



Knowing Our Neighbors

Public Opinion Research in Asia in a Time of Media Revolution and Aging Societies

Program Guidebook of
**2013 ANPOR Conference
& KASR Fall Meeting**

Hoam Faculty House & Asia Center
Seoul National University
Seoul, South Korea

November 21-23, 2013

Co-organized By

Asian Network for Public Opinion Research (ANPOR)
The Korean Association for Survey Research (KASR)
Statistics Korea (KOSTAT)
Faculty of Management Science, Silpakorn University

Special Thanks to Our Sponsors

National Research Foundation of Korea



Korea Tourism Organization



Seoul National University Asia Center



World Research



Focus Company



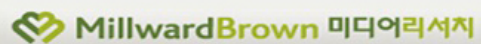
Hankook Research



Nielsen Korea



Millward Brown Media Research



Macromill Embrain



Global Research



Hyundai Research institute



Research & Research



Editor-in-Chief:

Dhanaraj Kheokao

Editorial Team:

Sarah LoCascio

Nattawadee Boonwattanopas

Natthakorn Ruengdit

Pornpong Sakdapat

Graphic Designer:

Naris Pichedpan

Welcome greetings from the President of ANPOR



Welcome to the first of what I hope will be many gatherings. ANPOR is a new organization, but a very promising one, I think. As you know, this is our first conference. We are pleased to welcome such a large and diverse group of participants.

We come from a variety of fields. There are some who work in statistics, others in communication. We have a large number of participants from health related fields, particularly nurses who are using public opinion surveys to plan their public health campaigns. Science communicators use surveys to assess people's knowledge and attitude about scientific issues or new technology or to plan exhibits for their museums. Pollsters and political scientists use surveys to try to predict elections in their countries or assess the current political climate. We explore new methodology for surveys and we put it into practice to help us understand or create plans based on people's thoughts.

We come from a variety of country, as well. We have representatives from many Asian countries or regions including Bangladesh, China, Hong Kong, India, Indonesia, Japan, Macao, Malaysia, Nepal, Pakistan, the Philippines, Taiwan, Thailand, and, of course, Korea. We also welcome scholars from the USA and Mexico. I am honored and humbled that all of you have come.

I think our specialty, public opinion research, is unique in how much we share with each other and yet how different we are. We all share a purpose in coming here. We are all here to try to understand the people around us a little bit better and in doing so, we hope to make the world itself a little bit better.

We know that the world is changing. With the advent of social networking, we have new tools to assess public opinion. Surveys of individuals are still a big part of our work, but using social media to understand public opinion is now a possibility. At the same time that this new technology is developing, the very make up of many societies is changing. In Korea and many other Asian countries, we face an aging population, which presents unique challenges that we hope to be able to better address with the aid of public opinion research.

This conference truly would not have been possible without the aid of our committee members and their teams. They worked tirelessly to plan a schedule of interesting and engaging events and presentations. I know you will all enjoy the fruits of their and your labor as you learn from each other and grow together.

Welcome to Seoul.

Sincerely yours,

Sung Kyum Cho
President of ANPOR

Welcome greetings to the KASR Fall Conference



This year, our conference is different from previous ones in that we have the opportunity to meet and hear about the research results of scholars and researchers from several Asian countries. More than 120 scholars submitted their papers to this year's conference. The topics we will hear about are also diverse, including science communication, health, and election polling, among others.

Since its foundation in 1999, KASR has developed greatly in terms of its academic and social roles. Now we have more than 400 memberships from various fields. Today, at the age of 11, we are having our first international conference together with ANPOR.

The success of this year's conference can be attributed to the fact that Asians feel the need to have our own platform for knowledge production. The Asian platform for knowledge production is needed all the more now because we are facing many common problems. For example, ours is not the only aging society. Environmental pollution cannot be solved within any single country. To prevent yellow wind in Korea, we need to work together with China.

International collaboration is also important for creating some kind of standardization. If we want to compare the quality of life of the elderly in each country, we need to use common measurement tools. Standardization also enables Asian countries to share knowledge. If we use common terms and common methodology, it will be much easier to learn from each other. Survey data in particular is not comparable if we use different tools.

Till now, international collaboration often meant importing solutions. Imported solutions used to be regarded as superior to self-invented solutions. Nowadays we are placing more emphasis on sharing methodology or tools rather than knowledge itself.

This year's conference is a little different from other international conferences. We tried sharing our knowledge production process. Seven countries conducted a cross country survey together. The newly created journal, AJPOR, allows all the countries to join equally. The journal tries to invite diverse authors and reviewers.

By hosting the first annual ANPOR conference, and by organizing the conference in such an amazing way, KASR members have contributed a lot to the success of ANPOR. I hope KASR will continue to play an active role in expanding ANPOR.

In this way, we can contribute to improving public opinion research and to a peaceful world.

Yours faithfully,

Young Won Kim
President of KASR

Table of Contents

	Page
I. Corporate Profile	
1. Asian Network for Public Opinion Research	8
2. Korean Association for Survey Research	8
3. Statistics Korea	8
4. Silpakorn Univeristy	8
II. Committee	
1. Conference Committee	11
2. Scientific Committee	11
3. Local Organizing Committee	12
4. Members	12
III. General Information	
1. Location	14
2. Traffic Guidance	16
IV. Conference Program	
1. Conference Schedule	18
2. List of Sessions	20
3. Keynote Speech	22
V. Abstracts	
1. ANPOR : List of Abstract(Alphabetical)	29
2. ANPOR Abstract	41
3. KASR : List of Abstract(Alphabetical)	117
4. KASR Abstract	118
VI. Index	123

I. Organization Profile

1. Asian Network for Public Opinion Research

The Asian Network for Public Opinion Research (ANPOR) is a new organization that promotes and supports public opinion research in Asia. The creation of ANPOR was suggested at the 2012 WAPOR conference in Hong Kong in 2012. Its constitution was ratified at a meeting in Thailand in November of 2012. ANPOR has just published the first issue of its journal, the Asian Journal for Public Opinion Research (AJPOR). ANPOR has also facilitated a cross-country survey, the results of which will be presented at this, the first annual ANPOR conference. Future conferences will take place in various countries across Asia. The interests of members include both public opinion survey methodology and its application in Asia. Its goals include the promotion of a right to conduct and publish scientific research on what people think and why throughout Asia. ANPOR encourages the use of scientific methods to conduct this research and the publication of public opinion research on Asia both here and around the world. Anyone who is interested in public opinion research in Asia is welcome to join. Members include both scholars and survey practitioners. Corporate memberships are also available. Currently, ANPOR has 35 members from 10 countries. Sung Kyum Cho from Korea is the president, Jantima Kheokao from Thailand is the Vice President, and Robert Chung from Hong Kong is the Secretary-Treasurer.

2. Korean Association for Survey Research

The Korean Association for Survey Research (KASR) was founded in 1999. The association was established to meet the need for an interdisciplinary focus on theoretical and practical research by utilizing knowledge from both academia and the experience of professionals in the field of survey research. KASR's main conferences occur twice a year during spring and fall respectively. The conference consists of presentations of academic papers and publications as well as exchanges between foreign research associations. KASR also provides an opportunity for theoretical development and research dissemination by hosting various academic activities and joint conferences. Furthermore, KASR requires relevant research and statistics agencies to provide information and consistently conducts collaborative research projects with corporate professionals. The first president of KASR was Doo-Seung Hong a professor of sociology at Seoul National University. The 11th president, Young-Won Kim, a professor of statistics at Sookmyung Women's University, currently presides over the organization.

3. Statistics Korea

As a central government organization for statistics, Statistics Korea (KOSTAT) aims to provide services related to the overall planning and coordination of national statistics, the establishment of statistical standards, the production and distribution of various economic and social statistics, the processing and management of statistical information and the provision of various statistical data.

KOSTAT reinforces effective statistical adjustment and cooperation activities and leads quality improvement in national statistics in order to achieve the development of national statistics. In order to actively respond to diverse statistical demands in the survey environment in accordance with rapid changes in the economic and social environment, KOSTAT produces reliable statistics with accuracy, usefulness and timeliness through innovations in the national statistical system.

KOSTAT consists of 1 director general, 5 bureaus, 4 officers and 30 divisions in the headquarters. KOSTAT operates the Statistical Training Institute (2 divisions), the Statistical Research Institute (3 divisions), 5 Regional Statistics Offices and 49 Branch Offices.

4. Silpakorn Univeristy

Silpakorn University was originally established as the School of Fine Arts with inception and development of an Italian artist called Corrado Feroci or Professor Silpa Bhirasri who was commissioned during the reign of King Rama VI of Thailand.

The School gradually developed and was officially accorded a new status and name, Silpakorn University, on 12 October 1943. In the early phase of its development, its inaugural faculty – the Faculty of Painting and Sculpture, offered only programs in painting and sculpture.

Now Silpakorn has become a full-grown university offering degree programs at both undergraduate and graduate levels in all major fields of art and design, science and technology, health

science, social sciences and humanities. In addition, it also maintains a Graduate School, Art Galleries, an Art and Culture Center, a Computer Center, a Research and Development Institute, and other facilities and functional services.

Faculty of Management Science

In accordance with a nationwide policy of educational reform and development in Thailand, Silpakorn University established a new campus in Phetchaburi Province called “Phetchaburi Information Technology Campus” (PITC) in 2002. To meet the needs of both the business community and the academic interests of the student community, the University strategically founded the Faculty of Management Science; the second faculty of PITC and the twelfth faculty of Silpakorn University. The PITC campus is a welcome addition to Silpakorn University’s Wang Tha Phra Campus in Bangkok and Sanam Chandra Palace Campus in Nakhon Pathom Province.

The Faculty of Management Science strives to build excellence its academic programs by designing a learning atmosphere, which provides students with practical knowledge, skills, and aptitudes, which will ultimately contribute to national and international challenges today, and unknown challenges in the future, whether through private or public entities. The Faculty of Management Science has decisively incorporated highly effective and properly structured English programs into every academic discipline. By employing English teaching professionals who adhere to proven research and innovative methodology, our students develop purposeful English communicative abilities. This combination of applied management and English skills prepares our graduates to compete for the most lucrative careers in national and international organizations. For students focused on graduate degrees in higher education programs, our faculty prides itself on preparing students for academic research in their discipline of interest.

II. Committees and Members

1. Conference Committee

Name	Position
Kheokao, Jantima (University of the Thai Chamber of Commerce, Thailand)	Chair
Byun, Jong-Seok (Hanshin University, Korea)	Member
Idid, Syed Arabi (International Islamic University Malaysia)	Member
Zhou, Bauhua (Fudan University, China)	Member
Inoguchi, Takashi (University of Niigata Prefecture, Japan)	Member
Siriwong, Pitak (Silpakorn University, Thailand)	Member
Sarah LoCascio	Executive Secretary

2. Scientific Committee

Name	Position	Affiliation
Asst. Prof. Dr. Jantima Kheokao	Chair	School of Communication Arts University of the Thai Chamber of Commerce, Thailand
Prof. Dr. Rhayun Song	Member	College of Nursing Chungnam National University, Korea
Prof. Dr. Monica Swahn	Member	Institute of Public Health Georgia State University, USA
Assoc. Prof. Dr. Sureeporn Thanasilp,	Member	Faculty of Nursing Chulalongkorn University, Thailand
Dr. Robert Chung	Member	Public Opinion Programme (POP) University of Hong Kong
Asst. Prof. Dr. Angus W.H. Cheong	Member	ERS e-Research & Solutions (Macau), and Department of Communication of Faculty of Social Sciences and Humanities University of Macau, Macau
Prof. Dr. Dieter C. Umbach	Member	Law Faculty Potsdam University, Germany
Prof. Dr. Syed Arabi Idid	Member	International Islamic University, Malaysia
Prof. Mingue Park	Member	Korea University, Korea
Dr. Yuichi Kubota	Member	University of Niigata Prefecture, Japan
Dr. Jianbin Jin	Member	Tsinghua University, China
Dr. Ren Fujun	Member	CRISP, China
Mr. Pornpong Sakdapat	Secretary	School of Management Shinawatra International University, Thailand

3. Local Organizing Committee

Name	Position
Byun, Jong-Seok (Hanshin University)	Chair
Kim, Cheong-Tag (Seoul National University)	Member
Kim, Seok-Ho (Sungkyunkwan University)	Member
Lee, Gi-Hong (Hallym University)	Member
Song, In-Deok (Joongbu University)	Member
Kim, Ock-Tae (CMI, Ewha Womans University)	Member
Park, Seung-Yeol (World Research)	Member
Park, Min-gue (Korea University)	Member
Lee, Kee-Jae (Korea National Open University)	Member
Park, Eun-Jung	Secretary
Gim, Young-Hoon	Secretary

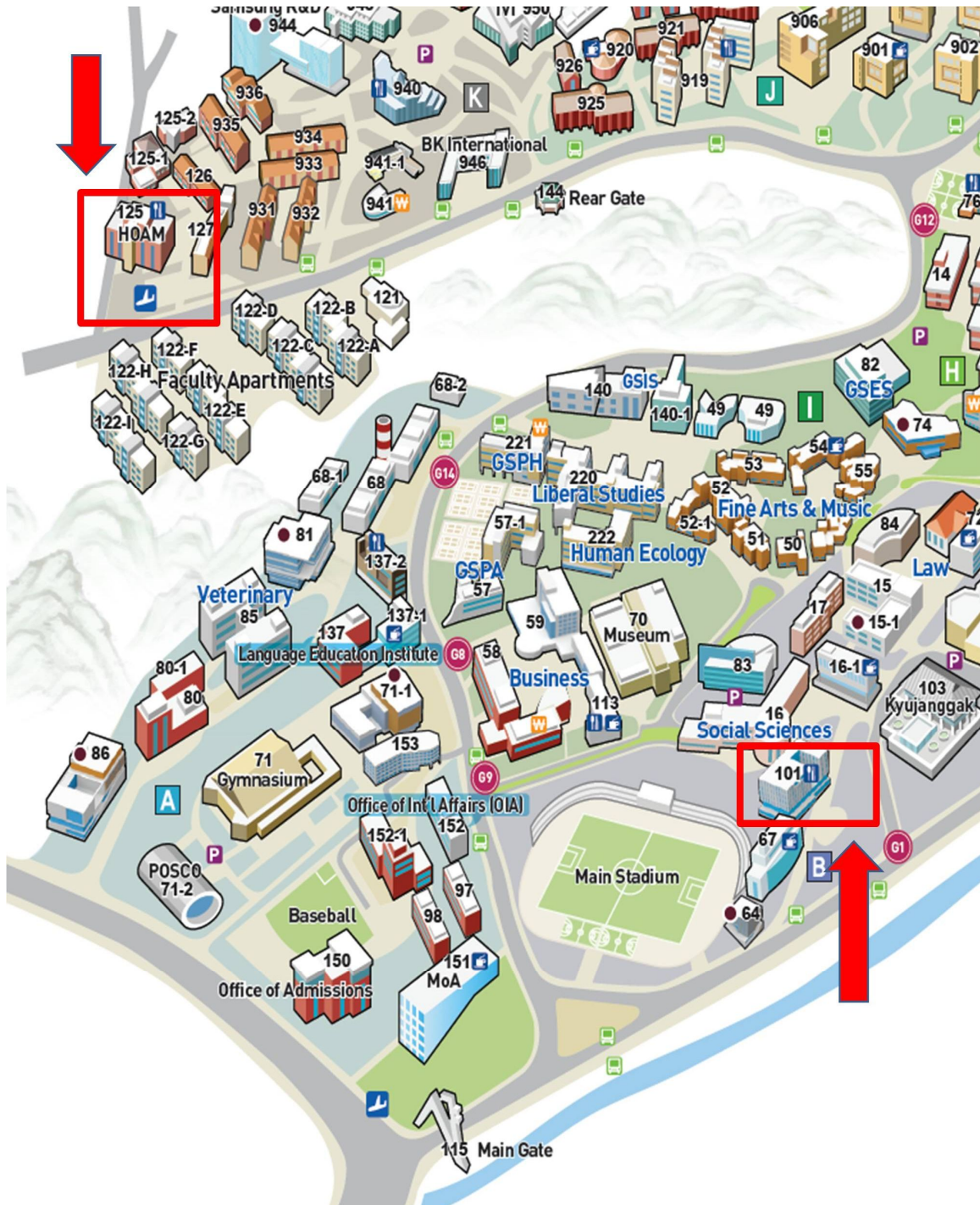
4. Members

Country/region	Name	Affiliation
Bangladesh	Haq M Saidul	SRG Bangladesh Ltd (SRGB)
China	Li Shuanglong	Fudan Media and Public Opinion Research Center
China	Tong Bing	Fudan Media and Public Opinion Research Center
China	Xie Yungeng	Shanghai Jiao Tong University
China	Zhou Baohua	Fudan Media and Public Opinion Research Center
Hong Kong	Chung Robert	Public Opinion Programme at The University of Hong Kong
Hong Kong	Lee Winnie	Public Opinion Programme at The University of Hong Kong
India	Bajaj V K	RNB International PVT Ltd
India	Deshmukh Yashwant	YRD Media
Japan	Collet Christian	International Christian University
Japan	Fuji Seiji	University of Niigata Prefecture
Japan	Inoguchi Takashi	University of Niigata Prefecture
Japan	Kubota Yuchi	University of Niigata Prefecture
Japan	Michihiro Chie	Nippon Research Center
Korea	Cho Sung Kyum	Chungnam National University
Korea	Kim Ock Tae	Dongguk University
Korea	Kim Shin Dong	Hallym University
Korea	Lee Sang Kyung	Hyundai Research Institute
Korea	Park Mingue	Korea University
Macau	Cheong Angus	ERS e-Research & Solutions
Malaysia	Idid Syed Arabi	International Islamic University Malaysia
Philippines	Sandoval Jay	Social Weather Stations
Sri Lanka	Peiris Pradeep	Centre for Policy Alternatives in Colombo
Taiwan	Yu Ching Hsin	National Chengchi University
Taiwan	Yu Eric Chenhua	Election Study Center of National Chengchi University
Thailand	Chuenklin Thunyaporn	Prachomklao College of Nursing Phetchaburi
Thailand	Jinruang Suree	Boromarajonani College of Nursing Saraburi
Thailand	Kheokao Jantima	University of the Thai Chamber of Commerce
Thailand	Krirkgulthorn Tassanee	Boromarajonani College of Nursing Nakorn Rachasima
Thailand	Panidchakul Kultida	Boromarajonani College of Nursing Saraburi
Thailand	Shaw Kanyika	University of the Thai Chamber of Commerce
Thailand	Tansriprapasira Kanaporn	Kanchanabhishek Institute of Medicine and Public Health Technology
Thailand	Yingrengreung Siritorn	Boromarajonani College of Nursing Saraburi

III. General Information

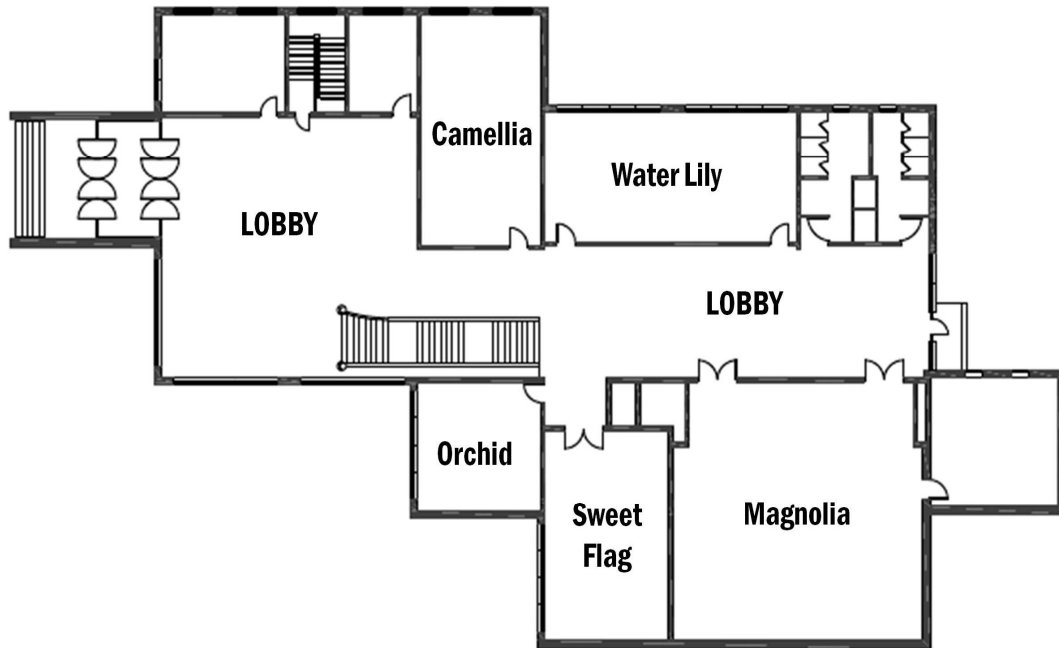
1. Location

[Hoam Faculty House & Asia Center, Seoul National University]

