

A Comparison of the Twelve Core Values of Thai people defined by the Head of the National Council for Peace and Order (NCPO) found in Thai private and public university students

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ABSTRACT

This study aims to examine the twelve core values of Thai people found in Thai university students. The twelve values consist of the following attributes:

1. Upholding the nation, the religions and the Monarchy
2. Being honest, sacrificial and patient with positive attitude for the common good of the public
3. Being grateful to the parents, guardians and teachers
4. Seeking knowledge and education directly and indirectly
5. Treasuring the precious Thai tradition
6. Maintaining moral, integrity, well-wishes upon others as well as being generous and sharing
7. Understanding, learning the true essence of democratic ideals with His Majesty the King as the Head of State
8. Maintaining discipline, respectful of laws and the elderly and seniority
9. Being conscious and mindful of action in line with His Majesty's the King's statements
10. Practicing the philosophy of Sufficiency Economy of His Majesty the King. Saving money for time of need. Being moderate with surplus used for sharing or expansion of business while having good immunity
11. Maintaining both physical and mental health and unyielding to the dark force or desires, having sense of shame over guilt and sins in accordance with the religious principles
12. Putting the public and national interest before personal interest.

This study is a descriptive study using content analysis to design a questionnaire to assess behavioral attributes. The questionnaires were distributed to the sample group of 1000 students. They are 500 undergraduate students from private universities and 500 undergraduate students from public universities. The data was later analyzed by statistical tests using SPSS to compare the results obtained from private university students and public university students. The findings can be used for course development to promote the 12 core values in university level.

Introduction

Scientific developments in every field have been progressing rapidly and seem to be unstoppable causing huge impact on social and cultural changes including values in a society. Particularly in Thai society, technological trends have influenced a wide spread of new cultures passing on both good and bad values to university students. Immediate attention is needed when change in values turns to something inappropriate. At present, Thai society is turning into a face-down society where people keep their eyes on their smart devices all the time. Parents connect with their children via the use of technological devices. Conformity is shown in Thai youth's behaviors. Thai society is facing serious cultural issues. Good values of Thais are mistaken. Cultural confusion is going on right now and the situation seems to be the most severe in the history of Thailand.

When the National Council for Peace and Order (NCPO) had stepped in to lead the country, a policy to promote the 12 core values was initiated on May 22, 2014 with an intention to revitalize Thai good values and appreciate Thai heritage. This strategic move aims to strengthen the nation and encourage unity among Thai people. The campaign and promotion of the 12 core values focuses on building a strong basis of Thai youth as they will be the next generation to develop the country in the future.

This gives a rationale for this present study. As a teacher and department administrator, the researcher realized the importance of developing students in this area. The knowledge gained from this study can be applied to any course and activities development to cultivate the 12 core values according to the policy of the National Council for Peace and Order (NCPO) among Thai students.

The objectives of the study:

1. To explore the 12 core values found in university students
2. To compare the 12 core values found in Thai private and public students
3. To propose suggestion for policy planning to university management to promote the 12 core values among university students

The methodology

Sampling

The study used multi-stage random method to obtain the sampling number. The sampling process was casting lots to obtain 4 samples from private and public universities in Bangkok. The sampling group was 1000 first-year to forth-year students in the academic year of 2015 from private and public universities according to the Yamane's random sampling table.

Research instruments

The study employed a questionnaire to self-evaluate the 12 core values.

Data collection

1. The researcher submitted a letter to the president of each of the universities and contacted each of the departments to ask for permission to collect the data.
2. Once having received approval, she requested assistance from the universities teachers and staff to distribute the questionnaire copies to students.
3. Some universities allowed the researcher to directly collect the data in classrooms.
4. Once all of the questionnaire copies had been collected, they were checked in terms of completeness. The researcher was able to obtain 825 complete questionnaire copies. This is equal to 82.5% of all of the questionnaire copies distributed at the beginning.

Data analysis

This study is a comparative study using a questionnaire survey asking the participants to do a self-evaluation on the topic of the 12 values of Thais. The survey was conducted with students in public and private universities. The data was later analyzed using the SPSS/PC to find out mean scores and standard deviation. The results are categorized into 4 parts and presented below:

Part 1: Analysis of students statuses in private and public universities.

Part 2: Analysis of the students attributes based in the 12 core values

Part 3: Examining the differences of the students attributes based on the 12 core values between students in private universities and public universities.

The results are as follows:

Table 1: Mean scores of the students attributes based on the 12 core values from students self-evaluation in private and public universities

The twelve core values	Mean scores of each of the universities (\bar{X})			
	Private university	Private university	Public university	Public university
	No. 1	No. 2	No. 1	No. 2
1. Upholding the nation, the religions and the Monarchy	4.63	4.65	4.77	4.71
2. Being honest, sacrificial and patient with positive attitude for the common good of the public	4.15	4.22	4.34	4.18
3. Being grateful to the parents, guardians and teachers	4.63	4.64	4.76	4.59
4. Seeking knowledge and education directly and indirectly	4.16	4.07	4.29	4.00
5. Treasuring the precious Thai tradition	4.13	4.13	4.31	4.01
6. Maintaining moral, integrity, well-wishes upon others as well as being generous and sharing	4.30	4.25	4.42	4.19
7. Understanding, learning the true essence of democratic ideals with His Majesty the King as the Head of State	4.41	4.33	4.54	4.30
8. Maintaining discipline, respectful of laws and the elderly and seniority	4.41	4.35	4.54	4.23
9. Being conscious and mindful of action in line with His Majesty's the King's statements	4.28	4.22	4.62	4.16
10 Practicing the philosophy of Sufficiency	4.28	4.06	4.25	3.95

