vote, expressing interest in politics, following political news, and finally, monitoring work performance. Therefore, the government should support and encourage the people more than before to develop the country according to the principles of good governance in public administration to be transparent, efficient, and effective in work performance, which is in line with the principles of democracy with the King as Head of State of Thailand.
 - 2. Suggestions for future research
- 2.1 The village information book should be organised entirely to facilitate contact and coordination and provide correct and accurate information.
- 2.2 There should be encouragement to know how to use social media. To make it easier to follow city news correctly and more safely
- 2.3 New technologies or methods should be used to help collect data quickly and conveniently and save paper to create more accuracy.

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