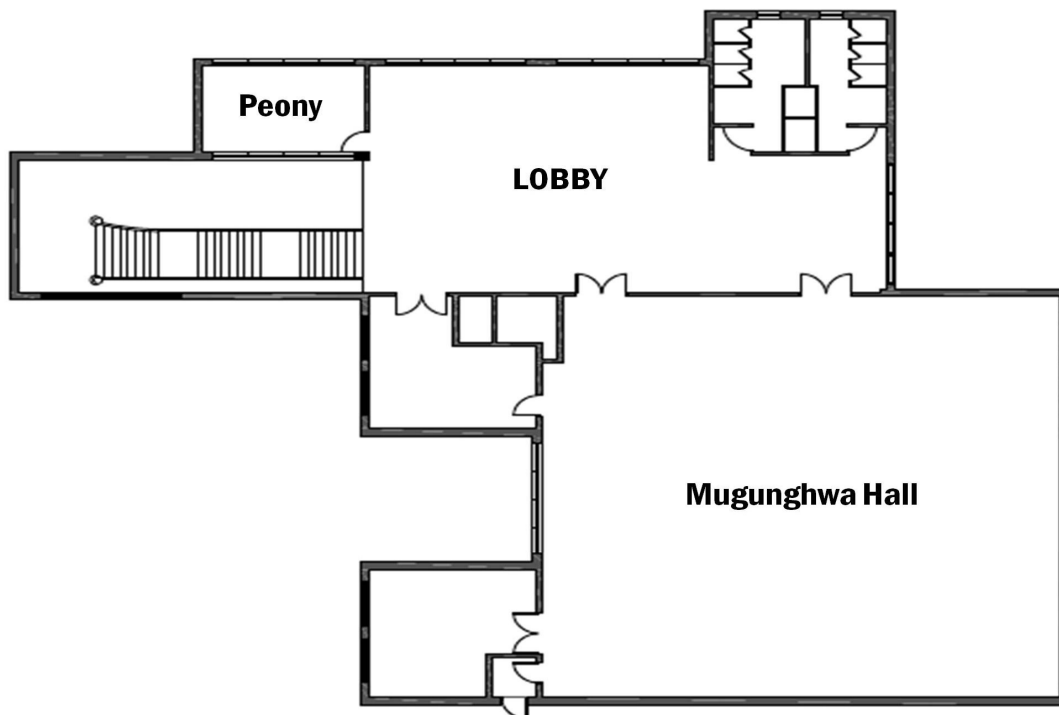


* Questions and comments : SNU Hoam Faculty House +82 +2 +871+4053

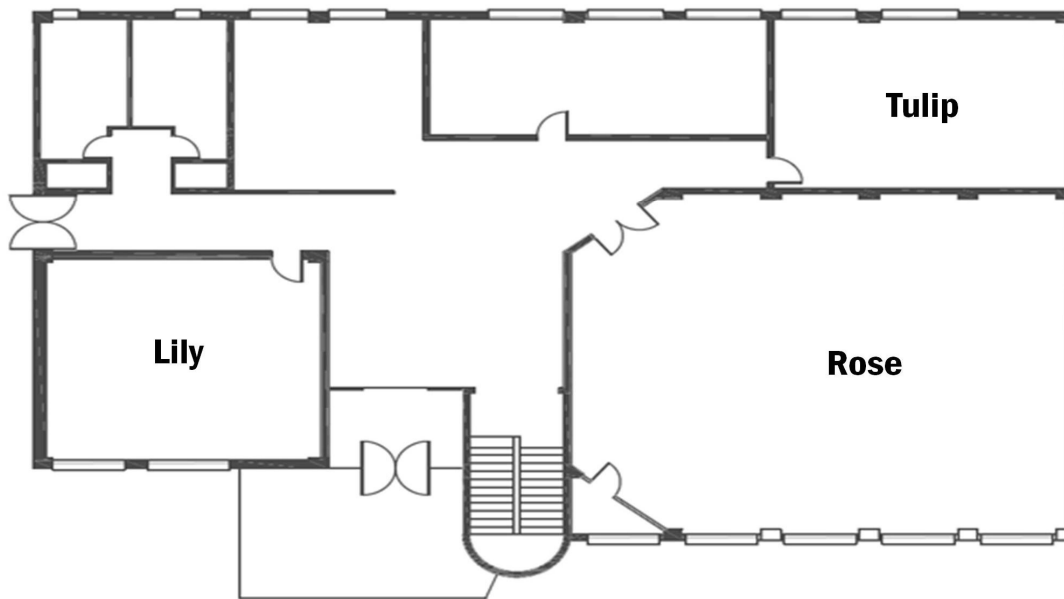
[Hoam Faculty House Samsung Convention Center (125-1dong) F1]



[Hoam Faculty House Samsung Convention Center (125-1dong) F2]



[Hoam Faculty House SK Guest House (125-2dong) F1]



2. Traffic Guidance

Way 1. From Incheon airport to Hoam

1. Take the "#6017 Airport limousine bus" at the GATE 6B or 13B. (Check the Bus time table)
2. Get off at the last stop "Hoam Faculty House"
The bus fare is 15,000 won by cash.
It takes 70 minutes.

Way 2. From Kimpo airport to Hoam

1. Take the "#6003 Airport limousine bus" at the Bus terminal #6.
 - The bus will depart every 20minutes.
 - The bus fare is 4,000 won by cash.
2. Get off at the main gate of Seoul National University.
3. Take a taxi or a shuttle from the main gate of Seoul National University
 - Shuttle service is available upon reservation only.
 - Running hour of shuttle: 08:00~19:00 (Monday to Friday).
 - Please contact at 82-2-880-0311 for reservation

Way 3. By Taxi

1. Take a taxi from Incheon/Kimpo airport to Hoam Faculty House(HFH).
2. The fare could be changeable upon traffic situation.
3. Please contact us at +82-2-880-0311 or front@hoam.ac.kr for reservation.

How to get Hoam Faculty House from City of Seoul

1. Green Line Nakseoungdae subway station(Gate #4)
 - Turn left at GS Gas-Station
 - You can see a green bus waiting in front of <Coffee House>
2. Take the "관악-02(Gwanak-02) bus" which is green bus
 - Getting off the bus at Hoam Faculty House(5 min by bus)
 - A green bus "관악-02(Gwanak-02) " is run every 2~3 min.
 - Time table (First run 06:00 / Last run 00:15)

IV. Conference Program

1. Conference Schedule

Legend
Green: ANPOR session
Blue: KASR session

Date		Nov. 21			Nov. 22						Nov. 23			
Place		Convention Center			Convention Center				Guest House		Asia Center			
		Magnolia	Water lily	Camellia	Mugunghwa Hall	Magnolia	Water lily	Camellia	Lily	Tulip	Room A	Room B	Room C	
Capacity		60	60	30	150	60	35	45	30	30				
Presentation	9:30 ~				S2_1	S2_3	S2_7	KASR Registration and General meeting	S2_17	S2_19	S3_1	ANPOR Council Meeting	T2: Web Tutorial	
	10:30 ~				Coffee Break			S2_12	Coffee Break					
	10:50 ~													
	11:00 ~				S2_2	S2_4	S2_8		S2_18	S2_20	S3_2	AJPOR Board Meeting		
	12:20 ~	Registration		Lunch Time (Crystal)										
	13:00 ~		ANPOR General meeting											
	13:30 ~	Poster Session		Keynote Speech										
	14:00 ~													
	14:50 ~	Coffee Break			Coffee Break									
	15:00 ~	S1_6	S1_2	T1: Big Data		S2_5	S2_9	S2_13	S2_15	S2_21				
	16:20 ~	Coffee Break			Coffee Break									
	16:30 ~	S1_7	S1_3		S1_5	S2_6	S2_10	S2_14	S2_16	S2_22				
Banquet	18:00~21:00	Center Hall Reception (Magnolia)			Main Reception (Mugunghwa Hall)									

Extra Activity	
Wednesday	
16:00-18:00	Communication Index Forum (Lilic Hall at Hoam) Title: Measuring Communication Capital in Asian Societies, Organized by Social Science Korea(SSK) Communication Index Research Group funded by the Korean Government
Thursday	
10:00-12:00	Big data colloquium (Water Lily Hall at Hoam)
11:00-13:00	Science communication colloquium (Pine Hall at Hoam) (This colloquium is supported by 'Risk Society' Korea & Riskcommunication : Reflection of Risk in the Korean Society in the perspective of Communication(Social Science Korea))
11:00-13:00	Political communication and election research colloquium (Etoies Hall at Hoam)
13:00-14:00	ANPOR General Meeting (Water Lily Hall at Hoam)
Friday	
09:30-10:30	KASR Registration and General Meeting (Camellia at Hoam)
Saturday	
08:30-09:30	Asian Student Workshop Meeting (Room C at Asia Center)
09:30 11:00	ANPOR Council Meeting (Room B at Asia Center)
11:00-12:20	AJPOR Board Meeting (Sodammaru near Asia Center)

3. List of Sessions

Session Number	Title	Organizers	Discussant
S1_2	Quality of Life in Aging Asia-1	Seo, U-seok (University of Seoul)	
S1_3	Quality of Life in Aging Asia-2	Karuncharernpanit, Sirikul (Boromarajonani College of Nursing, Chakriraj, Ratchaburi.THAILAND)	
S1_5	Knowing Our Neighbors-1	Legoh, Finarya (Ministry of Research & Technology, INDONESIA)	
S1_6	Social Networking Sites, Big Data, & Research in Asia-1	Cheong, Angus (Macao Polling Research Association)	
S1_7	Public Opinion & Media-1	Chung, Robert (University of Hong Kong)	
S2_1	A Cross National Survey: Daily life satisfaction in ASIA	Cho, Sung-Kyum (Chung Nam University)	
S2_2	Survey Practice and Technique-1	Kang, Chang-Ick (Statistics Korea)	
S2_3	Social Networking Sites, Big Data, & Research in Asia-2	Baek, Young-Min (Yonsei University)	
S2_4	Election Polling-1	Huh, Myung-Hoe (Korea University)	
S2_5	Public Opinion & Media-2	Jin, Jianbin (Tsinghua University)	
S2_6	Quality of Life in Aging Asia-3	Inoguchi, Takashi (University of Niigata Prefecture)	
S2_7	Science, Environment, and Risk-1 (This session is organized by China Research Institute for Science Popularization(CRISP))	Liu, Xuan (CRISP)	
S2_8	Science, Environment, and Risk-2	Song Hae-Ryong (Sungkyunkwan University)	
S2_9	Survey Practice and Technique-2	Kennedy, John (Indiana University)	
S2_10	Knowing Our Neighbors-2	Deshmukh, Yashwant (CVoter Foundation)	
S2_12	Population and Health	Lee, Ki-Jong (Kookmin University)	Seo, U-Seok (University of Seoul) Shin, In-Cheol (Soongshil University) Lee, Sang-Lim (KIHASA) Kye, Bong-Oh (Kookmin University)
S2_13	Quality of Data	Lee, Kye-Oh (Gallup Korea)	Han, Keun-Sik (Hanshin University) Han, Sang-Tae (Hoseo University) Lee, Seong-Gun (Seongshin Women University)
S2_14	Quality of Life through Data Analysis	Lee, Seung-Wook (Seoul National University)	Choi, Seul-Ki (KDI) Nam, Eun-Young (Seoul National University) Kim, Ock-Tae (Ewha Womans University)

S2_15	Science, Environment, and Risk-3	Patairiya, Manoj K (Department of Science & Technology, Govt. of India)	
S2_16	Science, Environment, and Risk-4	Hathayatham, Aphiya (The National Science Museum.THAILAND)	
S2_17	Quality of Life in Aging Asia-4	Karuncharernpanit, Sirikul (Boromarajonani College of Nursing, Chakriraj, Ratchaburi.THAILAND)	
S2_18	Quality of Life in Aging Asia-5	Siriwong, Phitak (Silpakorn University)	
S2_19	Election Polling-2	Kim, Ji-Woon (Chung Nam University)	
S2_20	Knowing Our Neighbors-3	Kim, Shin-Dong (Hallym University)	
S2_21	Public Opinion & Media-3	Jadesadalug, Viroj (Silpakorn University)	
S2_22	Election Polling-3	Kim, Cheong-Tag (Seoul National University)	
S3_1	Quality of Life in Aging Asia-6	Park, Myong-Hwa (Chung Nam University)	
S3_2	Quality of Life in Aging Asia-7	Krirkgulthorn, Tassanee (Boromarajonani College of Nursing Saraburi, THAILAND)	

3. Keynote Speech

Doo-Seung Hong (*PhD, University of Chicago*) is a professor of sociology at Seoul National University and former president of the Korean Sociological Association. Currently, he is president of Korean Defense Policy Association. He also served as the first president of the Korean Association for Survey Research during the period of 1999-2001. His main research interests are in the fields of social stratification, armed forces and society, and survey research. His research has appeared in *American Sociological Review*, *Work and Occupations*, *Current Sociology*, *Social Indicators Research*, *Asia Pacific Journal of Management*, and *Journal of Management*. Recently, he was elected as the Chairman of the National Commission for Publicizing Spent Nuclear Fuel Management.

SURVEY RESEARCH IN SOUTH KOREA: PAST AND PRESENT

Prof. Doo-Seung Hong
Department of Sociology, Seoul National University, Seoul, Korea

I am very honored and delighted to have the opportunity to talk to all of you this afternoon at the 2013 Asian Network for Public Opinion Research Conference. I also would like to extend my warm welcome to all the participants, particularly to those from other Asian countries who made a long trip to Seoul. The topic I chose for the keynote speech at this conference concerns the development of survey research among academics and practitioners in South Korea over the past 60 years. Survey research, in general, covers three major areas by its purpose such as academic research, market research, and public opinion poll, even though each one is often overlapped with another. Results from market research or public opinion polls may provide basic data for academic research while academic research often renders practical guidelines and suggestions for market research or polls.

The method of survey research has a long history in social science research. As early as the late 19th century, social scientists utilized a questionnaire survey. In 1880, Karl Marx executed a mail survey with 25,000 French workers to explore their political attitudes and disposition and Max Weber was also known to use the method of survey research with factory workers when he pursued the ethics of Protestantism (Babbie, 1982: 136-137; Hong, 2001: 42-43). However, it was not until the 20th century that full-fledged surveys were carried out by social scientists.

Early Public Opinion Polls

The record shows that the first known opinion poll was conducted in 1824 in a US city for predicting people's choice of president even though it was done at a very primitive level. During the first half of the 20th century, nation-wide surveys were carried out to predict presidential elections successfully. For the 1936 presidential election in the US, George Gallup forecasted Roosevelt's victory using a more scientific method while a poll by the Literary Digest failed despite a much larger sample. Then, Elmo Roper and Louis Harris joined scientific polls during this period. Since then, the polls have become a popular way of exploring public opinion.

In South Korea, we can find a record of public opinion polling as early as April 1946, only eight months after the liberation from the Japanese colonial occupation. In an editorial, the *Donga-Ilbo*, a daily newspaper, pleaded with people to participate in a public opinion poll to be implemented soon (*Donga-Ilbo*, April 10, 1946).

In February 1950, *Kyunghyang Shinmun*, another daily newspaper, executed a poll with 677 people on the street in Seoul to find out their opinions on a constitutional amendment from the existing presidential system to a parliamentary system, which was introduced to the national assembly at that time. The survey itself was very primitive and the respondents were chosen not in any scientific way, but by the convenience sampling method. Only two questions were asked. The first question was, "Which one would you prefer, a parliamentary system or a presidential system?"¹ The

¹ Four choices were provided; (1) unicameral parliamentary system, (2) bicameral parliamentary system, (3) presidential system by indirect vote (current), and (4) presidential system by direct vote. In response to the question, 38.3% were in favor of a parliamentary system while 51.7% supported a presidential system. 40.9% were in support of the current presidential system by indirect vote. By occupation and age groups, manual workers strongly supported the current system and President Rhee Syngman and thought that there was no need for constitutional amendment whereas students,

second question states, "If constitutional reform is necessary, when do you think is an appropriate time for an amendment?" ²(*Kyunghyang Shinmun*, February 11, 1950).

In the early 1960s, several newspapers implemented polls to explore public opinion on timely issues of that time. In 1961, *Kyunghyang Shinmun* carried out polls twice in May and July concerning the resumption of political activities, which had been banned after the May 16 Military Coup of 1961. In August 1963, the same newspaper did a poll with its regular subscribers asking their preference for the Presidential election scheduled in October. All subscribers were individually contacted, but only 26% responded. During this period, each poll reported the use of "random sampling," but no specific details were revealed.

Concerning the power transfer from the military to civilian government scheduled in 1963, in December 1962, the *Donga-Ilbo* with the Korea Social Statistics Center conducted a poll of Seoul citizens. Individual respondents were selected by systematic and random sampling methods using the residents' registration cards filed at local administrative offices. 85.4% of the total 1,500 people in the sample responded. One example of the questions asked is, "Do you have high hopes and expectations for the power transfer to civilian politicians?" 68% gave a positive and 25 a negative response (*Donga-Ilbo*, January 1, 1963).³

Public opinion polls were done not only by the press, but by the government. In November 1960, the first nationwide public opinion poll was executed by the Secretariat of State Council with a sample of 3000 people at 51 sampling locations. It was reported that about 80% responded (*Donga-Ilbo*, December 29, 1960). The questionnaire had a total of 52 structured questions asking opinions on such issues as the supply of fertilizers and the necessity of citizens' ID card (Lee, M-G, 1961).

Academic Activities

Now, we may have to explore when Korean social scientists started to utilize survey methods for their academic research. An empiricist approach to social phenomena has often sought to acquire objective and quantifiable data for scientific analysis. In South Korea, the discipline of sociology played a pioneering role in adopting survey methodology to its research. In 1949, the late Prof. Lee Man-Gap (1921-2010) at Seoul National University (SNU), who had had no formal training himself on this method by that time, attempted to implement a survey with a short list of questions on shops in Jongno and Chungmuro in Seoul (Lee, M-G, 1979, 2007). This is known as the first trial of a survey in academic disciplines in South Korea. In December 1958 Lee carried out a field survey using more systematic questionnaires in six villages in Gwangju and Yongin, Kyonggi Province with financial support from Korean Research Library founded in 1958. The results of the survey appeared in *The Social Structure of Korean Village* (1960) and *The Structure and Change of Korean Rural Society* (1973), respectively. The former book is known as the first research work, which used empirical social survey methodology in South Korea.

As to the teaching of survey methods, according to the history of the Sociology Department at SNU, courses named "social survey," "public opinion and survey," and "social survey methods" are found in curricula for both undergraduate and graduate students during the period of 1947-1952 (Seoul National University Department of Sociology, 1996). In that no written records are available on the contents of lectures at that time, we can only presume that since the early stage of the foundation of Korean sociology scholars have been concerned with survey methods. It was not until September 1956, when the Sociology Department at Seoul National University offered the course "Social Survey Method," that a more systematic course on survey methods is found in a university curriculum in Korea. Lee Man-Gap started teaching this course right after he came back from a research year at Cornell University. According to his memoirs, he learned survey research methods during his stay at this university (Lee, M-G, 2007).

In November 1999, academics from different disciplines including statistics, sociology, journalism, psychology, public administration, business administration, etc. gathered to form an academic association for survey research. The Korean Association for Survey Research (KASR) (<http://www.kasr.org>), a multidisciplinary professional association, was established which aims to

salaried employees and government officials were in favor of a parliamentary system. And young people strongly supported the amendment to a parliamentary system while the middle-aged and above preferred the status quo.

² The answer was either (1) in the current national assembly, or (2) after the next general election.

³ As to the question "Do you have much interest in political issues?", 21% responded "much", 25% "so so", but 54% expressed "no interest".

promote academic research on social survey. The association has held conferences and seminars, published a scholarly journal, implemented contract research for both public and private organizations, and developed exchange programs with overseas academic associations in the field. *Survey Research*, the official journal of the Korean Association for Survey Research, has been published three times a year, but now it has become a quarterly publication.

The association, with support from Gallup Korea, enacted the Gallup Korea Award in 2003 for those who had published a high-quality paper using social survey methods in a top-tier journal and the Gallup Korea Dissertation Award in 2004 for those who had shown excellence in their performance on a doctoral dissertation in fields related to survey research methods in order to promote the development of survey research in South Korea.

Emergence of Research Companies

Apart from the academic activities, research companies emerged for business purposes in the late-1960s in South Korea. Since then, they have developed very rapidly. Now, it is estimated that over 50 research companies carry out various surveys. In 1992, research companies formed an organization, Korean Association of Opinion and Marketing Research (KOSOMAR) for exchanging information and knowledge and mutual friendship. KOSOMAR changed its name to Korea Research Association (KORA) in 2009 (<http://www.ikora.or.kr>). As of 2013, 42 research companies participate in KORA as a membership company. Survey research by commercial research companies consists of market research and social surveys. The proportion of social surveys or public opinion polls among the total sales volumes is presumed far less than those for market research.

The first commercial research organization appeared in 1968 (Lee, H-C., 2002). Yushin Marketing Research Company was established apart from the Marketing Research Division of Yuhan Yanghaeng, but this company lasted for only two years. At that time, there was no understanding of market research by business firms or the public. In 1974, Korea Survey Poll (KSP) was launched, which was changed to Gallup Korea in 1979, as a partner company of England-based Gallup International. Gallup Korea started public opinion polls in 1980 with the *Hanguk Ilbo*, a daily newspaper. Gallup Korea was known as the only research company until the mid-1980s when other major research companies such as Korea Research Center, Hyundai Research, Research & Research, Media Research were established.

Gallup Korea has been known as “The Academy of Pollsters” in the sense that many of its former employees left the firm and launched their own business in survey related fields or moved to other research companies as key members including the CEOs of Hankook Research, NI Korea and M&C. For example, Hankook Research, one of the biggest research companies in South Korea, established in 1978, devoted to market research until the late-1990s, now has 270 regular employees with 56 billion won in sales volumes in 2012 (<http://www.hrc.co.kr>).

Election Polls

As stated above, public opinion polls have been widely used for exploring people’s political attitudes and forecasting various public elections. The polls have often encountered political and legal barriers for their use and public release of the results. In March 1967, the National Election Commission issued an authentic interpretation on opinion polls related to elections in response to an inquiry from a Japanese NHK Seoul branch. The commission stated that public opinion polls of voters concerning candidates’ reputation and preference or the party they support are prohibited before an election, even if the results are not publicized (*Donga-Ilbo*, March 4, 1967).

In South Korea, systematic election polls were attempted for the first time in Korean history to predict the results of the presidential election, which had been scheduled in 1987. Compared to other advanced countries such as the US and UK, election polls in South Korea seem a rather recent phenomenon. During the period of 1987-1995, Gallup Korea took unrivaled initiative over election surveys and prediction. Since then, opinion polls have proliferated to forecast elections for public positions such as presidency, national assembly, and local government leaders. Polls for the 14th presidential election in 1992 were popular during the campaign period, but press release of the preference for candidates was prohibited from the first day of official campaign period to midnight of Election Day (Park, 2002). In 1995, the commission announced that opinion polls and public release by the press are permitted 60 days before election.