Economy of His Majesty the King. Saving money for time of need. Being moderate with surplus used for sharing or expansion of business while having good immunity				
11. Maintaining both physical and mental health and unyielding to the dark force or desires, having sense of shame over guilt and sins in accordance with the religious principles	4.12	4.25	4.42	4.17
12. Putting the public and national interest before personal interest.	4.41	4.36	4.61	4.42

Table 2: Data collected from private university no. 1 showing the mean scores (listed from the lowest to the highest) of the 12 values

The 12 core values	(\bar{X})
11. Maintaining both physical and mental health and unyielding to the dark force or desires, having sense of shame over guilt and sins in accordance with the religious principles	4.12
5. Treasuring the precious Thai tradition	4.13
2. Being honest, sacrificial and patient with positive attitude for the common good of the public	4.15

Table 3: Data collected from private university no. 2 showing the mean scores (listed from the lowest to the highest) of the 12 values

The 12 core values	(\bar{X})
10. Practicing the philosophy of Sufficiency Economy of His Majesty the King. Saving money for time of need. Being moderate with surplus used for sharing or expansion of business while having good immunity	4.06
4. Seeking knowledge and education directly and indirectly	4.07
5. Treasuring the precious Thai tradition	4.13

Table 4: Data collected from public university no. 1 showing the mean scores (listed from the lowest to the highest) of the 12 values

The 12 core values	(\bar{X})
10. Practicing the philosophy of Sufficiency Economy of His Majesty the King. Saving money for time of need. Being moderate with surplus used for sharing or expansion of business while having good immunity	4.25
4. Seeking knowledge and education directly and indirectly	
5. Treasuring the precious Thai tradition	4.29
	4.31

Table no. 5 Data collected from public university no. 2 showing the mean scores (listed from the lowest to the highest) of the 12 values

The 12 core values	(\bar{X})
10. Practicing the philosophy of Sufficiency Economy of His Majesty the King. Saving money for time of need. Being moderate with surplus used for sharing or expansion of business while having good immunity	3.95
4. Seeking knowledge and education directly and indirectly	
5. Treasuring the precious Thai tradition	4.00
	4.01

Discussion and conclusion

According to the research findings, it can be conclude that the mean scores of 11 items out of the 12 core values collected from both of the public university students are higher than the mean scores collected from both of the private university students. The 11 items are listed below:

1. Upholding the nation, the religions and the Monarchy
2. Being honest, sacrificial and patient with positive attitude for the common good of the public
3. Being grateful to the parents, guardians and teachers
4. Seeking knowledge and education directly and indirectly
5. Treasuring the precious Thai tradition
6. Maintaining moral, integrity, well-wishes upon others as well as being generous and sharing
7. Understanding, learning the true essence of democratic ideals with His Majesty the King as the Head of State

9. Being conscious and mindful of action in line with His Majesty's the King's statements
10. Practicing the philosophy of Sufficiency Economy of His Majesty the King, saving money for time of need and being moderate with surplus used for sharing or expansion of business while having good immunity
11. Maintaining both physical and mental health and unyielding to the dark force or desires, having sense of shame over guilt and sins in accordance with the religious principles
12. Putting the public and national interest before personal interest.

The mean scores of 8 items out of the 12 core values collected from both of the private university students are higher than the mean scores collected from both of the public university students

Furthermore, table 2-5 demonstrate consistent information that item no. 10 on the list of the 12 core values about the philosophy of Sufficiency Economy of His Majesty the King to carefully spend money and to be moderate with surplus used for sharing or expansion of business while having good immunity should be promoted among current university students as a priority because it will lay the most essential economic foundation for the country. It is also interesting to find out that all of the universities show low mean scores for item no. 4 (Seeking knowledge and education directly and indirectly) and item no. 5 (Treasuring the precious Thai tradition) on the 12 core values list. This reveals that these two values need to be worked on and focused. Moreover, only one university show a low mean score for item no. 2 (Being honest, sacrificial and patient with positive attitude for the common good of the public) and 11 (Maintaining both physical and mental health and unyielding to the dark force or desires, having sense of shame over guilt and sins in accordance with the religious principles).

Suggestions

According to the findings, the researcher would like to propose the following suggestions:

The researcher would like to give 3 main suggestions for promoting the 12 core values in universities:

1.1 In terms of policy planning, all universities must have a campaign and policy planning aiming at research for new knowledge about how to cultivate students to be autonomous learners and put emphasis on studies about constructing a good basis of learning since kindergarten. Students should be encouraged to seek for knowledge by themselves. Moreover, universities should have a clear policy to revitalize Thai culture and preserve Thai traditions. The focus should be put on visible implementation of the university main missions.

1.2 As for curriculum and instruction, universities must improve their instruction to become more integrated and encourage students to be autonomous learners, practice analyzing and do more participatory learning and create their own concepts and ideas. The

philosophy of Sufficiency Economy should be included in all of the courses focusing on students' understanding and ability to apply to their lives. Students should be taught to realize the importance of this philosophy because it can be used as a basis for developing the economy of the country. More free elective courses about ethics, morality and Thai culture should be added into the curriculum.

1.3 Regarding students' activities, universities must provide more extra-curricular activities gearing toward Thai culture related activities and activities that support the philosophy of Sufficiency Economy. It is recommended to set up a Thai cultural center to provide students knowledge about Thai culture and learn about their roots.

Recommendation for further studies

1. More studies concerning Thai culture and traditions and promoting the philosophy of Sufficiency Economy among students are recommended.
2. There should be studies conducted with students in each university to examine the students' values. The findings can be used as a guideline to develop the students in line with the 12 core values.

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Website

Government of Thailand

www.thaigov.go.th/en

Ministry of Education

<http://www.moe.go.th/>

Office of National Education Commission

<http://www.onec.go.th>

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