For the election of the 15th National Assembly members in 1996, the three major broadcasting companies KBS, MBC and SBS jointly participated in polls using telephone surveys with the help of five research companies such as Dongsuh Research, Media Research, World Research, Gallup Korea and Korea Research. For the 15th Presidential Election held in December 1997, Gallup

Korea predicted the election results by a very close margin and other losing candidates as well within the margin. The accuracy of forecasting made people acknowledge the meaning and utility of public polls which had never drawn such an enthusiasm and trust from the public before (Park, 2002).

During the campaign period, various polls suffered from high percentages of “don’t know”, “no response” or “haven’t decided yet.” Park (2002, p.94) reported that the percentage of “no response” in South Korea is 3-5 times higher than Western societies because the South Korean electorate tends to be reluctant to reveal their political views frankly, presumably as a result of their experience under repressive political regimes that controlled Korea for a long time. Therefore, analysts of polls had to figure out who responds and who does not, and to pursue how to extrapolate the results of “no response” based on the results from responses. If there is no difference between the two, we may predict the result from who responded. If not, however, we may have to delve into who did not respond and extrapolate, assuming that if a non-respondent had responded to the question, he/she might have chosen one or the other by considering response patterns of the respondents based on their characteristics (mostly demographic). To make it possible, we have to develop a new technique for predicting plausible responses even though they did not expose their opinion explicitly.

In 2012, the Asan Institute for Policy Studies, a private, non-profit research organization, planned a seven-round panel survey for the 19th National Assembly and 18th Presidential elections to trace the changes of public opinion over time with the same sample of respondents. To establish the panel, the survey used multistage stratified sampling method (Park et al., 2012). For the panel, this survey employed Random Digital Dialing (RDD) using cellular phones in addition to landline phones. Since the use of cellular phones has become widespread, using them makes it easier to access respondents. However, this study reported that the sample based on cellular phone RDD by random sampling produced under-representation of certain categories such as aged women because of less use of cellular phones among this group than others. Therefore, the research team added phone numbers based on landline phone RDD method (Park et al., 2012: 14-29). Research & Research, a private research company, carried out the construction of the panel, sampling and the execution of Computer Assisted Telephone Interview (CATI).

In addition to pre-election polls, post-election polls have been conducted for various purposes. For example, to gain an early indication of voting results, exit polls have been carried out with those who voted as they were leaving a polling station. For the 1995 gubernatorial election, MBC and Gallup Korea carried out a telephone survey between 11 am to 3 pm with 10,600 people who voted and predicted winners and losers and released the results at 6 pm, right after the end of voting. But broadcasting stopped after a warning from the National Election Commission.

In 1996 exit polls were permitted for elections except for the presidential election, but contact with the voters for the poll were possible only beyond 500 meters from polling stations. In South Korea, the major three broadcasting companies implemented the first exit polls for the 16th National Assemblymen Election in April 2000. At that time, exit polls were not allowed within 300 meters from the polling stations, but the restriction for the distance was reduced to 100 meters in 2004 and 50 meters in 2012. According to the current Public Office Electoral Law, the exposure or press release of poll results concerning preference for a party or a candidate is prohibited from 6 days before the election to the last minute of voting.

Co-sharing of Data

In general, data collected at a high cost for scientific research or policy studies have never been utilized fully after the initial purpose was fulfilled. One typical example of survey research was on “The structure of consciousness of Koreans looking toward the 1980s” by the Institute for Social Sciences of SNU. For this nationwide survey, which was supported by the *Donga-Ilbo*, interviews were conducted in November 1979 with 2,200 adults aged 20 or over by stratified cluster sampling method. Survey results were reported in the *Donga-Ilbo* for four days in January 1980 focusing on different issues concerning politics, economy, social problems, etc. Since then, however, no further investigation using this survey appeared in any other way and the data were forgotten.

For this reason, the necessity of co-sharing data through archives has been raised. As a private non-profit organization, Korea Social Science Data Archive (KOSSDA) was established in 1983 to acquire, preserve and disseminate social science data collected in Korea. Users may access its website to search the data archive and download data files for statistical analysis (<http://www.kossda.or.kr>).

For the purpose of public use, the Institute for Social Sciences of SNU compiled and released the social surveys that this Institute had implemented during the period of 1979-1988 with the

introduction and description of each survey, questionnaires, frequencies of all variables and raw data. Altogether, 22 surveys were made accessible to the public (Choi, Kwon & Hong, 1989).

Ethics for Survey Research

There have been increasing concerns about ethical issues when we deal with human subjects in any discipline. In this sense, social science is no exception even though this happens more frequently in biological sciences. Interviewees are human subjects subject to consent of response to the survey. An Institutional Review Board (IRB) recommends phrases in introductory remarks soliciting participation in the survey, highlighting voluntariness, protection of personal information, freedom to stop the response whenever they feel appropriate, etc.

Despite the utility of public polls, the unclearness and inaccuracy of survey process with respect to target population and sampling method and the over-generalization of the survey results may mislead public opinion and thus, they may be favorable or unfavorable to certain individuals or groups by arbitrary interpretation. Recognizing this problem, KASR announced the code of ethics for survey research in 2000, a year after its launching. The code states that when reporting the results of a poll, the following items should be included: the investigator and the client, sampling method, the period and area of survey, sample size, data collection method (e.g., face-to-face, phone, mail or internet survey), sampling error, response rate, and question items.

Future Challenges

Survey environments have become tough and are anticipated to be much worse in the future. Particularly, contacting viable interviewees and implementing a classic face-to-face interview is more difficult as time goes by. Door-to-door visits to apartment complexes are much harder. Before getting access to individual units, interviewers have to explain the purpose of their visit to guards who often show reluctance to give permission, making the excuse that residents would complain. In 2012, 46.8% of households lived in apartments nation-wide. Once interviewers get permission to enter, they still face the challenge of gaining permission from residents to conduct the interview. Moreover, during the daytime, it is not that easy to meet people at home. The number of one-person households has gradually increased in South Korea over the years. According to Statistics Korea, one in four households is a one-person household.

Thus, we had to find alternative ways to conduct interviews. Telephone surveys, mobile phone surveys, internet surveys, etc. need to be more developed. Constructing an interview panel has been attempted. This kind of panel may be useful in the sense that we can easily access prospective respondents who have volunteered to participate. But it also comes with the costs of constructing the panel, securing its representativeness and compensating members for their presence on the panel.

The telephone survey has both advantages and disadvantages. It can save time and money. For a fast reading of public opinion, it may be useful. However, we may not ask many questions, and thus, the number of items should be kept as small as possible. Recently, research firms started to combine different methods of contacting respondents, using a combination of house phones and mobile phones, ARS and mobile phones, etc. For example, Lee K. et al. (2012) suggested a method using a combination of landline phones and mobile phones. For those respondents who are more likely to stay at home during the daytime we may use landline phone RDD method while for those who are less likely to be at home we use the mobile phone survey based on the survey panel established by research companies.

Most telephone surveys have used directories as the basis for sampling, but the directory method faces the problem of coverage rate. A high percentage of telephone numbers are not listed in the directories causing a problem with representativeness. Thus, pollsters introduced RDD method to supplement the directory method. Huh and Kim (2008) found that about a half of the sample extracted from the RDD method were not listed in the telephone directories. According to their analysis, self-employed workers are more represented and the unemployed are less represented in the RDD sample than the directory sample.

The percentage of households with telephones differs by the size of the household. For example, one-person households are less likely to possess telephones at home than the households with two or more people. Thus, when we use a landline telephone survey method, one-person households are under-represented in the sample. Internet surveys have the same problem as well. The socio-demographic characteristics of internet users are likely to be different from non-users even though the percentage of users has increased very rapidly over the years. Mobile phone surveys have advantages compared to telephone and internet surveys with respect to accessibility to the respondent regardless of time (Huh et al., 2004). In order to secure the representativeness of the

sample drawn by each method and to remedy coverage error, researchers have explored various methods.

As to response rate, even Statistics Korea, an official national statistics office, has suffered from a decrease in response rate in recent years. For example, the latest data show that over 20% of respondents rejected interviews for the Household Survey in 2012, while only 17% did in 2007.

Concluding Remarks

Our concerns in public opinion polls are directed towards how to secure the representativeness of the sample, how to enhance accessibility to the respondents, and how to increase the response rate. New technology for communication has developed to approach the public and to measure their opinion. However, the necessity for the protection of personal information and privacy has made it more difficult to learn data about individual citizens. These are the issues we have to deal with more seriously and to solve more wisely in the future. Thank you all for listening. Enjoy your time at the conference.

References

- *Babbie, Earl R. (1982). *Social Research for Consumers*, Belmont, CA: Wadsworth.
- Choi, Myong, Kwon, Tai-Hwan, & Hong, Doo-Seung (1980). *Ten Years of Social Survey: 1979-1988*. Seoul: Seoul National University Institute for Social Sciences.
- Gallup Korea (2004). *The History of Gallup Korea Since 1974*. Seoul: Gallup Korea.
- Hong, Doo-Seung (2001). *Analysis of Social Survey*, 3rd ed., Seoul: Dasan Publishing Co.
- Huh, Myung-Hoe, Kang, Yong-Soo, & Sohn, Eun-Jin (2004). A Study on Weighting Cells by Survey Methods for Social Surveys: Telephone, Internet and Mobile Surveys. *Survey Research* 5(1): 1-26.
- Huh, Myung-Hoe, & Kim, Young-Won (2008). RDD Sample versus Directory-Based Sample for Telephone Surveys: The Case of 2007 Presidential Election Forecasting in Korea. *Survey Research*, 9(3): 55-69.
- Lee, Heung Cheol (2002). A History of Research Industry in Korea, *Survey Research* 3(2): 123-153.
- Lee, Kyoungtaeg, Lee, Hwajeong, & Hyun, Kyungbo (2012). A Study on Mixed-Mode Survey Which Combine the Landline and Mobile Telephone Interviews: The Case of Special Election for the Mayor of Seoul. *Survey Research* 13(1): 135-158.
- Lee, Man Gap (1960). *The Social Structure of Korean Village: A Sociological Study on Six Villages in Kyonggi Province*, Korean Studies Series Vol. 5. Seoul: Korean Research Center.
- _____(1961). A Note on the First National Poll. *The Daihak Shinmoon*, January 9.
- _____(1979). A Survey on Shops in Jongno and Chungmuro", *Hanguk sahoehak yeongu*, Vol. 3.
- _____(2007). Sixty Years with Sociology, pp. 5-13 in *Fifty Year History of the Korean Sociological Association: 1957-2007*. Seoul: Hanhak munhwa Publishing.
- Park, Chan-Wook, Kim, Ji-Yoon, & Woo, Jeong-Yop, eds. (2012). *Korean Voters' Choice 1: The General Election 2012*. Seoul: The Asan Institute for Policy Studies.
- _____(2013). *Korean Voters' Choice 2: The 18th Presidential Election*. Seoul: The Asan Institute for Policy Studies.
- Park, Moo Ik (2002). The History and Meaning of the Election Polls in Korea, *Survey Research* 3(1): 91-118.
- Seoul National University Department of Sociology (1996). *Fifty Year History of Seoul National University Department of Sociology: 1946~1996*. Seoul.
- (All references except for those with asterisk are in Korean)

Abstracts

1. ANPOR : List of Abstracts

Session	Author	Title	Place	abstract Pages
Poster	Han, Soojin	The Effect of Education Heterogeneity in Networks on Political Knowledge	Covention Center Magnolia	55
Poster	Jaiyungyuen, Umakorn Supaporn Woraarun Sarinthorn Mangkamanee	Relationships among Perceived Self-Efficacy, Family Support and Health-Promoting Behaviors of Older People with Hypertension in Thailand	Covention Center Magnolia	59
Poster	Jang, Deok-Hyun Young Taek Hong Sung-Kyum Cho	Error Reduction in Presidential Election Surveys in South Korea: Results from a Computer Simulation	Covention Center Magnolia	60
Poster	Kheokao, Jantima Wassana Witheesawat Nattakorn Ruangdit Pornpong Sakdapat	Factors Effecting Scholastic Behaviour and Violence among High School Students in Bangkok	Covention Center Magnolia	66
Poster	Kim, Eunhee	The Difference in Leisure Life and the Mismatch between Subjective and Objective Class Identification among Koreans	Covention Center Magnolia	67
Poster	Kim, Eunjung	Varying Effects of Membership on Voting Turnout: Focusing on Types of Voluntary Associations	Covention Center Magnolia	67
Poster	Kim, Hayoung Hongjoon Yoo Seokho Kim Jibum Kim	Belief in Fortune-Teller and Four Pillars of Destiny by Religious Group	Covention Center Magnolia	68
Poster	Kim, Hyugwoo	A Choice of Funeral Method in Korea: From Rational Choice Theory	Covention Center Magnolia	68
Poster	Kim, KoEun	The Effect of Social Identity on Attitudes toward Immigrants	Covention Center Magnolia	69
Poster	Kim, Kyo-heon Kwon Sun-Jung Im Sook-hee Kim Se-Jin Kim Min-Jeong Shin Hyun-Ji	Development of the Prediction Model of Internet Addiction and Adaptive Internet Use	Covention Center Magnolia	69
Poster	Kim, Kyo-heon Kim Se-Jin Im Sook-Hee Kwon Sun-Jung Jeon Ji-Su Han Song-Yi	Development of Psycho-Sociocultural Model for Gambling Behavior Change	Covention Center Magnolia	70
Poster	Kim, Sori Myojung Ku	Questions with High Rates of Item Nonresponse: Korean General	Covention Center	71

	Jibum Kim	Social Survey (KGSS)	Magnolia	
Poster	Kittiboonthawal, Prapai Supaluk Srithanya	Survey of Stroke Prevention among Elderly Population at Risk	Covention Center Magnolia	73
Poster	Krinara, Pourpen	Opinion on Sexuality among Early Thai Teens	Covention Center Magnolia	73
Poster	Krirkgulthorn, Tassanee Bang-On Phaonoi Panthip Purananon	Thai Nursing Students' Attitude and Performance on Nursing Care Process for Elderly	Covention Center Magnolia	75
Poster	Krirkgulthorn, Tassanee Wipasiri Naraphong Piyarat Yoksuriyun	Foot Care Behavior in Elderly Patients with Diabetes	Covention Center Magnolia	75
Poster	Lee, GaHyun	Differential Effects of Exposure to Foreign Culture on Attitude towards Immigrants between Baby boomers and Echo Boomers	Covention Center Magnolia	77
Poster	Lee, KyungWon Sanghyeon Kim U-Seok Seo	Intergenerational Differences and Cultural Value Change in Korea- Using the PDI and LTO of Hofstede's Cultural Dimensions	Covention Center Magnolia	77
Poster	Naksrisung, Wantanee Sirikul Karuncharernpanit	The Effect of an Integrated Program of Culturally Appropriate Health Promotion for Toddlers and Social Services on Cognitive, Attitudes and Psychomotor Performance among Nursing Students in Banpong Ratchaburi, Thailand	Covention Center Magnolia	82
Poster	Nunla-ong, Oranoot	Satisfaction towards Taking Virtual Exam via Mobile Phone of Nursing Students at Boromarajonani College of Nursing Chainat	Covention Center Magnolia	83
Poster	Panawan, Theeraporn	The Application of the Health Promotion Concept to Dental Public Health Problem Solving in Suphanburi Sports School, Thailand	Covention Center Magnolia	85
Poster	Panidchakul, Kultida Boonsin, S.	The Needs of Caregivers in Providing Care to Community- Dwelling Stroke Survivors	Covention Center Magnolia	85
Poster	Pichedpan, Anchalee Jantima Kheokao Siritorng Yingrengreung Tassanee Krirkgulthorn	Exposure to Alcohol Product Placement among Thai Youths	Covention Center Magnolia	88
Poster	Ploylearmsang, Chanuttha Sommaly Phomtavong	Factors Affecting Happiness of Elderly in Thailand and Lao PDR	Covention Center Magnolia	89
Poster	Pungpothong, Sasima Suthisa Sa-nguansa	Satisfaction toward Indigenous Intellectual Care Program to	Covention Center	91

	Oranootnunla-ong Yutdhnanunla-ong	Lessen Foot Numbness Using Haft Bamboo of the Elderly Patients with Type 2 Diabetes: A Pilot Study	Magnolia	
Poster	Ren, Yuchen	Can Media Reduce Urban-Rural Health Knowledge Gap in China? Rethinking the Role of Television and Internet	Covention Center Magnolia	93
Poster	Ribeiro, Fernando	Evaluating e-Gov Initiatives: Questions Not to Be Dismissed	Covention Center Magnolia	94
Poster	Sakdapat, Naksit Natthakorn Ruengdit	Opinion of Students towards the Amendment of the 2007 Thai Constitution.	Covention Center Magnolia	96
Poster	Sanghuachang, Wiyakarn	Perceptions of Stroke Risk Factors and Health Practice on Stroke Prevention among Elderly with Chronic Illness	Covention Center Magnolia	98
Poster	Seo, U-Seok Young-Chan Ji Ka Young Jeong	Comparing Impacts of Leisure Activities and Family Income on Leisure Satisfaction between Youth and Adult	Covention Center Magnolia	99
Poster	Suepumee, Nongnuch Sirikul Karuncharennpanit	Expected Roles and Activities of in School Hygiene under Participation among School, Parents, Health Promotion Hospitals and Local Governments in Banpong District Ratchaburi, Thailand	Covention Center Magnolia	105
Poster	Won, Younga Hyunjung Kim	Identity Saliency and the Third-Person Perception: A Comparative Study between South Korea and the U.S.	Covention Center Magnolia	110
Poster	Yoo, Hong Joon Worlhwa Kim	Developing Korean Model of Occupational Prestige Scale	Covention Center Magnolia	113
Poster	Darmini, Anak Agung Ayu Yuliati Peranana Jerayingmongkol Panarut Wisawatapnimit	Relation among General Characteristics, Family Support, Family Cohesion, Perceived Caregiver's Burden and Selfcare Behavior in Pulmonary Tuberculosis Patients Treated in a DOTS Program	Covention Center Magnolia	
Poster	Kim, Youngseon	Institute for Industrial Safety and Health	Covention Center Magnolia	
Poster	Yi, Yeonhui	Religious Participation and Health Promoting Behaviors	Covention Center Magnolia	
S1_2	Nunla-ong, Yutdhna	Satisfaction Towards Mobile Learning Lesson on Digestive	Covention Center	84

		System of the First Year Nursing Students in the Anatomy and Physiology 2 Class at Boromarjonani College of Nursing Chainat	Water lily	
S1_2	Pongcharoen, Charoonlux Chakkrit Lukin Lakana Siratirakul	Effect of Stroke Educating Program towards Village Health Volunteers' Ability to Provide Home-Care Service	Covention Center Water lily	90
S1_2	Rismawan, Made Pananut Wisawatapnimit Achana Suksamran	Relationship between Perceived Benefits of Hand Washing, Perceived Barriers of Hand Washing, Perceived Self Efficacy of Hand Washing, Interpersonal Influences, and Hand Washing Behaviour among Fifth Grade Students of Public Elementary Schools in Bali, Indonesia	Covention Center Water lily	94
S1_2	Siittapakul, Monvipa Oravee Rungjarat Bhawini Karnjanapa	The Factors Effecting in Silk Weaving Benefit of Inhabitant in Amphoe Chonnabot Khonkaen Provinces	Covention Center Water lily	102
S1_3	Karuncharearnpanit, Sirikul	Factors Related to Dementia among Older People Attending the Elderly Club of Berg-Prai Sub-district, Banpong, Thailand	Covention Center Water lily	63
S1_3	Soonthorn, Surasak	Medication Use amongst Diabetic and Hypertensive Elderly in Muang District, Suphanburi Province	Covention Center Water lily	105
S1_3	Techaodomlert, Wiphada Kanyarat Hemtanon Parnchit Wattanasaruch	Behaviors and Factors Affecting Purchasing Decisions on Healthy Products and Services of Elderly Consumers in Suphanburi Province, Thailand	Covention Center Water lily	107
S1_5	Bhichibade, Surapat Orawee Methawee	Analyzing Model of Sociology that Affect to Customer Behavior about Deciding Purchases the Construction Materials at Seaside Town	Covention Center Camellia	44
S1_5	Chantuk, Thirawat Sukhon Nagavajara	Integrated Marketing Communication affect to behavioral decision on herbal beauty products of female's elderly in Western Thailand	Covention Center Camellia	46
S1_5	Jaroenwiriyaikul, Sirikwan Kamolwan Rodhring Pornpong Sakdapat	The Study of Attractive Factors on Buying Various Type of Life Insurance Programs	Covention Center Camellia	61
S1_5	Krirkgulthorn, Natnicha Athikom Oubomkul Preechaya Rassadanukul	Opinions on the Necessity of Multilingualism among the Students in the International	Covention Center Camellia	74

	Yanisa Butnamphet	Programs in Thailand		
S1_5	Sombultawee, Kedwadee Kesorn Ngampon	Expectations and Satisfaction of Tourists Travelling to Cha-Am Petchaburi	Covention Center Camellia	103
S1_6	Kaur, Surinderpal Eugene Cheong Maziyar Panihar	Big Data and Political Discourse: Twitter as a Platform for the Evolution of Political Deliberation in the 13th Malaysian General Elections	Covention Center Magnolia	64
S1_6	Li , Yongjian	Analysis of the Communication Mechanism of Positive guidance lead to adverse reactions' reason	Covention Center Magnolia	78
S1_6	Xu, Yu	The Effects of Online Network Size, Political Media Use and Online Political Discussion on Offline Political Participation: An Exploratory Research on the Chinese Youth	Covention Center Magnolia	112
S1_7	Liu, Rui Liu, Yi	Ten Years of Internet Public Opinion in China: from Hot Issues to an Analysis of Its Trend	Covention Center Magnolia	79
S1_7	Rhee, June Woong	Errors and Biases in Election Forecasting in South Korea	Covention Center Magnolia	94
S1_7	Wang Ju He Yan	Audience-Oriented: City Bus Mobile TV Operating Strategies and Programing - A Case Study of Congqing Mobile TV Channel	Covention Center Magnolia	108
S2_1	Chung Robert Angus Cheong Ching-hsin Yu Baohua Zhou	Joint Survey in the Greater China Region	Covention Center Mugunghwa Hall	50
S2_1	Inoguchi, Takashi Miguel E. Basanez	Daily Life Satisfaction in Asia: Conceptual Basis, Methodological Caution and A Comparative Analysis of Japan, South Korea, Thailand, Hong Kong, Macao, The Philippines, India	Covention Center Mugunghwa Hall	57
S2_1	Kheokao, Dhanaraj Tassanee Krirkgulthorn Pornpong Sakdapat,	Relationships of the Socio-Economic and Health Care Factors towards Satisfaction in Daily Life of the Thais in Urban Areas	Covention Center Mugunghwa Hall	65
S2_2	Deshmukh, Yashwant	The Next Level of Quantification and Understanding AII (Anti Incumbency Index): Time Line Analysis of AII from UK, Japan, Malaysia & Pakistan	Covention Center Mugunghwa Hall	52
S2_2	Kennedy, John M. Lilian Yahng	Low Cost Survey Data Collection Samples: The Good and the Bad	Covention Center Mugungh	65

			wa Hall	
S2_2	Kim, In-Hye	Next Option for Census Method: Can Smartphone Be a New Alternative?	Covention Center Magnolia	68
S2_2	Seo, Useok Ock Tae Kim	The Relationship between Survey Interviewer's Professional Efficacy, Professionalism and Work Continuity	Covention Center Mugunghwa Hall	99
S2_2	Yu, Eric Chen-hua Ching-hsin Yu	Marriage between Web and Telephone Surveys: An Application of Propensity Score Adjustment An Application of Propensity Score Adjustment	Covention Center Mugunghwa Hall	113
S2_3	Baek, Young Min	Social Scientific Understanding 'Big' Data: How to Transform 'Big' Data to 'Good' Data	Covention Center Magnolia	43
S2_3	Guo, Xiaoke Li Xiguang Su Jing Li Pei	Making Decisions from Experience to DATA : A Case Study of Chinese Food and Drug Crisis Management in Big Data Era	Covention Center Magnolia	53
S2_3	Hong, Seong Choul Bo Young Kang Young Sung Kwon	What Does the Popularity of Wikipedia Search Indicate?: Social Network Agenda between Media Agenda and Public Agenda	Covention Center Magnolia	56
S2_3	Park, Han Woo Ji Young Kim	Webometrics as an Election Research Method - Alternative for Public Opinion Poll?	Covention Center Magnolia	86
S2_4	Cheong, Angus Sherry Chang/Candy Fong	The Total Public Opinion: A Dynamic Approach in Public Consultation	Covention Center Magnolia	47
S2_4	Choi, Eun-Hee Sun-Woong Kim Sung-Joon Hong Sun-Young Lee Ha-Na Lee	Enhancing Administrative Cooperation to Reduce Nonresponse Bias in a Household Survey	Covention Center Magnolia	50
S2_4	Kim, Yong Ho Suki Kim	Two Structural Equation Models for the Effect of Biased Media Perception and Horse Race Coverage on the Support for the Election Poll Censors	Covention Center Magnolia	71
S2_4	Shaw, Kanyika	New Media and Election Campaign in Thailand: From National General Election to Bangkok Governor's Election.	Covention Center Magnolia	100
S2_4	Tsai Chia-Hung Eric C.H. Yu	Partisan Economic Voting in Taiwan	Covention Center Magnolia	108
S2_5	Chang, Peng Kee Kho Suet Nie	The Reflection of Public Opinion in Print Media: The 13th General	Covention Center	45

		Elections in Malaysia	Magnolia	
S2_5	Idid, Syed Arabi Rizwanah Souket	Analyzing Effects of Political Literature: The Third-Person Effects on Party Members	Covention Center Magnolia	57
S2_5	Jun, Najin	The Source of Political Tolerance	Covention Center Magnolia	62
S2_5	Mangahas, Mahar Linda Luz B. Guerrero Gerardo A. Sandoval	Opinion Polling and National Elections in the Philippines, 1992-2013	Covention Center Magnolia	80
S2_6	Guo, Yu/Yiwei Li Naoya Ito	Driven by What? Examining the Role of Social Capital on Individuals' Continuous Use of Social Network Sites from a Social Cognitive Perspective	Covention Center Magnolia	53
S2_6	Kang, Byeongro	The Trajectory Relationship among Need for Welfare Service, Network Centrality and Satisfaction in Community: The Longitudinal Research	Covention Center Magnolia	63
S2_6	Ra, Jongmin Ki-Jong Rhee	Latent Class Analysis of Gender Difference in Perception of Foreign Language Anxiety	Covention Center Magnolia	92
S2_6	Yingrengreung, Siritorn Jantima Kheokao Pornpong Sakdapat	Survey on Gaming Addiction among Thai Adolescents	Covention Center Magnolia	112
S2_7	Li, Yiwei Yu Guo Naoya Ito	Modeling of Public Risk Perception and Risk Communication Research:	Covention Center Water lily	78
S2_7	Ren, Fujun Liu Xuan	Chinese Scientists Engagement in Emergency Response and Emergency Science Popularization	Covention Center Water lily	93
S2_7	Song, Haeryong Chanwon Kim Yoonkyung Lee	Spectrum of Risk Perceptions in Korea Society	Covention Center Water lily	103
S2_7	Song, Haeryong Wonje Kim Hangmin Cho	"Risk Society," Korea & Risk Communication: Focusing on the Five Risks	Covention Center Water lily	103
S2_7	Wu Dan Zhong Qi	The Role of Popular Science Activities During Emergency:A Case Study "Scientists and Media Face to Face" in China	Covention Center Water lily	111
S2_8	Byun, Miree	What is the Key Factor to Impact on Happiness or Life Satisfaction of Neighborhood?	Covention Center Water lily	44
S2_8	Chang, Shin-Ock	Predictors for Environmentally Friendly Orientations among South Korean Publics - An Analysis of ISSP Survey Data of the Year 2010	Covention Center Water lily	46

S2_8	Hathayatham, Aphiya	Public Opinion and the National Science Museum, Thailand	Covention Center Water lily	55
S2_8	Hwang, Myungjin	Effects of Internet Use on Psycho-Emotion and Suicide Ideation among Adult Koreans	Covention Center Water lily	56
S2_9	Cho, Kisuk Hey Yun Park	Measuring Attitudinal and Behavioral Trust: A Comparative Study of South Korea	Covention Center Water lily	49
S2_9	Collet, Christian Gento Kato	What They "Don't Know" May Help You: Assessing the Power of Two Knowledge Measures on Japanese Political Participation	Covention Center Water lily	51
S2_9	Park, Seunghwan Jar-Kwang Kim Sangun Park	An Imputation Approach for Handling Mixed-Mode Surveys	Covention Center Water lily	87
S2_9	Woo, Young-Je Sun-Woong Kim So-Hyung Park Sang-Eun Lee Bo-Yoon Choi	Advanced Area Sampling Using Information and Technology in a Metropolitan Household Survey	Covention Center Water lily	110
S2_9	Zheng, Yuejun	Reliability and Validity on Measures of Subjective Well-being: A Cross-cultural Comparison Based on Longitudinal Survey Data	Covention Center Water lily	115
S2_10	Chung, Robert Winnie Lee	Deliberative Opinion Research in Hong Kong	Covention Center Water lily	51
S2_10	Kim, You-Kyung Bum-Sub Jin	A Study on Dimennsion of National Identity Universal Perception	Covention Center Water lily	72
S2_10	Kubota, Yuichi Shinya Sasaoka	Transformation of the Socioeconomic Structure and the Attitude of Citizens toward Democracy in the Nepali Civil War	Covention Center Water lily	76
S2_10	Xie, Yungeng Sun Qian Rong Ting	An Analysis on Key Nodes in Micro-Blog Communication and Its Influencing Factors: An Empirical Study on Popular Micro-Blog Posts in 30 Key Network Public Opinion Cases	Covention Center Water lily	111
S2_12	Cho, Youngtae	Is "Smart Census" Possible? An Exploratory Study	Covention Center Camellia	118
S2_12	Shim, Eunyoung	What Makes Married Women Feel Unhealthy: Husband's Economic Ability or the Relations with Him?	Covention Center Camellia	121
S2_12	Tark, Jiyoun	A Comparative Analysis on Attitude towards One's Own	Covention Center	

		Aging of Middle-Aged Adults in South Korea and Japan	Camellia	
S2_12	Um, Ickhyun	A Study on the Availability of Census Data and Geographical Information to Survey Works	Covention Center Camellia	122
S2_13	Bae, Jongchan No, Kyuhyung	The Study of Response Rate in the Telephone Survey	Covention Center Camellia	43
S2_13	Lee, Kyungtae Insu Choi	A Study Using Smartphone to Evaluate Service Quality	Covention Center Camellia	119
S2_13	Nam, Ki-Seong Young-Min Chun Seong-Jae Lee Jeong-Suk Yun Yun-Gi Lee	The Study of Computer-Assisted Research Methods Comparison of CAPI and TAPI	Covention Center Camellia	120
S2_14	Kim, Seokho Jung-ah Gil	Are New Types of Voluntary Associations Facilitator for Participatory Democracy or Intensifier for Participatory Inequality in Korea?	Covention Center Camellia	118
S2_14	Ko, Joonho Yongkyu Lee Dongsoo Lee Seungyeol Park Wonkook Park	The Seoul Pedestrian Traffic Volume Survey: Procedure and Main Results	Covention Center Camellia	119
S2_14	Park, Inho Byun, Jong-Seok Lim, Chan-Soo	Understanding Nonresponse in Korean Household Surveys	Covention Center Camellia	121
S2_15	Charoensuk, Dusadee	Community Network and Capacity Building of AIDS Orphans in Bangkok	Guest House Lily	47
S2_15	Kaur, Surinderpal Ng Kwan Hoong Lean Mei Li Prasana Rosaline Fernanadez	Media Discourses on the Health Effects of Radio Frequency Electromagnetic Field (RF/EMF) Exposure in Malaysia	Guest House Lily	64
S2_15	Min, Cui Tian Xiangning	When Environmental Pollution Happens, How a Government Copes with Public Opinion: Take Guangxi Longjiang River Cadmium Pollution for Example	Guest House Lily	81
S2_15	Park, Jung Won Eun Kyo Jung	How People Make Sense of North Korean Nuclear Crisis: The Interaction of Frames and Emotion	Guest House Lily	86
S2_15	Tham, Jen Sern Hasmah Zauddin	Public Opinion on HIV/AIDS: Does Media Make a Difference?	Guest House Lily	107
S2_16	Aoyagi, Midori	The Effects of the Nuclear Power Plant Accidents on the Japanese	Guest House	43

		Attitudes towards the Energy Sources and Climate Change	Lily	
S2_16	Patairiya, Manoj Kumar	Public and Policymakers' Opinion about Science Communicator: A Socio-Cultural Analysis	Guest House Lily	87
S2_16	Shukla, Gaura Yashwant Deshmukh Shalinder Mahajan	Post Tsunami Surveys Impact of Tsunami's on the Quality of Life of Normal, Conflict and Female Multi-Victims	Guest House Lily	101
S2_16	Sun, Shaojing Jingwen Gao	A Study of Chinese People's Perceptions, Attitudes, and Responses to the H7N9 Crisis	Guest House Lily	106
S2_17	Homsud, Noppanon Thacharee Ju-ee	Destination Image and Destination Personality: A Case Study of Hua-Hin Prachubkirikhan	Guest House Lily	56
S2_17	In-U-Ris, Supamas Pattama Sukulbham Supalux Sri-sumang	Marketing Mix Study: A Case Study of Lukjeab Thai Dessert Business in Petchaburi, Thailand	Guest House Lily	58
S2_17	Pongsak, Worapak Kanokwan Hengnugool Jittapon Chumkate	Attitudes towards Royal Project Flowers Selling of Entrepreneur at Pak KhlongTalat, Thailand	Guest House Lily	90
S2_18	Cheueiam, Sabaitip	Effectiveness of Eating Behavior Promotion Program on Eating Behavior, Body Mass Index and Blood Pressure Level in Older Adults with Essential Hypertension	Guest House Lily	48
S2_18	Kamaryati, Ni Putu Panarut Wisawatapnimit Pimpat Chantian	Relationship between Age, gender, Marital Status, Headache, Fatigue, Functional Status, General Health Perception, Social Support, and Quality of Life in the Older People with Hypertension	Guest House Lily	62
S2_18	Noppadol Towichaikul Worawan Chaichue	The Retirement Preparation of Signal Department Royal Thai Army Staff	Guest House Lily	83
S2_18	Sakdapat, Pornpong Sirikwan Jaroenwiriyaikul Pornthep Santivorapong	The Effect of Workplace's Credit Union Membership toward Laborers Saving in: The Case Study of Thailand	Guest House Lily	98
S2_19	Meng, Xiaoyang Luo Xiaoping	Advantages and Disadvantages and the Legitimacy of the Influence Network Consensus	Guest House Tulip	80
S2_19	Michihiro, Chie Yutaka Oguchi Fumio Suzuki Nobuo Hirosawa Raita Ohmori Naohiro Tsuchida	To Whom Are We Listening?: Contextualizing Twitter Data in the Era of Online Election Campaigning in Japan	Guest House Tulip	81
S2_19	Zanuddin, Hasmah	Malaysia's 13 th General Election:	Guest	114

	Tham Jen Sern	Political Communication Battle and Public Agenda in the Social Media	House Tulip	
S2_19	Woo, Jung Yup	Election Poll in Korea	Guest House Tulip	
S2_20	Collet, Christian Tetsuro Kobayashi	Immigrants and Images: How Stereotypes and Social Contact Shape Japanese Views of China and South Korea	Guest House Tulip	52
S2_20	Kim, Sang-Wook Sunggun Kim Byung-Soo Kim	Religious Affiliations and Attitudes toward Abortion and Non-Traditional Sexual Behaviors: A Cross-National Comparison among Korea, Japan, the Philippines, and the United States	Guest House Tulip	71
S2_20	Sakdapat, Pornpong Chanchai Bunchapattanasakda Ruksakul Cheewakoset	Decision Making of Saving and Saving Behavior of People in the Capital City: A Case Study of Bangkok	Guest House Tulip	97
S2_20	Yang, Binyan	Chinese Public's International Awareness	Guest House Tulip	112
S2_21	Jadesadalug, Viroj Patcharin Phrarat Kamolwan Trichan Tipsuree Roemsungnoen	The Way of Life by Using the Philosophy of Sufficiency Economy in Chang Hua Man Royal Imi-tative Project: A Case Study of Ban Nong Kok Kai Agriculturists, Tha Yang District, Phetchburi , Thailand	Guest House Tulip	58
S2_21	Jing, Sun	Communication and Cultural Dissemination of Contemporary Religious Based on the New Media	Guest House Tulip	61
S2_21	Muangpornkhiaw, Nitikorn Jamjuree Sumphan	Motivation of Thai Tourists' Aspects towards Hua-Hin's Tourism	Guest House Tulip	81
S2_21	Shi, Liang	Exploring Local Community Attachment through the Lens of Media System Dependency Theory: A Case Study of Hefei City in China	Guest House Tulip	100
S2_21	Wang, Fanyijing	Public Opinion of Boxer War in the New York Times: 1900-1901.	Guest House Tulip	109
S2_22	Agustini, Ni Luh Putu Inca Buntari Kanokwan Wetasin Kanokwan Silpakampises	Predictors of Quality of Life of Adults with Type 2 Diabetes Mellitus	Guest House Tulip	41
S2_22	Hahn, Kyu Sup	Predicting the Number of	Guest	54

	Lim Jo Han	Legislative Seats from Exit	House Tulip	
S2_22	Li, Shuanglong Zheng Bofei	Shanghai Residents' Cognition, Attitudes and Expressions towards Significant Political Events ——A Case Study of China's 2013 "Two Sessions"	Guest House Tulip	78
S2_22	Zhou, Baohua Jianyun Chen	Internet Use and Citizenship Engagement in China	Guest House Tulip	115
S3_1	Ahn, Sukhee	Health Related Quality of Life for Postmenopausal Women	Asia Center room 230	41
S3_1	Nuryanto, I Kadek Susheewa Wichaikull Sirikul Kuruncharernpanit	The Relationship among Personal Factors, Social Supports, Situational Influence and Health Promoting Behaviors in Elderly with Hypertension	Asia Center room 230	84
S3_1	Park, Myonghwa	Health Related Quality of Life for Aging Population	Asia Center room 230	87
S3_1	Purnanto, Nurulistyawan Tri Sunanta Thongpat Pornruedee Nitirat	Factors Correlated with Mothers' Behaviors on Oral Health Care for Their Children in Central Java, Indonesia	Asia Center room 230	91
S3_2	Anansirikasem, Phimlada Sirikul Karuncharernpanit	Influenced Factors towards Cervical Cancer Screening in Nakhon Phathom Province, Thailand	Asia Center room 230	42
S3_2	Rodhring, Kamolwan Sirikwan Jaroenwiriyaikul Pornpong Sakdapat	The Relationship of Borrowing Behaviors on the Quality of Life in Economic: A Case Study of Early Working Age in Bangkok, Thailand.	Asia Center room 230	95
S3_2	Song, Rhayun	Health Related Quality of Life among Individuals with Chronic Disease	Asia Center room 230	104
S3_2	Ra, Jinsook	Health Related Quality of Life for Preschool Children	Asia Center room 230	

Session	Author	Title	Place
T1. Tutorial	Cha, Mee-Young	Big Data Analytics: Theories and Examples	Covention Center Camellia
T2. Tutorial	Choi, In-Su	Current Status of Internet Research in Korea	Asia Center room 406
Keynote Speech	Hong, Doo-Seung	SURVEY RESEARCH IN SOUTH KOREA: PAST AND PRESENT	Covention Center Mugunghwa Hall
Special Speech	Santhipharp Khamsa-ard	Hearing from the Root to Move on for ASEAN	Covention Center <i>Magnolia</i>

2. ANPOR Abstracts

Predictors of Quality of Life of Adults with Type 2 Diabetes Mellitus

Ni Luh Putu Inca Buntari Agustini
Nursing instructor of STIKES Bali
INDONESIA
E-mail: incaagustini@yahoo.com

Kanokwan Wetasin, R.N., Ph.D.
Nursing instructor of Boromarajonani College of Nursing Nopparat Vajira, Bangkok,
THAILAND

Kanokwan Silpakampises, R.N., Ph.D.
Nursing lecturer Faculty of Nursing of Kasem Bundit University
THAILAND

Diabetes mellitus is one of the most common non-communicable diseases and as a major cause of morbidity and mortality affecting millions of people in the world. Multifaceted long-term state of diabetes mellitus can lead a high threat of acute and chronic complications; therefore, it has significant impact on quality of life. The purpose of this study was to identify the predictor of quality of life of adults with type 2 diabetes mellitus. A revised version of Wilson and Cleary model for health-related quality of life was used to guide the study. Characteristics of individual and environment (age, income, and social support), biological and physiological factors (glycosylated hemoglobin A1C and duration of diabetes), diabetes symptoms status, self-care activities, and general health perception were examined to determine their potential impact on quality of life. A descriptive cross-sectional study was conducted with sample of 181 participants of age between 35 to 64 years from three Primary Health Centers located in North Denpasar, Bali, Indonesia. Each participant was administered structured questionnaires, including the socio-demographic questionnaire, the Summary of Diabetes Self Care Activities, Diabetes Symptom Checklist-Revised, Social Support questionnaire, general health perception, and the World Health Organization Quality of Life-BREF (WHOQOL-BREF). A regression model showed that self-care activities and general health perception were the predictors of patient's quality of life (Adjusted $R^2 = .616$, $p < .01$) explaining 62% of the variance as a whole in quality of life. Better understanding of the relationship between its predictor and quality of life is necessary to develop a suitable nursing intervention program to enhance patient's quality of life.

Keywords: type 2 diabetes mellitus, characteristics of individual and environment, biological and physiological factors, diabetes symptoms status, self-care activities, general health perception, quality of life

Health related quality of life for Postmenopausal women

Sukhee Ahn, RN, PhD
Chungnam Univeristy

WHO defines health as "a state of complete physical, mental, and social well-being not merely the absence of disease." Therefore the measurement of health must include not only an indication of changes in the frequency and severity of diseases but also an estimation of well-being and this can be assessed by measuring improvement in the quality of life related to health care. With this perspective, I have reviewed two common instruments to measure quality of life with middle-aged, or postmenopausal women. One is generic instrument, and the other one for disease-specific instruments for this presentation.

The WHOQOL-100 is a quality of life assessment developed by the WHOQOL Group with fifteen international field centers, simultaneously, in an attempt to develop a quality of life assessment that would be applicable cross-culturally. The World Health Organization Quality of Life

(WHOQOL) project was initiated in 1991. The aim was to develop an international cross-culturally comparable quality of life assessment instrument. Rationale for the development of the WHOQOL-100 was as follows. 1) Measurements of health in reality are mostly focused on physical health. These measures can be measured for the impact of disease, but could not assess quality of life per se. 2) Most measures have developed from North America or UK, so that the translation of these measures for use in other settings is time-consuming, and unsatisfactory for a number of reasons. There is a need for useful instrument cross-culturally. 3) Health perspective have been changing from a mechanical or medical viewpoint to humanistic, holistic, and well-being aspect. So it reinforces the need for the introduction of a humanistic element into health care. WHO's initiative to develop a quality of life assessment arises from a need for a genuinely international measure of quality of life and a commitment to the continued promotion of an holistic approach to health and health care. This one has WHOQOL-100 original version and short version of WHOQOL-BREF with 26-item, and available with various languages.

Quality of life questionnaire of European Foundation of Osteoporosis (QUALEFFO-41) is a well-established disease-specific tool for assessing health related quality of life in subjects with clinical and morphometric vertebral fractures. QUALEFFO-41 is currently available in 22 languages. Currently QUALEFFO-31 is available to intend to reap better response rates and to be more efficacious in clinical practice.

Postmenopausal women are more likely to experience menopausal symptoms, and might have a risk of osteoporosis or osteoporotic fracture. Therefore, assessment of their quality of life in general way or disease-specific instrument upon their health condition is important for health care providers to improve women's better health and well-being status.

Influenced Factors towards Cervical Cancer Screening in Nakhon Phathom province, Thailand

Phimlada Anansirikasem
Boromarajonani College of Nursing, Chakriraj, Ratchaburi.
THAILAND
E-mail: c_paradee@hotmail.com

Sirikul Karuncharernpanit, PhD
Boromarajonani College of Nursing, Chakriraj, Ratchaburi.
THAILAND
E-mail: ksiriku@hotmail.com

Cervical cancer screening is a powerful strategy in early detection and prevention of the disease. However, only a small number of women attend this screening. The purpose of this case control study was to determine factors related to cervical cancer screening. The samples was 220 women, aged 30-60 years, from the cervical cancer screening requirement list of Nakhon Chaisi district, Nakhon Pathom province. These samples were divided into 2 groups: 110 women, attending the cervical cancer screening and 110 women not attending cervical cancer screening. Stratified random sampling technique was used in this study. The data were collected, using questionnaires about personal characteristics of sample and questionnaires based on health beliefs model. Data were analyzed by percentage, chi-square test, and multiple logistic regressions.

The results showed that there are three main reasons women are inhibited about attend cervical cancer screening at the center. The first reason is they feel embarrassed in front of the health care providers (40.9%). The second reason was participants think that there is no symptom of cervical cancer (36.8%). The third reason was a fear of pain from the screening procedures (21.4 %). However, there were four main factors to encourage women to visit health care center for the cervical screening test. The related factors were marital status at 3.51 times (95% CI = 1.136 - 10.810, $p = 0.029$), number of children at 2.09 times (95% CI = 1.380 - 3.158, $p < 0.001$), history of sexually transmitted disease at 4.87 times (95% CI = 1.056 - 22.432, $p = 0.042$), history of cancer in their family at 3.79 times (95% CI = 1.443 - 9.954, $p = 0.007$). Samples from this group had a good score of health belief about 1.08 times (95% CI = 1.021 - 1.146, $p = 0.008$) and perception towards benefits and barriers of this screening at 1.48 times (95% CI = 1.20 - 1.83, $p < 0.001$).

The results of this study demonstrated the factors influencing attending and not attending cervical cancer screening which is an important health promoting behavior in terms of an early detection for cervical cancer. Therefore, Thai health care providers should acknowledge this issue and influencing factors and then find solutions to avoid this issue, such as promoting privacy of women, raising awareness through health education or group supporting about cervical cancer in effective and appropriate ways in the future.

Keywords: cervical cancer; screening; case control study; survey

The Effects of the Nuclear Power Plant Accidents on the Japanese Attitudes towards the Energy Sources and Climate Change.

Midori Aoyagi
JAPAN
E-mail: aoyagi@nies.go.jp

Based on our survey results from February 2013, we discuss Japanese attitudes towards energy sources. 1) Our respondents worry more about the management aspects of nuclear power generation, rather than its technology. 2) Respondents' knowledge concerning nuclear power and radioactivity is rather inaccurate.

The Study of Response Rate in the Telephone Survey

Bae, Jongchan (Research & Research)
No, Kyuhyung (Research & Research)

According to the law of public election, we must inform the response rate in case of the media report related to the election. There has not been a certain common way how to calculate the response rates in the telephone survey. Hence, some studies referred the way of AAPOR (American Association for Public Opinion Research) to announce the response rate in the telephone survey. However, we have doubts whether it is right to apply the way of other countries to that of survey in Korea or not. As the environment of polling in Korea will mostly differ from the U.S., Europe, and Japan, we assume the ways to do are not likely to be the same.

In addition, we have easily misunderstood the certain level of response rate is necessary for being credible. But, there are fallacies. One is that we are likely to believe the response rate is able to be planned. The other is we believe the higher the response rate is, the better the credibility of a survey is. Through this study, two fallacies have been examined and have logically proved. In conclusion, we may give efforts to improve the response rate in the telephone survey by some technological progress and more active participation in the poll. We must simultaneously enlighten some misunderstandings to interpret the response rate.

Social Scientific Understanding 'Big' Data: How to Transform 'Big' Data to 'Good' Data

Young Min Baek, Assistant Professor.
College of Communication
Yonsei University
E-mail: ymbaek@gmail.com

Usually 'big data' denotes vast amount of online stream that cannot be processed with small memory computers. Thus computer scientists or engineers approach have emphasized how the 'big' data can be efficiently processed, which results in the development of MapReduce or Hadoop. Such algorithm-based understanding of 'big data,' however, is hardly helpful to advance social scientific knowledge. With three reasons, I argue that algorithm-based understanding big data should be reformulated knowledge- or theory-based application of big data. First, contrasted with ordinary beliefs, data seldom speak themselves. Recommendation system or other artificial intelligence

systems work, based on programmed knowledge, indicating that social scientific theories are necessary for good automatic system. Second, good knowledge is usually 'simple,' even if the information source is 'big.' Good, not big, knowledge is the ultimate object of any science. For social scientific knowledge, researchers should overcome algorithm-based understanding of big data. Third, big data approach has provided social scientists new opportunities which was impossible to be addressed empirically.

As examples for theory-based understanding of 'big data,' three studies which I led or participated into are introduced. The first study examines how K-pop music diffuses into the world on YouTube and tests theoretical hypotheses of cross-cultural media consumption. The second study investigates people's use of nonverbal cues on Twitter all over the world under the cross-cultural psychological perspective. The final study briefly shows how social scientific knowledge of audience ratings can be applied to construct audience rating program in the era of big data.

Based on my experience in the fore-mentioned studies, I suggest two things for social scientists' use of big data: (1) social scientists should have certain level of 'data literacy,' and (2) collaboration with engineers is helpful for engineers as well as social scientists.

Analyzing Models of Sociology that Have an Effect on the Customer Behavior about Purchase Decision the Construction Materials at Seaside Town

Surapat Bhichibade
Lecturer, Faculty of management science Slipakorn University
THAILAND
E-mail: surapat@ms.su.ac.th

Orawee Methawee
Student, Majoring in Business Management and English,
Faculty of management science Slipakorn University.
THAILAND
E-mail: orawee.m@hotmail.com

This research aimed to study the sociological factors: the aggregation of community for purchasing, the price justice, the control of government and the corporate social responsibility of the business that have affected customer behavior in deciding to purchase the construction materials at seaside towns: Cha-Am and Hua Hin, where have increasing condominiums, tourist attraction and shopping center continuously. There were 400 customers who came to purchase products at the construction materials retail stores: Homepro, Homemart, Boonthavorn and Thaiwatsadu in Cha-Am and HuaHin areas. The research instrument consists of questionnaires concerning information of customer behavior and sociological factors. Statistical programs are used for data analysis such as frequency value, percentage, average and Chi-square.

The study revealed that the sociological factors are the most important for customers. Firstly, the control of government. Secondly, corporate social responsibility. Eventually, the aggregation of community for purchasing. According to the study, the researchers found a relationship between the sociological factors and the customer behavior. The justice of price, the control of government and the corporate social responsibility related to customer behavior about choosing the construction materials retail stores to buy products at the seaside towns.

What Is The Key Factor to Impact on Happiness or Life Satisfaction of Neighborhood?

Miree Byun
E-mail: miree1225@gmail.com

The world's economic super power, the United States, has achieved striking economic and technological progress over the past half century. By the way, uncertainties and anxieties and high, social and economic inequalities have widened considerably, social trust is in decline, and confidence in government is at an all-time low. Seoul Metropolitan City has faced same challenges. In the past decades, Seoul has experienced dramatic changes derived from unprecedented technological

innovation and unfettered economic globalization. These changes undoubtedly have delivered substantial improvements in the lives of peoples in Seoul. The widespread use of the internet has transformed the way we live, work and communicates. Globalization has helped to provide the city competitiveness and improved the living conditions for Seoul. Seoul has developed 10 times in economic growth of GRDP during the past 40 years. In the same period, the social and economic polarization also has increased rapidly. Social exclusion, generational unemployment, material poverty, wealth inequalities and ageing population has continued to deteriorate. Fast development brought economic wealth to Seoul, but it gradually disintegrated the kinship neighborhood, shared local identities, and communal traditions as well. As a results, life satisfaction of Seoul is at an all-time low. In this context, how to improve the people's happiness in neighborhood? Or What is the key factor to impact on the life satisfaction of residents?

According to the previous study, research measuring residents' happiness(or life satisfaction) has typically more focused primarily on the economic factors itself than the emphasis on the surrounding environments (K.Gruber & G. Shelton, 1986). But recently the effect of physical and social characteristics of neighborhood on the residents' life satisfaction has been widely recognized, so the number of researches of neighborhood satisfaction focusing either on its functionality as a measure of quality of life or its power to predict residential mobility has been rapidly increased. According to these researches, there are three influential factors that impact on the neighborhood satisfaction: (a) individual social and demographic features, (b) subjective evaluation of the neighborhood, and (c) objective neighborhood conditions (Grinstein-Weiss et al., 2011)

Based on this research trends, this paper addressed two major questions
First, what are the major factors causing the increase in the residents' rate of happiness or life satisfaction? In this paper, we explore the main factors from a socioeconomic and cultural perspective, particularly focusing on Seoul's urban development context. It is believed that through the process of urban modification and housing redevelopment, the residential environment has been forced to be fragmented in the case of Seoul.

It is directly related to our second question: how do residents' life satisfactions depend on neighborhood characters and other neighborhood policy or community governance? This paper reports several indicators or factors that impact on the rates of residents' happiness and identify physical neighborhood figures and sociodemographic and administrative characters including social activity and community policy.

The Reflection of Public Opinion in Print Media: The 13th General Elections in Malaysia

Chang Peng Kee, Ph.D., Senior lecturer,
National University of Malaysia
MALAYSIA
E-mail: chang@ukm.my

Kho Suet Nie, M.Phil., Research officer,
National University of Malaysia
MALAYSIA
E-mail: k.suetnie@gmail.com

The freedom of expression and speech as declared in Universal Declaration of Human Rights (UDHR) Article 19 is the foundation of public opinion worldwide, with the mass media being the essential tool in opinion expression that will shape the public perception. The common premise is often to view media as a powerful means to create public opinion. However, the increase of media literacy worldwide alongside the revolution of media and the growth of society makes one wonder if media is still the tool to shape public opinion or merely a reflection of public opinion. Therefore, using the Malaysia's 13th General Elections (GE13) as the subject of study, the researchers seek to understand if the media shapes the public opinion, acting as the mirror to reflect public opinion, or a combination of both. The methodology used was content analysis of eight Malaysian mainstream newspapers from four different languages, namely Bahasa Melayu, English, Tamil and Chinese over a span of 16 days with the theory of Agenda Building as the theoretical framework. The study concluded that for GE13 reporting, the media was the catalyst in setting the agenda for the public on

the issues to think about. However, as the coverage of media continued, public opinion was not only reflected in the print media, but also influenced and helped build the media coverage. This implies that the print media in Malaysia are still relevant and they work in parallel with public opinion.

Keywords: Print Media, Public Opinion, General Elections, Agenda

Predictors for Environmentally Friendly Dispositions Among South Korean Publics: An Analysis of 2010 ISSP Data

Shin-Ock Chang
The World Environment and Island Institute
Jeju National University, South Korea
E-mail: changshinock@gmail.com

Environmental problems are considered among the most salient issues that global community faces in the 21st century. In this reason, understanding public orientations in relation to environmental problems are important. The paper aims at examining environmentally friendly orientations among South Korean publics by determining significant predictors for them. In this aim, ISSP (International Social Sciences Program) Survey Data collected in the year 2010 was analyzed.

Environmentally friendly orientations were defined in this study drawing upon three dimensions: (1) overall concern about environmental problems (the affective); (2) willingness to pay more tax as well as prices, and to reduce living standards out of concern for the environment (the conative); (3) practicing civic participations in environmental matters; and greening everyday practices (the behavioral). Socio-demographic, socio-economic, and cultural variables (e.g. age, gender, educational attainment, household income) were used to predict the orientations. Previous research pointed out that publics hold inconsistent/contradictory attitudes towards environmental problems (Chang 2004). This is indicated by significant predictors that turn out to vary depending upon in what way environmental problems are asked for. The paper aims at addressing this fragmented nature of environmentally friendly orientations of South Korean publics.

Keywords: environmentally friendly orientations, South Korea, public opinion, ISSP

Integrated Marketing Communication Effect on Behavioral Decision on Herbal Beauty Products of Elderly Females in Western Thailand

Dr. Thirawat Chantuk
Faculty of Management Science, Silpakorn University of Phetchaburi IT Campus
THAILAND
E-mail: thirawat.scb@gmail.com

Sukhon Nagavajara
Department of Business Management and English.
Faculty of Management Science.
Silpakorn University of Phetchaburi IT Campus
E-mail: sukhon.n738@gmail.com

The research aimed to study the integrated marketing communication (IMC) effect on behavioral decision of elderly females on herbal beauty products in Western Thailand. Samples of this research were elderly females aging from 60 years old of four hundred consumers who were using herbal beauty products and living in the Western Thailand. Questionnaire is used as a tool to conduct a survey and to collect the data.

Most samples were living at Prachuap Khiri Khan aging between 60-65 years old, having a monthly income between baht 5,001-8,000, holding less than or equivalent high school education or vocational certificate and self-employed. They had been using herbal beauty products everyday over a period of 6- 12 months selecting hair care and body care. The popular brand is "Abhibhubejhr" cost

baht 201-300 for each time to pay and buy twice times per month purchasing from agent. Butterfly-pea is the most herbal selected. The respondents have familiar the most perception of herbals properties of Lemon, Turmeric, Coconut oil, Gotukola, Phlai (Cassumunar), Tamarind, Aloe vera, Butterfly-pea, Citrus (Ma-krut), Tomato, Honey, Cucumber.

Integrated marketing communication (IMC) affect to behavioral decision of female's elderly on herbal beauty products in Western Thailand. Samples with different province, age, monthly income, education level and career had different to behavioral decision of elderly females on herbal beauty products in Western Thailand. Overall Integrated Marketing Communication (IMC) had affected to behavioral decision of female's elderly on herbal beauty products in Western Thailand.

Keywords: Integrated Marketing Communication (IMC), The perception of herbals properties, Herbal beauty product

Community Network and Capacity Building of AIDS Orphans in Bangkok

Dusadee Charoensuk, Ph.D, Asst Prof.
Eastern Asia University
THAILAND.

E-mail: dusadee_cha@yahoo.com

Issues: AIDS orphans in a slum of a megacity are more vulnerable than other orphans and urgently need to be protected. Community network and capacity building of AIDS orphans in slum is very important for their quality of life.

Description: Klongteuy is the biggest slum of Bangkok. Most of the population in Klongteuy migrated from many parts of Thailand. Most of them are poor and illiterate. Many of them are unskilled laborers and unemployed. Some of the orphans here live with a single parent who cannot afford education, good care or safe environment for their children. Very few of them live in orphanages that are not enough for all orphans. Besides the worst things are drugs and unhealthy environment that lead them to have sex with friends, sex partners, or drug sellers for money and drugs. Some of the orphans were call "central children." It means these children have no direct caregivers. But they were known and supported by local community who gave them some food, clothes, or small amount of money and also taught them how to handle their life and empowered them by PAR method, life skill development, and AIC technique.

Lessons learned: Community network that linked leaders of each community, NGO, GO in the community to participate in handle orphans and AIDS orphans problems would help to mitigate AIDS impact on orphans. When they are network, they can pull the needed resources, manage for the effective of referral system, and exchange all the data and information to give the right help to orphans.

Next step: Government should have health policy to encourage all communities with high HIV/AIDS epidemic to develop network among leaders of community, NGO,GO, orphans leaders to work together for better AIDS orphans' life and mitigated AIDS impact on orphans and to prevent the AIDS cycle.

The Total Public Opinion: A Dynamic Approach in Public Consultation

Angus Cheong, Ph.D.

Sherry Chang

Candy Fong

Macao Polling Research Association

E-mail: angus@e-research-lab.net

Since the notion of who said what to whom in which channel with what effect was proposed by Lasswell in 1935, communication models have been changed over time. The revolution of the Internet and development of technologies make a dynamic model of communication possible. This paper proposes the Total Public Opinion (TPOP) framework, a holistic approach to study the opinions generated in public consultation process from different sources of information such as social media,

traditional media and the general public. We will discuss the public consultation process of new city planning in Macao in order to demonstrate how this dynamic approach works. Further implications drawn from the analysis will be explored in order to shed light on the continued research in this approach.

Effectiveness of Eating Behavior Promotion Program on Eating Behavior, Body Mass Index and Blood Pressure Level in Older Adults with Essential Hypertension

Sabaitip Cheueiam

Boromarajonani College of Nursing, Chakriraj, Ratchaburi.

THAILAND

E-mail: sabaigirl99@gmail.com

Background: Hypertension is a significant public health problem because it is one of the most common diseases of the elderly with a chronic condition and life-threatening complications. Hypertension is the most common chronic disease in the elderly. Statistics show that 50 percent of the elderly worldwide suffer from hypertension. In Thailand, about 31.7 percent of the elderly suffer from hypertension. In particular, approximately 90 percent of those sufferer from essential hypertension. Furthermore, the fatal complications such as stroke, dependence and death may occur. Therefore, complication prevention strategies, for example, controlling the eating behaviors of low salt and fat diet and stress management are required.

Objectives: The objective of this research was to study the effects of eating behavior promotion program on eating behavior, body mass index and blood pressure level in older adults with essential hypertension

Methods: The research design of this study was a Quasi-experimental research using a repeated measures design. Sixty participants who met the criteria were recruited to the study. The inclusion criteria were older people who: 1) were diagnosed as the 1st degree of essential hypertension, 2) attended the hypertension clinic during August-October 2011, 3) got permission from their doctor to participate, 4) were independent in terms of consciousness and being able to understand Thai, 5) had no experience with the health promotion program and, 6) agreed freely to participate in this study. However, potential participants who met the exclusion criteria were not be able to participate in this study. The exclusion criteria were people who 1) have severe physical and psychological complication such as severe heart diseases, uncontrolled diabetes Mellitus or kidney diseases or depression. All 60 participants were randomly assigned into two groups. Therefore, each group of 30 participants were in a control or an intervention group. The intervention group received the 5 week-Eating Behavior Promotion Program, developed by the researcher. Instrumental tools were the demographic questionnaires, eating behavior for hypertension questionnaires, measures of blood pressure level, body mass index, Modified Barthel Activities of Daily Living, Thai Geriatric Depression Scale and Mini-Mental Status Examination (Thai 2002).

Results: Most participants were female and there was a significant relationship between groups and eating behaviors scores at .05. Furthermore, there were significant differences between averaged scores between the intervention and control group in terms of the specific eating behavior average scores, body mass index, systolic blood pressure, and diastolic blood pressure ($p < .05$).

Conclusion and recommendations: The study shows that the specific eating behavior promotion program can promote eating behaviors of older adults with essential hypertension and reduce body mass index as well as both systolic and diastolic blood pressure level. Therefore, this program provides the benefits of hypertension complication prevention. Therefore, it should be used for people with essential hypertension group.

Keywords: eating behavior promotion program, eating behavior, health belief model, hypertension, older adults

Measuring Attitudinal and Behavioral Trust: A Comparative Study of South Korea

Kisuk Cho
Hey Yun Park
Ewha Womans University

Generalized trust, regarded as social capital, has long been considered an important variable in much social science empirical research. It is often measured by a single trust item of the General Social Survey (GSS). The item asks whether a respondent agrees with the statement that, "Generally, speaking, would you say that most people can be trusted or that you can't be too careful in dealing with them." The respondents are asked to choose either "Most people can be trusted" or "You can't be too careful." Since its first use in the GSS in 1972, this question has been widely used in thousands of social science studies, including the World Values Survey.

Though having some merit, the GSS trust item has long been challenged on its validity and reliability. One of those criticisms regards the measurement gap between survey and experiment. Glaeser et al. (2000) first discovered that the GSS survey measure does not predict trusting behavior when the Trust Game was employed to measure behavioral trust. The Trust Game, first introduced by Kreps (1990) and Berg et al. (1995), employs a one-shot sequential game where the money transaction is tripled by the experimenter. In the Trust Game, the amount sent to the partner is considered a proxy for trust. Trustworthiness is measured by the return ratio (the amount returned divided by the total amount available to return).

The authors found little association between the amount sent (behavioral trust) and the GSS trust item (attitudinal trust). Instead, they discovered two interesting findings. First, the return ratio (behavioral trustworthiness) and the GSS trust item show a statistically significant relationship, implying that the GSS trust item measures the trustworthiness of the respondents rather than trusting behavior. Second, past trusting behavior and trust in strangers measured in surveys seem to better predict trusting behavior in the experiment. Thus, the authors suggest adopting these indicators as a predictor of behavioral trust.

Experiments replicating Glaeser et al. have rendered conflicting outcomes: some studies corroborated the original finding that the GSS trust measure better predicts behavioral trustworthiness (Lazzarini et al. 2004; Ermisch et al. 2009; Chaudhuri et al. 2003). However, Ben-Ner and Halldorsson (2010) found that survey measures of trust (GSS) and trustworthiness (Machiavellian scale) is a good predictor neither of behavioral trust nor of trustworthiness. Variations are also found in cross-cultural studies: trust in an experiment and in a survey (GSS) correlate well for Swedish participants, but not for Tanzanian ones (Holms et al. 2005). Ahmed et al. (2009) adopted the GSS trust item, Glaeser et al.'s (2002) behavioral indicators, and Yamagishi's GTS, but none of them was found to be dominant in terms of its predictive power across different societies.

Cho and Park (2013) suggested that the GSS survey item has a validity problem, as it conflates trust and prudence in one survey questionnaire and thus it is consequential that no association is found between behavioral trust and the GSS survey measure. They successfully demonstrated that there is a strong correlation between GTS (General Trust Scale), developed by Yamagishi et al. (1994; 1999), and behavioral trust, measured by Yamagishi's experiment. However, it is unclear that absence of association between behavioral and attitudinal trust in Glaeser et al.'s original research resulted due to the invalid measure of GSS or the nature of a different experimental game, as Cho and Park employed Yamagishi's experiment, not Glaeser et al.'s.

We conducted the Trust Game and examined the relationship between various attitudinal trust measures and behavioral trust measured by the Trust Game in South Korea. We found exactly the same finding, namely, that behavioral trust measured by the Trust Game is a good predictor of trustworthiness as Glaeser et al. did. We failed to find any association between behavioral trust and the GSS, as well as between behavioral trust and the GTS. We challenge not only the validity of the GSS, but also the validity of the Trust Game itself. We discuss the implications of our study compared with the outcomes of the previous cross-cultural studies.

Enhancing Administrative Cooperation to reduce Nonresponse bias in a Household Survey

Eun-Hee Choi
Dongguk University

Sun-Woong Kim
Sung-Joon Hong
Sun-Young Lee
Ha-Na Lee

Nonresponse in face-to-face household surveys has been a matter of concern for several decades in many countries. The prevention or avoidance, and the special estimation techniques are the most common methods that are used to solve the problem. This study focuses on the former. In Korea, many housing units have “access impediments” that prevent strangers from contacting them. For example, about 50% of all households live in high-rise apartment buildings with locked central entrances or security guards. Moreover, the proportion of not-at-homes during the day or evening is very high and nearly a fourth of households have just one resident. For these reasons, if sufficient contact is not carried out for each household, nonresponse bias may occur and could lead to lower precision of survey estimates. It is essential, therefore, to make a special effort to bring a good response rate. In this paper, we present how the sample households were contacted based on a new administrative cooperation to reduce nonresponse in a metropolitan household survey. Also, to assess the quality of data collected through such survey process, we explore the coverage changes across various subpopulations and the differences of responses according to the number of call-backs, as well as average number of calls per response required to complete the survey. Our approach would be useful for good response rates and cooperation rates in household surveys.

Joint Survey in the Greater China Region

Robert CHUNG, PhD
Public Opinion Programme (POP) at the University of Hong Kong
Hong Kong
E-mail: robert.chung@hku.hk

Angus CHEONG, PhD
ERS e-Research & Solutions (Macau)
E-mail: angus@e-research-lab.net

Ching-hsin YU
Election Study Center of National Chengchi University, Taipei
TAIWAN
E-mail: chyu@nccu.edu.tw

Associate Prof. Baohua ZHOU, PhD
Journalism School, Fudan University
CHINA
E-mail: zhoubaohua@yeah.net

Mainland China, Hong Kong, Macau and Taiwan, are collectively called the Greater China Region. So alike yet so different in terms of social, cultural, economic and political conditions. With the ever-increasing frequent exchanges and interactions of people in the region, how their people see their lives and societies to be similar to, or different from, each other provides valuable indicators for social scientists to understand the region. The authors of this paper will be carrying out a joint survey across the four societies to measure people's appraisal of their society's democracy, freedom, prosperity and stability. Other than these four indicators, the joint survey will also measure people's

satisfaction with their society's economic and political development, as well as their perception of government officials in general. This presentation will compare and discuss the opinions gathered, both in terms of differences among different societies, as well as among different demographic groups within and across these societies. This joint survey in the Greater China Region is in fact an outgrowth of the cross national survey on "Satisfaction in Daily Life in Asia Survey" initiated by ANPOR, and can be viewed as an extension of the ANPOR survey both in terms of scope and geographical coverage.

Keywords: cross-country, cross-border, joint survey, Greater China Region, Satisfaction of Life, social indicators

Deliberative Opinion Research in Hong Kong

Robert CHUNG

*Public Opinion Programme (POP) at the University of Hong Kong
Hong Kong*

E-mail: robert.chung@hku.hk

Winnie LEE

*Public Opinion Programme (POP) at the University of Hong Kong
Hong Kong*

E-mail: winnie.lee@hkupop.hku.hk

According to some theorists, "rational ignorance" constrains conventional polls in the quality of opinions collected in respect of complicated issues because the public has little reason to invest time and effort in acquiring information or coming to a considered judgment. Conventional polls can therefore only offer a snapshot of public opinion as it is when the public has little information, attention, or interest in the issue. Deliberative Polling (DP) is a technique to overcome the defects in conventional polls induced by rational ignorance by combining deliberation in small group discussions with scientific random sampling to provide public consultation for public policies and for electoral issues. After 2009 when the Public Opinion Programme (POP) of the University of Hong Kong introduced the concept and technique of DP in various academic workshops organized in collaboration with Stanford University, DP gradually finds its place in Hong Kong in various forms like Deliberative Forums (DFs), Deliberative Meetings, and miniature experimental DPs. Many of these activities have been widely covered by media. Recently, a civil disobedient movement initiated by a professor of law at the University of Hong Kong, called "Occupy Central with Love and Peace" (OCLP) expands the concept to cover deliberative meetings separately for campaign supporters and for ordinary community members. The campaign attempts to engage the public into deliberating constitutional changes.

This paper describes the emergence and development of deliberative opinion research in Hong Kong over the past few years. The authors also discuss some of the challenges encountered in designing and carrying out these projects, as well as the use of new technologies in processing data instantly at various deliberative events. Such a development is particularly relevant to societies striving to better engage the public in order to collect quality opinions data.

Keywords: deliberation, democracy, deliberative polling, civil participation, civil engagement, rational ignorance

What They "Don't Know" May Help You

- Assessing the Power of Two Knowledge Measures on Japanese Political Participation -

Christian Collet

*International Christian University, Tokyo
JAPAN*

E-mail: collet.chris@gmail.com

Gento Kato
Waseda University
JAPAN
E-mail: gento.badger@gmail.com

Largely because of its positive impact on participation, political knowledge is seen as a critical variable in the study of democracy. The problem facing survey researchers is determining a method for capturing it. Conventional measures, such as those first employed by Delli Carpini and Keeter (1996), focus on "testing" respondents on different dimensions of government, politics and policy. Those approaches have, in recent years, come under criticism (e.g., Lupia and McCubbins 1998) for missing critical knowledge dimensions and failing to capture respondents' ability to utilize newly acquired information to make political decisions. In this paper, we utilize a national survey of Japanese citizens (conducted by GLOPE at Waseda University) to compare the predictive power of a standard knowledge "test" to a simpler variable: an aggregated "don't know" (DK) scale, based on the total amount of item non-response in the questionnaire. Results indicate that the simpler DK measure produces results at least as robust as the more common and time-consuming "testing" measures, thus serving as a more efficient indicator of the respondent's awareness of the political system. Building upon our previous work on Japanese political knowledge (Collet and Kato 2013), the implications of our findings for other Asian contexts are considered.

Immigrants and Images: How Stereotypes and Social Contact Shape Japanese Views of China and South Korea

Christian Collet
International Christian University, Tokyo
JAPAN
E-mail: collet@icu.ac.jp

Tetsuro Kobayashi.
JAPAN

Image theory, among the few comprehensive frameworks in IR to account for impressions of foreign countries (Herrmann and Fischerkeller, 1995; Herrmann et al., 1997; Herrmann, 2003), has yet to consider the impact of individual-level exposure to immigrants and foreign cultures. In this paper, we use an original national probability sample survey of Japanese adults to examine how such exposure may influence broader feelings toward China and South Korea. The results indicate that when the central variables in image theory are accounted for – values and perceptions of threat – it is the direction of group-level stereotypes about Chinese and Koreans immigrants that has the largest impact on a Japanese citizen's nation-level affections toward China and Korea, respectively. Put another way, as immigrant workers are viewed in positive terms, respondents, *ceteris paribus*, feel warmer toward the immigrant's country of origin. The impact of foreign exposure varies by mode. Where greater direct personal engagement (knowing Chinese and Korean immigrants personally or watching characters on TV) bolsters national images, socially distant/physically proximal contact (i.e., seeing Chinese/Koreans in everyday life) reduces it. Taken together, our findings argue for a multi-level approach in image theory that accounts for group images – and suggest that images of China/Korea and Chinese/Korean immigrants may, to some degree, conflate in the minds of the Japanese public.

The Next Level of Quantification and Understanding AII (Anti Incumbency Index): Time Line Analysis of AII from UK, Japan, Malaysia & Pakistan

Yashwant Deshmukh
CVoter Foundation.
INDIA
E-mail: yashwantdeshmukh@gmail.com

Elections are a fascinating exercise in any form of democracy. However, there is always a thing or two in understanding the results, which also makes this one of the most discussed but least understood areas of study: that is, why-people-vote-the-way-they-vote. It becomes more complex when actual voting and the actual election outcome do not go hand in hand in the same direction. Are elections primarily a negative phenomenon? Do people vote more to kick out a government or do they actually go to polling booths in order to vote in a government? Are the voting-out and voting-in phenomena inter-related? If yes, can this factor be quantified or is it only subjective in nature?

This is in continuation of our primary concept paper presented at the WAPOR 58th Annual Conference in Cannes, France. In Cannes, the paper took into account data only from 18 countries having first past the post system. This proposed paper takes into account the election results from a number of other countries that have gone to polls in the last two years apart from formulating the deviations in the Index and also looking at the probable variation of micro-level and macro-level Anti-Incumbency sentiments with their impact on the final outcome of election results.

Making Decisions from Experience to DATA : A Case Study of Chinese Food and Drug Crisis Management in Big Data Era

Guo Xiaoke *Associate Professor*

Li Pei, *Professor*

*School of Global Journalism and Communication,
Southwest University of Political Science and Law, Chongqing
CHINA*

E-mail: xiaokeguo@qq.com

Li Xiguang

*Honorary President, School of Global Journalism and Communication,
Southwest University of Political Science and Law, Chongqing, China
Dean, Tsinghua University International Centre for Communications
Beijing, China.*

Tel. 86-10-62781008

E-mail: xiguang@tsinghua.edu.cn

Su Jing

*Vice President, Think Source Technology Ltd., Wuxi, Jiangsu Province, China
Research Director, Tsinghua University International Centre for Communications
Beijing, China*

Tel. 86-10-62781008

E-mail: sujingxw@tsinghua.edu.cn

The explosion of information in the era of big data means a golden opportunity for Chinese administrators of food and drug safety. By using our Global Opinion Tracking (GOT) system as its tool in their daily work, the Chinese State Administrator of Food and Drugs has been able to work ahead of journalists in tracking and handling the problems of food and pharmaceutical industries. In our presentation, we will discuss our GOT software that updates information every four seconds by data mining, word segmentation, content analysis, risk forecast and sentiment analysis.

Keywords: big data, crisis management, Global Information Tracker, decision-making

Driven by What? Examining the Role of Social Capital on Individuals' Continuous Use of Social Network Sites from a Social Cognitive Perspective

Yu Guo

*Graduate School of International Media, Communication, and Tourism Studies,
Hokkaido University*

JAPAN
E-mail: guoyucuc@gmail.com

Yiwei Li
Graduate School of International Media, Communication, and Tourism Studies,
Hokkaido University
JAPAN
E-mail: yiweili@imc.hokudai.ac.jp

Naoya Ito
Research Faculty of Media and Communication,
Hokkaido University
JAPAN
E-mail: naoya@imc.hokudai.ac.jp

By integrating useful insights from social cognitive theory and social capital theory, we aim to provide a comprehensive model for understanding people's behaviors related to the use of social networking sites and examine the role of social capital in individuals' social media selectivity. Propositions that emphasize the triadic interactive relationships among environmental, personal, and behavioral factors were underlined in this study. The results indicated that: (1) the causation between the use of social networking sites and individuals' perceived social capital appears to be mutual; social capital may not only be the result of media selectivity, but it may even be an essential stimulus initiating the start of using social networking sites; (2) the influences of the use of social networking sites on the generation of individuals' online social capital are proposed to be conditional; this suggests that the significance of such predicted relationships relies on different functions of using social networking sites; (3) both the level of dependence on social networking sites and the differentiated patterns of the use of social network sites vary according to individuals' perceived offline social capital and their personal characteristics, for instance, personality or self-construal, and social anxiety.

Keywords: Computer-mediated Communication, Social Capital, Social Cognitive Theory, Social Network Sites, Media Usage

Predicting the Number of Legislative Seats from Exit Poll Data: The 19th South Korean National Assembly Election

Kyu Sup HAHN
Seoul National University

Jo Han LIM
Seoul National University

Won SON
Bank of Korea

In the case of legislative elections, the primary goal of exit polls is to predict the number of seats won by major parties. Despite the large amount of financial resources dispatched to conducting exit polls, however, they have been notoriously inaccurate. Furthermore, no formal procedures exist for attaining condense intervals of the predicted number of seats. In the current work, we propose a procedure for obtaining robust condense intervals for the predicted number of seats won by major parties.

Our procedure is designed to account for various unique features of exit polls. More specically, our procedure converts the shares of popular votes from all legislative districts to the number of seats won by major parties at the aggregate level. In doing so, our procedure accounts for exit polls sampling scheme as well as non-response bias. Applying our procedure to the exit poll data from the 19th Korean National Assembly Election in 2012, unlike the broadcasters predictions, our

procedure accurately predicted the number of seats won by the major parties. Our proposed procedure is intuitive and easy to implement, so that it can be readily used on election day.

The Effect of Education Heterogeneity in Networks on Political Knowledge

Soojin Han

Sociology, Sungkyunkwan University

The purpose of this study is to examine the effects of education heterogeneity of egocentric network on political knowledge. Political knowledge is one of the most important key elements for democracy in that it cultivates civic virtue and affects participation by increasing political efficacy among citizens. To explain political knowledge, previous studies have mainly focused on voters' educational background. However, previous studies fail to reveal the mechanism that political knowledge is formed by education. Thus, this study tries to make link between education and political knowledge in terms of properties in social networks. In detail, the more educational heterogeneity one has, the more political knowledge one has. Political knowledge can be obtained through discussion with alters with different political information. Namely, this paper assumes that alters within egocentric networks function as an effective channel for political stimuli. From this perspective, this study investigates how education background and educational heterogeneity in egocentric network influence on political knowledge by analyzing the data for 'survey on politic and democracy' conducted by the Institute of Korean Political Studies of Seoul National University (IKPS) right after the 18th presidential election. The results are as follows. First, both voters' education background and education heterogeneity have statistically significant impact on political knowledge; the higher educational level people have and the more heterogeneous alters' educational level is, the more people have high level of political knowledge. Further, it shows the effect of education heterogeneity offsets that of voters' educational level on political knowledge. The results imply that communication with others who have different educational backgrounds makes people easily understand political information and expand their knowledge.

Public Opinion and the National Science Museum, Thailand

Aphiya Hathayatham, Ph.D.

Director of Information Technology Museum

The National Science Museum.

THAILAND

The National Science Museum, Thailand (NSM) is a state enterprise founded in 1997 under the Ministry of Science and Technology. NSM's mission is to increase public awareness of science and technology in order to create a scientific society for the sustainable development of the Nation. Four main museums are in development in the central part of the country and it is planned to set up science museums in each of the 18 sub-regions of Thailand in the near future. The concept of a regional museum is to present local wisdom related to science and technology in each region. The exhibition in each museum will comprise not only science and technology from the western world but will focus also on eastern science and technology, especially traditional knowledge.

The public opinion research that NSM has been conducting serves two main purposes. The first is to find out how visitors feel about the services NSM provides both in the existing museums and in other activities such as the Science Caravan and the National Science and Technology Fair. The second purpose is to listen to what people think about science museums and to determine what they would like to see in the regional science museum that will be established in their hometown. Since the government has recently approved and allocated the budget to set up the first two regional museums in the north of Thailand, NSM has recently organized a public hearing program and conducted a public opinion survey in order to match NSM's objectives with what people want.

The research on public opinion has revealed many interesting facts and much useful information for the improvement of existing museum services as well as for the establishment of new regional science museums. The program has confirmed the importance of the public hearing mechanism in every national project.

Destination Image and Destination Personality: A Case Study of Hua-Hin Prachubkirikhan

Noppanon Homsud

Thacharee Ju-ee

Faculty of Management Science Silpakorn University

THAILAND

E-mail noppanon@ms.su.ac.th

The study is based on the research of Hosany, Ekinci and Uysal (2006). Four-hundred tourists who visited Hua-Hin Prachubkirikhan were the sample. The research instrument was a questionnaire while the usage statistical techniques were frequency, percentage, mean, standard deviation, principal component analysis, and canonical correlation. It was found that destination image divided into 3 parts consisted of affective, physical atmosphere, accessibility as destination personality had 3 components composed of sincerity, excitement, and conviviality. The result from canonical analysis showed that destination image related with destination personality.

What Does The Popularity of Wikipedia Search Indicate?: Public Concerns as Social Media Agendas Between Media Agendas and Blog Agendas.

Hong, Seong Choul

SKKU BK+ Post Doc Researcher

Kang, Bo Young

SKKU, Ph.D. student

Kwon, Young Sung

SKKU, Ph.D. student

What does the popularity of Wikipedia search indicate?: Public concerns as social media agendas between mass media agenda and blog agenda.

The traditional agenda-setting theory explains the transfer of agendas from media to the public. In this process, mass media are believed to tell the public "what to think about." Researchers have tested the public opinions with the Gallup polls' the MIP (Most Important Problem) questions. Nonetheless, the public concerns were hardly tested yet.

The current study investigated where the public concerns come from through the Wikipedia's zeitgeist, 25 Wikipedia articles with most contributors in a given month.

By using key-word searching through the LexisNexis and Yahoo.com, the study constructed media agendas and blog agendas, respectively. Then, the study examined ranking order correlations of zeitgeist with media agendas and blog agendas in August and September 2013. Even though there were some variations, the study found that media agendas have high correlations with blog agendas. The public concerns reflected in zeitgeist were also moderately associated with media agendas and blog agendas. The implication of these findings is that the public concerns may be measurable and testable by examining participatory media such as Wikipedia and Facebook.

Effects of Adult Internet Addiction on Psycho-Emotion and Suicide in Korea

Myungjin HWANG

Korea University

E-mail: mofohwang@korea.ac.kr

Byungho LEE

Ducksung women's university

E-mail: bhlee@duksung.ac.kr

Since the mid-1990s, Korean society has developed infrastructure for internet and Information & Communication Technology (ICT) industry as a focused business. While providing necessary contents for such areas, the basis for the internet expanded continuously in Korea. Specifically, the area of education and information became heavily dependent on the internet. But this change also increased the risk of internet addiction in Korea. Recent study shows that about 10% of internet users are exposed to excessive use of the Internet (2013), which is a serious issue for the individuals and the society.

This study investigated the issue of adult internet addiction, focusing on the mediation effect of internet addiction on psycho-emotional problems, including depression and anxiety, and suicide attempts & suicide ideation. Researchers conducted a national survey through Korea General Social Survey (KGSS) using probability sampling method. The results suggest that socio-demographic variables including gender, age, & education level have effects on dependent variable internet addiction. Depression ($\beta = -0.172$, $p < .05$) affected internet addiction but anxiety, suicide attempt, suicide ideation were not associated at a statistically significant level. Yet, suicide attempt and suicide ideation through the intermediary of depression has shown indirect influences to internet addiction. Based on these research findings, implications for psycho therapy and emotion focused therapy for internet addiction were discussed.

Analyzing Effects of Political Literature: The Third-Person Effects on Party Members

Syed Arabi Idid
*Professor at the Department of Communication,
International Islamic University Malaysia.
MALAYSIA
E-mail: sarabidid@iiu.edu.my*

Rizwanah Souket
*Doctoral student in the Department of Communication,
International Islamic University Malaysia.
MALAYSIA*

Davison (1983) posited that individuals will perceive mediated messages to have their greatest impact not "on me or you" but on them – the third person. Research suggests that people judge others to be more influenced than they are by media, advertising, libelous messages, media violence and pornography and television drama. The theory referred to as the Third Person Effect developed on the postulation that audience members would not admit that media had any direct effect on them, but would believe that the media did affect others, the third person (Tewksbury, Moy and Weis, 2004; Price, Tewksbury and Huang, 1998).

While people would discount the effects of negative or biased messages, they would, under the notion of the First Person Effect, readily admit being influenced. This study was based on studying the effects of political literature on party and opposition party supporters taking the messages to be positive to one group and biased and partisan to another group.

The study focuses on the assumed effects of political literature on own party and opposition party supporters. It traces the degree of influence of Malaysia's largest political party, Barisan Nasional (BN) political campaign materials on own supporters and on non-BN party supporters.

While the Third Person Effect assumes a null or minimal effect on own self and some or strong effect on others, the question that arises are on welcoming favorable media effects on oneself and assuming unfavorable effects on others.

Daily Life Satisfaction in Asia: Conceptual Basis, Methodological Caution and A Comparative Analysis of Japan, South Korea, Thailand, Hong Kong, Macao, The Philippines, India

Prof. Takashi Inoguchi, PhD
President of the University of Niigata Prefecture

JAPAN
E-mail: inoguchi@unii.ac.jp

Prof. Miguel E. Basanez
Tufts University
USA
E-mail: m.basanez@tufts.edu

Satisfaction is measured by asking sampled populations of seven Asian societies carried out in 2013 with the same set of questions. A comparative analysis is carried out in this paper in terms satisfaction with seven life aspects: food, family, human relations, housing, health, job, income. More detailed and deep analyses by country are carried out by country representatives at the annual meeting at Seoul on November 21-23 2013.

Marketing Mix Study: A Case Study of Lukjeab Thai Dessert Business in Petchaburi, Thailand

Supamas In-uris
Student of Faculty of Management Science, Silpakorn University
THAILAND
E-Mail: parn_duff@hotmail.com

Pattama Sukulbham
Student of Faculty of Management Science, Silpakorn University
THAILAND
E-mail: pooja27874@gmail.com

Supalux Sri-sumang
Lecturer of Faculty of Management Science, Silpakorn University
THAILAND
E-Mail: supalux@ms.su.ac.th

Thai dessert business has been major income for local people who live in Petchburi Province in Thailand. The aim of this research is to study the case of the Marketing Mix of "Lukjeab" Thai Dessert business in Petchaburi, Thailand. This research is a qualitative research applied in depth interview as a purposive sampling with the business owner to gain insightful information. The data collection used a recorder and observation notes to gather significant information from the field, and the interviewee. The result of the study found that the Lukjeab Thai dessert business adopted the Kotler's Marketing Mix method (1999) which included four substantial factors: product, price, place and promotion to serve the needs of the consumers harmoniously and trade the maximum qualities of the products. Accordingly, Lukjeab Thai dessert is considered to be the distinctive dessert business in Petchburi.

Keywords: Marketing Mix 4Ps, Qualitative Research

Ways of Life under the Philosophy of Sufficiency Economy in Chang Hua Man Royal Initiative Project: A Case Study of Ban Nong Khok Kai Farmers, Tha Yang District, Petchburi, Thailand

Viroj Jadesadalug, PhD
Faculty of Management Science, Silpakorn University
THAILAND
E-mail: viroj@ms.su.ac.th

Patcharin Phrarat
Faculty of Management Science, Silpakorn University
THAILAND
E-mail: patcharin@ms.su.ac.th

Kamolwan Trichan
Tipsuree Roemsungnoen
Faculty of Management Science, Silpakorn University
THAILAND

This research aimed to study the ways of life under the philosophy of sufficiency economy in Chang Hua Man Royal Initiative Project: a case of Ban Nong Khok Kai farmers in Petchburi, Thailand who have followed the philosophy of sufficiency economy including five aspects: mind, society, environmental resources, technology and economy to live their lives.

The semi-structured in-depth interview was used to collect data. The research instruments were questionnaires and data analysis after the data interviewed among the Ban Nong Khok Kai farmers in Petchburi.

The results found that the farmers of Ban Nong Khok Kai lived their lives by relying on self-reliance principles of the Philosophy of Sufficiency Economy which were five aspects including mind, society, natural resources and environment, technology and economy resulting in quality life without burdening others and they lived happily following the philosophy of sufficiency economy.

Keywords: Ways of life, Self-sufficiency principle, Sufficiency Economy, Farmers

Relationships among Perceived Self-Efficacy, Family Support and Health-Promoting Behaviors of Older People with Hypertension in Thailand

Umakorn Jaiyungyuen, MSN., RN.
Boromarajonani College of Nursing, Suphanburi
THAILAND
E-mail: uma_korn4@hotmail.com

Supaporn Woraarun, MSN., RN
THAILAND

Sarinthorn Mangkamanee, MSN., RN
THAILAND

The objective of this study was to examine perceived self-efficacy, family support and health-promoting behaviors among older people with hypertension and the relationship among them. This study was a descriptive design. The instruments used in this study were a demographic data form, the health-promoting behaviors questionnaire, the perceived social support from family scale, and the perceived self-efficacy. Data were analyzed using percentage, means, standard deviations, and the Pearson's correlation moment coefficient. The results revealed that the mean of health-promoting behaviors among the participants was at a good level ($\bar{X}=3.09$, $SD=0.36$). Education, family income, perceived social support from family, and perceived self-efficacy had positive associations with health-promoting behaviors. The strongest positive correlation with health-promoting behaviors was perceived self-efficacy ($r=.59$, $p<.01$), followed by perceived social support from family, education and family income ($r=.38$, $p<.01$; $r=.30$, $p<.01$; $r=.22$, $p<.05$, respectively). The findings suggest that family could be a major source of support for older people to promote and empower them in maintaining health-promoting behaviors.

Keywords: family support, health-promoting behavior, self- efficacy

Error Reduction in Presidential Election Surveys in South Korea: Results from a Computer Simulation

Deok-Hyun Jang
Gallup Korea

Young Taek Hong
Gallup Korea

Sung-Kyum Cho
Chungnam National University

Pre-election surveys are conducted frequently in the period leading up to an election. Being able to rely on these results and interpret them correctly is important for the candidates' campaigns and is helpful to journalists as well. However, it is impossible to conduct these kinds of surveys using scientific methods. Random sampling only works well if you can reasonably expect to have a low refusal rate and generally works best if you approach potential respondents multiple times if they do not answer the phone the first time you call. However, due to the time sensitivity of election surveys, they cannot be conducted over a long period of time and must instead be conducted in one or two days. In South Korea we see high refusal rates (more than 50%) for these kinds of surveys as well, leading to error. Therefore, we need to consider the best weighting method to reduce error.

In South Korea, age is related to voting in presidential elections. Therefore, age works well as a weighting variable in presidential election surveys. Gender, on the other hand, does not seem to be related to voting tendencies, and so will not help with error reduction. Also worth noting is that voting habits in local elections are not the same as presidential elections. Age is not as strongly correlated with voting habits in local elections, and therefore does not work as well as a weighting variable. This study should only be applied to presidential elections in South Korea, although our methodology in creating a computer simulation to consider the issue of error reduction could be useful in other kinds of surveys.

Methodology

We designed a computer simulation based on actual survey data from surveys conducted in December 2012 in South Korea, asking who people would vote for in the election that took place December 19, 2012. Possible answers were Park Geun-hye (who became the president of South Korea), Moon Jae-in (her leading opponent), others, or don't know. By using actual data, we were creating natural, not artificial, polling conditions. We created big data by making 20,000 "people" with set opinions and characteristics. Then we sampled these computer simulated people based on typical patterns seen in recent surveys. We selected a sample of 1,000 "people" 31 times and took the average of these results. These averaged results were the basis for our weighting analysis. Our sample was intentionally biased with Park supporters being represented 10 percentage points higher than they were in our actual population. While in our true simulated population of 20,000 people, 47.3% supported Park and 43.1% supported Moon, in our averaged sample, 56.9% supported Park and 34% supported Moon.

Through several iterations of our weighting and analysis, we changed how strong the relationship between weighting variables and the results were. First we weighted the results using a control weighting method, based on four demographic variables that are commonly used in weighting survey data: age, sex, residential area, and income. We weighted the results of our sample using the Nagelkerke r^2 method to predict the percentage of people who would vote for Park. In an additional seven trials, we added an additional weighting variable, "x," that was tied to the tendency to vote for Park. We gradually changed this variable so that it had a stronger correlation to the tendency to vote for Park.

Results

Our computer simulation results show that the error reduction increased in proportion to the strength of the relationship between the variables. The greatest reduction in error was 8.1 percentage points, which occurred when the Nagelkerke r^2 correlation between the variables was 0.882. The smallest correlation we used was 0.513, which resulted in a 2.7 percentage point error reduction. The results were linear.

Conclusion and Implications

We now know how much we can reduce the error by based on the correlation between the question we are interested in and the possible weighting variables. We can expect that the stronger the relationship is, the more we can reduce error.

The Study of Attractive Factors on Buying Various Type of Life Insurance Programs

Sirikwan Jaroenwiriyaikul
*Lecturer, Management and Tourism,
Burapha University.
THAILAND
E-mail: bo_yammy@hotmail.com*

Kamolwan Rodhring
*Lecturer, Management and Tourism,
Burapha University.
THAILAND
E-mail: Kamolwan@buu.ac.th*

Pornpong Sakdapat
*Lecturer, School of Management,
Shinawatra International University.
THAILAND
E-mail: bbname.passport@gmail.com*

Life insurance nowadays is seen as a product to sell. However, it is not hard to make a decision to buy them; moreover, there are a variety of life insurance programs. So, what factors for deciding whether to buy a life insurance program or not seem to be a challenging question for insurance companies. This paper studies associated factors to choose life insurance program of people who live in the capital city of Thailand, Bangkok, by using a questionnaire to collect data from various areas of Bangkok. A sample of 449 was analyzed by using descriptive statistics and Chi-square test to find the relationship between associated factors and life insurance programs.

The results showed that people in the sample decided to buy life insurance programs because of the three following factors: the requirement of stability and safety, the benefit from medicine fee from life insurance program, and lastly, the trust in the insurance system. All factors have a relationship with deciding on the type of insurance program brought at a 95% significance level. Most people choose saving insurance programs and buy for themselves. From the hypothesis testing, it was shown that sex, age, level of education, monthly income and total assets have no relationship to buying life insurance programs, but occupation does. The recommendation from this study is that the insurance company could improve their product of life insurance programs to fit with what people need. Moreover, terms and conditions of insurance benefits should be attractive to the choosing in the insurance program.

Keywords: Life insurance program

Communication and Cultural Dissemination of Contemporary Religious Based on the New Media

Sun Jing
*Doctor from University of Science and Technology of China (USTC)
CHINA
E-mail: sunjing1@mail.ustc.edu.cn*

In contemporary China, the new media is a very popular form of communication, The spread of religious and cultural diffusion presents a number of new online and offline communication pattern and communication features, It makes China Religious Culture Communication while facing

significant challenges and opportunities, We can see from the government, religious and netizens three aspects to consider solutions.

Keywords: Religious Culture, Communication, New Media

Source of Political Tolerance

Najin Jun, Assistant Professor.
Department of Global Communication & Culture, Hannam University
E-mail: njun@hannam.ac.kr

Studies have identified that political diversity contributes to increasing political tolerance. Discussing politics with people who do not share political viewpoints provides perspectives that are different from one's own and thus tends to facilitate increased tolerance. It has been found that more intimate relationship between non-likeminded discussion partners mediate the relationship between exposure to political difference and tolerance, suggesting that political difference experienced in strong interpersonal relationships fosters political tolerance.

On the other hand, it was also identified that people in weak tie relationships are more likely to be dissimilar from an individual in the group than those in strong associations. Indeed, studies have found a positive relationship between political tolerance and the number of weak ties individuals maintain, suggesting that weak interpersonal relationships contribute to political tolerance by bringing more diverse political perspectives to individuals. In addition, political diversity experienced in weak tie relationships may also offer qualitative tools with which the process of "agreeing to disagree" can be facilitated.

By examining the extent to which political difference in strong ties and weak ties contributes to political tolerance, this study attempts to locate the source of political tolerance. According to the findings from an OLS regression model, political diversity in weak ties (weak-tie diversity) is a more significant source of political tolerance than political diversity in strong ties (strong-tie diversity).

Relationships between Age, Gender, Marital Status, Headache, Fatigue, Functional Status, General Health Perception, Social Support, and Quality of Life in the Older People with Hypertension

Ni Putu Kamaryati
Panarut Wisawatapnimit, RN, PhD.
Pimpat Chantian, RN, PhD.
THAILAND

The ultimate target of health care for older people living with hypertension is to increase their quality of life. The purpose of this study was to examine the association between age, gender, marital status, headache, fatigue, functional status, general health perception, social support, and quality of life in the older people with hypertension. The study focused on four domains of World Health Organization Quality of Life-Bref (WHOQOL-Bref). The revised Wilson and Cleary Model for Health Related Quality of Life was used to guide the study. The study was a cross sectional involved 182 participants by stratified random sampling at South Denpasar, Bali, Indonesia. Each participant was interviewed using structured questionnaires including the demographic, Visual Analog Scale to measure headache and fatigue, Instrumental Activity of Daily Living, Self Rated Health, Social Support Survey, and WHOQOL-Bref. Data was analyzed using Pearson Product-Moment correlation coefficient and Point-biserial correlation coefficient. Main results found that age ($r = -.16, p < .05$), gender ($r = .22, p < .01$), general health perception ($r = .12, p < .01$), and social support ($r = .21, p < .01$) were significantly associated with physical domain. Social support ($r = .29, p < .001$) were positively significantly associated with psychological domain. General health perception ($r = .18, p < .05$) and social support ($r = .22, p < .01$) were positively significantly associated with social domain. Gender ($r = .20, p < .01$) and social support ($r = .40, p < .001$) were positively significantly associated with environment domain. The study suggested that community nurses should promote social support and health perception in nursing strategies to maintain or increase older people's quality of life.

Keywords: quality of life, older people, demographic, symptoms, functional status, general health perception, social support

The Trajectory Relationship among Need for Welfare Service, Network Centrality and Satisfaction in Community: The Longitudinal Research

Byeongro, Kang
Banpo Community Welfare Center
E-mail: weltopia@hanmail.net

The purpose of this study is to present a mediate effect of network centrality with a trajectory relationship between the need for welfare service and satisfaction in community.

Factors Related to Dementia among Older People Attending the Elderly Club of Berg-Prai Sub-district, Banpong, Thailand

Sirikul KARUNCHARERNPANIT, PhD
Boroamarajonani College of Nursing, Chakriraj Ratchaburi
THAILAND
E-mail: ksiriku@hotmail.com

Dementia becomes a significant problem of older people in Thailand. However, only a few studies mentioned about the relating factors of dementia and most of them focuses on people living cities. This study aims to examine relating factors of dementia amongst older people living in a rural area, Berg-Prai district, Banpong Ratchaburi, Thailand.

Methods: A cross sectional correlation study was used. 91 older people living in and attending the activities of the Berg Prai elderly club were recruited to the study. There are five main tools to measure participants: personal data such as gender, age and education; Instrumental Activity of Daily living; Bathel index of Activity of Daily living; Thai geriatric Depression Scale and Mini Mental status examination. The inter-rater reliability of these instrumental tools amongst research team, trained by the researcher and then were tested and ranged from 0.8-0.9. All participants, who agreed freely to take part in this study, were interviewed and tested using the instrumental tools by the research team. The descriptive statistics such as percentage, means, standard deviation and spearman rhos were used because these data were not met the assumption of correlation, so non parametric analyses were used.

Results: Most participants were female (87.9%), age ranged between 60-80 years, (Mean =65.98, SD= 7.8) and graduated lower than the bachelor's degree (87.9%). Most people had a high level of instrumental Activity of Daily living (Mean= 6.98, SD=1.12) as well as Bathel index ADL. Furthermore, the MMSE score indicated the 33% of participants was at the mild level of dementia and the average MMSE score was at 23.89, SD=4.5. Only two variables- educational level and Instrumental Activity of Daily Living, were significantly correlated to the MMSE score, whereas, gender, age, Bathel Index ADL, Thai geriatric depression scale could not show the significant difference.

Recommendation and Implication: Results from this study demonstrate the relationship between educational level, IADL and MMSE score among independent older people attending the Berg Prai elderly club. These may guide to practice regards to encourage older people to maintain their instrumental ADL and to see the health care profession to have their cognition tested. For policy makers, these results may guide them to increase the minimal requirement of education to increase the educational level. However, it is necessary to be cautious about generalizing to other groups because of the small number of participants who were only from one sub-district.

Keywords: Dementia screening, MMSE, Correlation, Relating factors, rural area

Big Data and Political Discourse: Twitter as a Platform for the Evolution of Political Deliberation in the 13th Malaysian General Elections

Surinderpal Kaur
MALAYSIA

E-mail: surinkaur167@gmail.com

Eugene Cheong
MALAYSIA

Maziyar Panihar
MALAYSIA

The immense influence of technology has changed the conventional modes of communication amongst communities, organizations and individuals. The very characteristics of social media (i.e.; its accessibility, high interpersonal interactivity, anonymity and the collapsing of time and space) have afforded its users with useful tools for not only social interaction but also for activism that is ideologically loaded. The recent Thirteenth General Elections (GE13) in Malaysia are a testimony to the influence and power that social media, in particular Twitter, is perceived to carry within itself and through its technological affordances. This paper explores the ways in which Twitter can be used as a platform for political deliberation in the GE13 by politically engaged users. As analyzing Big Data from Twitter is a challenge and requires innovative methodologies, we employed an integrated and multidimensional framework to investigate the interactions between social actors and the information artefact of Twitter. Drawing chiefly upon the tools of Social Network Analysis, Content Analysis, and Critical Discourse Analysis, we study political discourse on the 13th General Elections in terms of tweet volume, word clouds, user mentions, hashtag connections, sharing of images and URLs, re-tweet volumes as well as mapping social relationships on Twitter. By doing this we hope to reveal how Big Data can be utilized effectively to represent different levels of participation as well as different levels of relationships that occur in the construction and negotiation of political meanings on the Malaysian elections through Twitter.

Keywords: Twitter, Big Data, Political Discourse, Elections, Critical Discourse Analysis, Social Network Analysis

Media Discourses on the Health Effects of Radio Frequency from Electromagnetic Field (RF/EMF) Exposure in Malaysia

Surinderpal Kaur
University of Malaya
MALAYSIA
E-mail: surinder@um.edu.my

Ng Kwan Hoong
Lean Mei Li
Prasana Rosaline Fernanadez
University of Malaya
MALAYSIA

There has been a long standing concern about the health effects of exposure to radio frequency from electromagnetic fields (RF/EMF) from mobile telecommunications as well as telecommunication and radar towers. The construction, representation and framing of the RF/EMF issue in media texts is of great significance because media discourse in general is deeply embedded in our daily lives and circulates extensively across people, cultures, events and institutions. A close scrutiny of the discursive production practices and the consumption of the media texts that represent the RF/EMF issues is thus of great importance.

This paper examines the ways in which the RF/EMF exposure issues are framed in the media reporting of these issues. We will be examining specifically media texts from five newspapers in

Malaysia between 1995 and 2012. Through a close examination, we hope to reveal the ways in which media discourse not only frames and represents the RF/EMF issue, but also actively plays a role in the construction of meanings about exposure to RF/EMF.

This study attempts to examine the ways in which the media both constructs and represents public opinion and the circulation of meanings on this issue. In doing this, we investigate which angles are given prominence in the reporting of the RF/EMF issue and the ways in which these angles are framed in the media texts in order to create meaningful potential. The paper also examines the voices that are accorded access in the media and the ways in which these voices are represented in these media texts.

Keywords: Critical Discourse Analysis, Discourse Representation, framing, health, media discourse, radio frequency (RF)

Low Cost Survey Data Collection Samples: The Good and the Bad

John M. Kennedy
Center for Survey Research, Indiana University
USA

Lilian Yahng
Center for Survey Research, Indiana University
USA

The development of low cost and easy to program web survey software has allowed many people to conduct their own Internet surveys. However, access to an appropriate sample for Internet surveys has limited researchers' ability to conduct high quality surveys. In recent years, three methods have been developed to generate low cost samples for Internet survey research – Amazon's Mechanical Turk, Google Consumer Surveys, and opt-in online panels.

The availability of these samples has allowed an increasing numbers of researchers to conduct marketing surveys, public opinion polls, social science surveys, and experiments at a very low cost. However, the new sampling techniques are not appropriate for all surveys. These low cost data collection samples have a number of attractive features but they are balanced with design features that make them less suitable for scientific research. This presentation will describe the procedures used to develop the samples, the appropriate uses of the samples, and the challenges to their use. Both US and Asian panels will be included and the presentation will examine the use of these methods for Asian researchers. The techniques will be evaluated using recent research on nonprobability samples and online panels. In addition, the ethical concerns of each method will be discussed.

Relationships of the Socio-economic and Health Care Factors towards Satisfaction in Daily Life of the Thais in Urban Areas.

Dhanaraj Kheokao
Doktoand der Rechte
Potsdam University
GERMANY
ghanaraj@kheokao.com

Assist.Prof. Jantima Kheokao, PhD
University of the Thai Chamber of Commerce
THAILAND
E-mail: jantima_khe@utcc.ac.th

Tassanee Krirkgulthorn, DNS, RN
Boromarajonani College of Nursing Saraburi
THAILAND

E-mail: k_tassanee@hotmail.com

Pornpong Sakdapat
Shinawatra International University
THAILAND
E-mail: bbname.passport@gmail.com

This descriptive study evaluated the satisfaction in daily life of the Thai people who lived in the urban area as well as to study the relationships of socio-economic and health care factors towards their satisfaction in daily life. The samples, using accidental sampling technique, were 667 Thai people aged 20 years and above who lived in Bangkok Metropolitan and Saraburi Province. Questionnaire ($\alpha = 0.86$) was used to collect data on satisfaction in daily life of the samples.

The results revealed that the samples aged between 20-79 years (mean 36.7, S.D. 12.6), were females (61.9%), university degree holders (61.8%) and single (47.8%). It was found that their satisfaction in daily life was at a high level (mean 3.21, S.D. 0.53) with the highest mean score on the satisfaction on the family life, followed by the satisfaction on the housing facilities and food. The satisfaction on family income had the lowest mean score at 2.99 (S.D. 0.78) which was the moderate level of satisfaction. The chi-square test revealed that gender, age, education, family income, having children in the family, number of members in the family, car and house ownerships, health care, and doctor visit had a statistically significant relationship with satisfaction in daily life at 0.05. It can be concluded that satisfaction in daily life of the Thai people in the urban areas depends on socio-economic status and health care. Therefore the policy and measures on raising income and health promotion should be formulated to increase the level of life satisfaction among the urban Thais.

Keywords: satisfaction in daily life, Urban Thai, socio-economic of the Thais

Factors Effecting Scholastic Behaviour and Violence among High School Students in Bangkok

Assist.Prof. Jantima Kheokao, PhD
University of the Thai Chamber of Commerce
THAILAND
E-mail: jantima_khe@utcc.ac.th

Wassana Witheesawat
Surasak Montri School
THAILAND
E-mail:

Nattakorn Ruangdit
Thammasart University
THAILAND
E-mail: NATTHAKORN.RUE@thammasat.net

Pornpond Sakdapat
Shinawatra International University
THAILAND
E-mail: bbname.passport@gmail.com

The scholastic performance of the students reflects the quality of future population of the nation. The society is changing at an accelerating pace to keep up with technological advancements. High school students especially in the metropolitan area are facing with various social problems including drug, alcohol and substance use, gambling, early sex life and playing online or computer games. These factors can become a pathological problem that affects health, well-being, increase violence behavior and having low scholastic achievement of the students

This study determined factors affecting the scholastic achievement and violence of high school students. Participants were 534 high school students. They completed the 21-item Game

Addiction Scale and 50-item of risk behaviours in July - August 2013. Data was analyzed using descriptive statistics, Pearson product Moment correlation. Findings revealed that students had good scholastics performance (mean = 1.70, SD = 0.623), and least level of violence (mean=1.57, SD = 0.665). Overall teens were found to have low levels of drug, alcohol and substance use (mean =1.47, SD=0.759), gambling (mean= 1.55, SD =0.796) game addiction (mean = 1.58, SD = 0.588), and involve in sexual behaviour (mean=1.68, SD = 0.682). This Pearson's Product Moment Correlation revealed that all risk behaviours were significantly correlated with violence and scholastics behaviour of high school in this study. Immediate measures to prevent early sex involvement and game addiction problems are needed.

Key words: Game addiction, early adolescents, Thai high school students, drug, alcohol and substance use, gambling, violence, scholastic performance,

The Difference in Leisure Life and the Mismatch Between Subjective and Objective Class Identification Among Koreans

Eun-hee Kim
Sociology, Sungkyunkwan University

A Purpose of this study is explaining low quality of Korean's leisure life. Even if Korean economy is growing, feeling of well-being and happiness is not comparable. This study argues that it is because Koreans do not enjoy leisure. It is necessary to examine factors affecting leisure life or leisure satisfaction among Koreans.

This study attempts to verify the hypothesis that mismatch between objective class and subjective class identification affects perception of leisure. This study focuses on the fact that Koreans tend to rely on relative poverty and deprivation when they evaluate their life. This study also tries to measure the relative poverty and deprivation by using the concept of mismatch between objective and subjective class identification.

The data for this study is the 2007 KGSS. The results show that the gap between objective and subjective class identification decreases quantity and quality of leisure activities. In short, the mismatch between objective class and subjective class identification makes the difference between perceptions and actual activities of leisure. This difference eventually makes leisure life unsatisfied.

Varying Effects of Membership on Voting Turnout: Focusing on Types of Voluntary Associations

Eunjung Kim
Dept. of Sociology, Sungkyunkwan University

This paper is intended to investigate varying effects of associational memberships on voting turnout depending on their types. Korean society is known as a nation of joiners. Recently, there has been significant changes in the distribution of voluntary associations. That is, online associations became one of the dominant types of voluntary associations. However, previous studies have only focused on the social and political consequences of offline or traditional associations in Korea. It is time to examine the distinctive effects of membership in online associations on political participation. In this paper, memberships in voluntary associations are classified into three types: online, offline, and on and off. This paper argues that voting turnout is affected by online membership as well as offline membership.

This paper analyzes the data collected by KISDI (Korea Information Development Society Institute) focusing on social and political attitudes and behaviors among Koreans. The results reveal that participation in both online and offline significantly influence voting turnout. The likelihood of turnout increases as one has membership in online or offline associations. The results indicate that the effect of online membership on political participation is comparable to that of offline membership in Korea.

Belief in Fortune-teller and Four Pillars of Destiny by Religious Group

Hayoung Kim

Hongjoon Yoo

Seokho Kim

Jibum Kim

Sungkyunkwan University

Despite much interest in nonofficial religion in the West, little is known about nonofficial religion, such as belief in fortunetelling or four pillars of destiny, in Korea. We examine the association between religious affiliation and these beliefs. Using the 2008 Korean General Social Survey (KGSS), we first assess the prevalence of two beliefs: (1) that some fortune tellers really can foresee the future and (2) that the Four Pillars (saju) determine a person's life. Then, using logistic regression, we explore whether these beliefs vary by religious groups. About 21% of respondents agree that "some fortune tellers really can foresee the future", and about 38% of respondents agree that "the Four Pillars (saju) determine a person's life." Among religious groups, 34% of Buddhist, 13% of Protestants, 15% of Catholics, 19% of those who respond 'none' when asked their religion and 40% of other religious groups agree that "some fortune tellers really can see the future." Also, about 59% of Buddhist, 20% of Protestants, 38% of Catholics, and 37% of religious none, and 52% of others agree that "the Four Pillars (saju) determine a person's life." Net of age, gender, education, income, and urbanicity, compared to non-religious people, Buddhist are more likely and Protestants are less likely to believe in these two beliefs. But there is no significant difference between Catholics and non-religious people. Belief in non-official religion may be related to different degrees of belief in the traditional religions of Korea. Different levels of absorbing Korean Shamanism or folk religion among Buddhists, Protestants, and Catholics may be related to the difference of beliefs in nonofficial religion.

A Choice of Funeral Method in Korea: From Rational Choice Theory

Hyugwoo Kim

Dept. of Sociology, Sungkyunkwan University

This paper aims to examine the changing tendency of funeral method choices among Koreans. It is well known that more than 70% of Koreans choose cremation instead of burial. However, there has been no study which theoretically and systematically explain the increase in cremation in Korean society. Thus, this study attempts to not only demonstrate the reason that more and more Koreans came to prefer cremation to burial based on rational choice theory, but also investigate the relationship among socio-economic factors, rational calculation, and choice of cremation. The results suggest that age, sex, religion, and residential area significantly affect choice of cremation. Factors related to financial situation of the deceased and respondents are significantly associated with the choice of cremation.

Next Option for Census Method: Can Smartphone be a New Alternative?

In-Hye KIM

Population Census Division, Statistics Korea

The purpose of this study was to find possibilities that smartphone can be a new alternative method for taking census. As the survey environment has been deteriorated, it is indispensable to find new census method for overcoming existing challenges. In Korea, administrative data in national level can be computerized and can be used for any statistical purposes upon statistical law. Also, the development of IT devices and the high penetration rate of smartphone in Korea showed the there are some feasibilities of presenting new survey methods.

Statistics Korea took a pilot survey to try to analyze the sensor information such as light, noise and proximity collected from smartphone sensors and find some feasibility to infer smartphone users' daily life contexts by using those sensor information. The motivation of commencing the pilot survey was to uncover likelihood that information collected from smartphone replaces the existing

statistical data. It seems that it is at an early stage that data collected from smartphone puts back statistical data. In the meantime, we have significant opportunities to review what kind of domain we can test to find new survey items and what kind of meaningful information can be collected with a survey via smartphone.

In the long term, it seems imperative that the new survey method by using smartphone be developed. Statistics Korea, in this respect, will continue to review and find more feasible census method with smartphone and how this method can be applied to next round of population and housing census.

Keywords: Smartphone sensors, Life Pattern, Census methods

The Effect of Korean Social Identity on Attitudes toward Immigrants: Focusing on the Differences among Generations

Koeun Kim

Dept. of Sociology, Sungkyunkwan University

The purpose of this study is to examine how social identity affects attitude towards immigrants. It is well known that reception of multi-culture is determined by such socio-demographic factors as age, education, and income. The older, the poorly educated, and the less wealthier tend to have negative and exclusive attitudes towards immigrants. However, in the previous studies, it is less known how attitudes towards immigrants are affected by social psychological factors. Thus, this study considers the effects of social identity on reception of multi-culture among Koreans. Particularly, the effects of perception related to fairness, equality, nationalism, and globalization on attitudes towards immigrants are thoroughly examined. The 2008 KGSS is analyzed in order to verify the hypothesis that the more positive attitudes towards fairness, equality, and globalization and the less positive attitudes towards nationalism people have, the more positive attitudes towards immigrants they have. Therefore, this study attempts to reveal that attitudes toward immigrants are determined not only by socio-demographic factors but also socio-cultural factors including social identity among Koreans. Furthermore, this study deals with the varying effects of social identity on multi-cultural reception according to different generations.

The results show that attitudes towards immigrants are significantly affected by perception of fairness, globalization, and nationalism. There also exist interaction effects between social identity and generations. Specially, the effects of fairness and generation on attitudes towards immigrants are more salient among the older while that of globalization is stronger among the younger.

Development of the Prediction Model of Internet Addiction and Adaptive Internet Use

Kim Kyo-heon

Department of Psychology, Chungnam National University

Kwon Sun Jung

Im Sook-hee

Department of Counseling Psychology, Korea Baptist Theological University

Kim Se-jin

Education Graduate Course, Chungnam National University

Kim Min- Jeong

Shin Hyun-Ji

Department of Psychology, Chungnam National University

Nowadays more and more Koreans use new devices including smart phones, which give them access to the Internet. And various contents are spreading rapidly among smart devices users. However, there are few researches for dealing with these phenomena effectively. Therefore, multi-layered approaches, which cover Internet addiction as well as adaptive Internet use, should be applied in order to cope with these media environment changes. After examining relevant surveys and analysis results, we found factors for predicting the results of Internet use. Based on these results, a model was developed. In particular, this study covered problematic Internet use as well as

protective (promotion) factors to predict adaptive Internet use. The results of problematic Internet use were subdivided according to dimension (online and offline) and categories (mild, moderate and severe) to investigate Internet use behavior and factors. Internet use behavior ranges from a slight problem of Internet use, which triggers discomfort in daily lives, to Internet addiction. This research used a public health model to help more accurate and comprehensive understanding of risk factors and protective factors. Also this study investigated unique properties of the Internet, Internet users and environmental contexts where Internet use behaviors take place. Finally Internet use contents/objects (information acquisition, leisure, communication), the amount of Internet use (time and frequency) and media properties (reality and interactivity) are chosen as factors that interact with each other when predicting adaptive Internet use and mild and severe problematic Internet use. Personal negative emotional experiences (depression, anxiety, loneliness, anger and negative emotional tendency), personality vulnerability (impulsiveness and honesty), low self-esteem, high stress, lack of leisure activities and low life satisfaction are chosen as factors that interact with Internet use behavior (the amount of Internet use, motivation and media properties) to predict Internet addiction.

Development of Psycho-Sociocultural Model for Gambling Behavior Change

Kim Kyo-heon

Department of Psychology, Chungnam National University

Kim Se-jin

Education Graduate Course, Chungnam National University

Im Sook-hee

Kwon Sun-jung

Department of Counseling Psychology, Korea Baptist Theological University

Jeon Ji-su

Han Song-yi

Department of Psychology, Chungnam National University

This study proposes the psycho-sociocultural model for gambling behavior change and searches for the factors which influence on gambling behavior change. This assumes that gambling behavior consist of five distinct phases: non-gambling, responsible gambling, low-risk gambling, problem gambling(moderate risk gambling), and addictive gambling. The phases change with each other or maintain dynamically depending of the passage of time and the factors such as risk, recovery, health promotion, health maintenance, protective, and interruptive factor. The risk factor means variables which influence changing processes from responsible gambling to problem or addictive gambling(e.g. poor general health, poor psychological health, clinical alcohol use, smoking, one-parent families, divorce, low SES and education levels, divorce, impulsivity, anti social trait, stressful life events, playing electronic gambling machines, keno, table games, betting on horse), and the protective factor means variables which reduce influences of risk factors. The recovery factor influences changing processes from problem or addictive gambling to responsible gambling or non-gambling(e.g. life events such as the death of someone close, marriage or finding a new partner, health related issues including psychological health, general health, past year smoking and alcohol abuse, some demographics including, occupation and household type). The concept of promotion factor is that influences changing processes from risky gambling to responsible gambling or non-gambling, and health maintenance factor is that influences maintaining processes of responsible gambling or non-gambling. The interruptive factor means variables which reduce influences of recovery factors, promotion or maintenance factors. This model has a differential perspective that establish the public health and health promotion approach to gambling behavior change. Based on new notions of the model, subsequent research is going to explain whole range of changing processes of gambling behavior at psycho-sociocultural level and construe the integrative and historical(developmental) prospect on variables for gambling behavior change. Also, we try to search for the factors influence gambling behavior change more specifically.

Religious Affiliations and Attitudes toward Abortion and Non-Traditional Sexual Behaviors: A Cross-National Comparison among Korea, Japan, the Philippines, and the United States

Kim Sang-Wook Kim (*Sungkyunkwan University*)
E-mail: swkim@skku.edu

Kim Sung-Gun Kim (*Seowon University*)

Kim Byung-Soo (*Hanyang University*)

The empirical relationship between religious affiliations and attitudes towards abortion and non-traditional sexual behaviors (premarital, extramarital, and homo sex) has long been one of the recurrent concerns and research interests in studies of religion. The concerns and interests reflect the fact that the relationship tend to vary a lot depending on the socio-cultural context of different countries. To illustrate, followers of some religion tend to be more liberal to abortion and non-traditional sexual behaviors than those of other religions in a certain country, while the entirely opposite or differential pattern of relationship is observed in other countries. Not much is known, however, in religion studies concerning precisely how the relationship varies by different religious affiliations, different socio-demographic characteristics, and different subjective orientations in different countries. In this study we try to empirically address the issue based on the cross-national comparison of four countries (Korea, Japan, the Philippines, and the U.S.) that are participated in the ISSP 2008 Religion module survey. Results of data analysis indicate several interesting findings exhibiting differential patterns of the multiplicative relationship across the countries. The findings are interpreted substantially in a cross-cultural context with providing a few recommendations for further studies.

Questions with High Rates of Item Nonresponse: Korean General Social Survey (KGSS)

Sori Kim
Myojung Ku
Jibum Kim
Sungkyunkwan University

Item nonresponse leads to analytical difficulty. Despite its importance, little is known about which questions are more likely to lead to item nonresponse. Using the 2003-2010 Korean General Social Survey (KGSS), we identify the most common item nonresponse questions (those answered "Don't know/Refused") in the 2003-2010 KGSS. Of 1,946 questions, about 89 percent of questions have items missing. By only looking at the questions that were asked to at least 1,000 respondents, 57 questions have a rate of missing items ranging from 6% to 29%. The highest item nonresponse question is "what sport or physical activity is the second most frequent that you take part in?" (29%). Following that are the questions: "which party do you think has the best ability to take political power in the next presidential election?" (21%), "what kind of labor union do you think is the most desirable for the union activities in South Korea?" (16%), "how helpful do you think the Internet is for Korean society for each of the following purposes?" (14 to 16%), and "supposing that you come to be brain-dead, do you intend to donate your organs to those who need them?" (11%). Data collectors may need to separate "don't know" and "refused" categories to better understand the cause of higher rates of missing items, and to develop better questions for higher item-missing questions.

Two Structural Equation Models for the Effect of Biased Media Perception and Horse Race Coverage on the Support for The Election Poll Censors

Kim, Yong Ho
Professor in mass communications
Pukyong National University

The Korean Election Act has prevented mass media from publishing election poll results during 6 days before the election date. We call it "election poll censorship." One reason for this censorship is related to perception of media bias. Even impartial reporting of objective election polls by professional polling agencies may cause voters to perceive the poll results as biased, or called 'hostile media perception'. Another reason is related to the horse race coverage of election poll results, focusing on who leads the election race with supposedly impartial media reporting of the poll results, thus called 'horse race coverage.' Viability of each candidate may cause strategic voting behavior. Voters are thought strategic when voting for a candidate other than their preferred one due to the media information for viability of each candidates.

In this presentation we would like to introduce two hypothetical models regarding voting behaviors. Hostile or biased media perception and defensive voting behavior is hypothesized to be positively related to the support for the election poll censorship, while horse race coverage of election polls and strategic voting behavior is to be negatively related to the support for the censorship. We test two models against a data from a convenient sample of more than four hundred adults in the Ulsan metropolitan city. Analysis results from structural equation modeling with help of AMOS statistical package fit well in terms of several well-known goodness-of-fit indices, revealing to us that the hypothesized relations are largely acceptable for the two hypothetical models, except the direct effect of the biased reporting perception on the support for the censorship. For the first structural equation model, the third person effect or perceptual difference between media effect on self and on others played key role in mediating indirect effect of biased media perception on predicting the defensive voting behavior and the support for the election poll censorship. But in the second structural equation model, the third person effect played the mediating role far less important than in the first model, in that the indirect effect of the horse race coverage of election poll results through the third person effect be re-mediated by the perceived importance of the viability information for deciding which candidate to choose on the strategic voting behavior and thereafter the support for the censorship.

With these findings, we can conclude that two reasons supposedly conceived as to support for the 108 article of the Korean Election Act be eradicated at least in the academic debate as of no empirical evidence. Biased media perception is positively related to the support for the censorship of the election poll results, but has only indirect effect through the third person effect ad defensive voting behavior. Horse race coverage perception instead is negatively related to the support for the censorship through the mediating role of the strategic voting behavior. The latter means that voters who perceived election as a horse race count viability of candidates precisely and made their rational choice, scrutinizing the broad range of election information including candidates' viability, and eventually did not support for the censorship.

Keywords: biased media perception, horse race coverage, election poll censorship, candidate viability, defensive vote, strategic vote

A Study on Dimension of National Identity Universal Perception

You-Kyung Kim, Ph.D., Professor,
Hankuk University of Foreign Studies, Media Communication

Bum-Sub Jin, Ph.D., Lecturer,
Hankuk University of Foreign Studies, Media Communication

In order to raise the value of national brand, defining national identity that is based on competitiveness and bond of sympathy, which creates national image, must be done beforehand. Thus, the research focuses on investigating Korean university students on national identity that can be universally applied. A dimension of national identity, which includes nation's history and value, and cultural uniqueness, global citizenship, national heritage, value system, global leadership, and emotional attachment based on goals to be aimed, was able to be drawn by the research. In addition,

such dimensions were applied to United States of America, France, Japan, China, Iran, and many other rival nations to verify validity and examined effect of national identity on nation's growth.

A result from the research provided basic foundation of the study on national identity that is commonly applicable to each nation. In other words, a methodology from this research will be a valuable guideline to any follow-up investigations that is to be done on relevant nations.

Furthermore, a definition of managing national identity based on this study is to inform with consistency about nation's core capability and thoughts. The two useful conclusions drawn from this research are following. One is to infuse publics with a feeling of expectancy to stimulate intention to purchase; another is that it induces inner members to unite together for development of a nation under one common goal regardless of individual's interest. Hence, a result from this research shows dimensions of each nation compared to other countries and implications in promotion and focused administration that corresponds to a goal, nation's growth.

Keywords: Nation Brand, National Identity, National Image

Survey of Stroke Prevention among Elderly Population at Risk

Prapai Kittiboonthawal
Boromarajonani College of Nursing Saraburi.
THAILAND
E-mail: pkitti47@hotmail.com

Supaluk Srithanya
Boromarajonani College of Nursing Saraburi.
THAILAND

Background: The WHO emphasized stroke prevention strategies through raising community awareness of risk reduction among high risk populations. Prevalence of stroke in Thailand was 50 per 100,000. There was an increase of strokes in Saraburi, a province in Thailand, from 37.89 per 100,000 in 2008 to 62.36 per 100,000 in 2010. Stroke survivors have to live with disabilities.

Objectives: This study investigated stroke prevention knowledge, attitude, and health behaviors of elderly people with chronic illness.

Methods: Participants were elderly age ≥ 60 at risk of having a stroke due to chronic illness including HTN (92.5%), DM (43.1%), high cholesterol (55.2%), BMI >25 (50%), and smoking (17%). The 174 elderly residents were randomly selected from 11 districts of Saraburi province. The stroke prevention and awareness were assessed using three questionnaires: knowledge, attitude, and health behavioral practice toward stroke prevention.

Results: The findings revealed that elderly with chronic illness in this study had moderate stroke prevention knowledge (mean = 8.16, SD = 3.59), moderate prevention practice (mean = 10.90, SD = 3.96), and attitude towards stroke prevention at a good level (mean = 17.20, SD = 2.75). This study provides support and may be useful for health educators looking for an opportunity to improve knowledge about stroke prevention among elderly, high risk populations.

Keywords: Stroke, elderly, attitude, knowledge, health practice

Opinion on Sexuality among Early Thai Teens

Pourpen Krinara, Ed.D, RN,
Boromarajonani College of Nursing Saraburi.
THAILAND
E-mail: uturn5@hotmail.com

Current technology advancement opens the door for adolescents to gain access to media with sexual content more easily. Together with developmental changes resulting in adolescents being less tied to their family, this limits the source of knowledge about reproductive health. As a result, adolescent early involvement in sexual activity is a significant problem in Thailand. Sexual activities among adolescents has a tremendous impact on society in the country and worldwide. In Thailand,

there is increasing unplanned pregnancy especially among early adolescents and risk of having sexual transmitted diseases (STDs) including HIV. This study aims to explore the opinion of adolescents towards sexuality of Thai adolescents. Participants were a convenience sample of 449 eighth grade students enrolled in 7 public schools in the municipal area of Saraburi province. The opinion towards sexuality was assessed using a 16-item questionnaire that asks about belief, perception, and decision making leading to sexual intercourse, condom use, STDs, and pregnancy prevention. Response options ranged from strongly agree (5) to strongly disagree (1). Data was collected during the 2011 -2012 academic year. Data was analyzed using descriptive statistic and t-test independent. The response rate was 92.9% (445); the proportion of male students was 57.75%, age range from 13-16 ($M = 13.86$, $SD = .57$). The majority of students had an appropriate opinion towards sexuality ($M = 3.68$, $SD = 1.28$). However, responses on individual items indicated the need of sex education related to influence of watching sex VDO or picture on sexual desire ($M = 3.10$, $SD = 1.51$), management of sexual desire ($M = 3.25$, $SD = 1.25$), adolescent role to get pregnant ($M = 2.85$, $SD = 1.45$), responsibility attitudes of male adolescent counterpart ($M = 3.44$, $SD = 1.56$), and attitude towards condom use ($M = 3.11$, $SD = 1.31$). There was a significant difference of opinion towards sexuality between male and female students. Female students tend to have higher score which indicate better attitude and knowledge than male students ($M = 3.82$, $SD = 1.28$ vs. $M = 3.57$, $SD = 1.26$). This finding is useful to guide educators and health personnel to combat sexual engagement among early adolescents. There should be routine screening in order to provide knowledge and sex education that suits the needs of individual teens.

Keywords: Opinion, Sexuality, Thai student, Early adolescent

Opinions on the Necessity of Multilingualism among the Students in the International Programs in Thailand

Natnicha Krirkgulthorn

Faculty of Political Science, Thammasart University

THAILAND

E-mail: nunicey@hotmail.com

Athikom Oubomkul

Faculty of Political Science, Thammasart University

THAILAND

Preechaya Rassadanukul

Faculty of Political Science, Thammasart University

THAILAND

E-mail: srinam_p@hotmail.com

Yanisa Butrnamphet

Faculty of Political Science, Thammasart University

THAILAND

E-mail: ynskedddd@hotmail.com

Multilingualism is necessary as the world is increasingly interconnected, but there are no known reports discussed on this issue among university students in Thailand. The purpose of this survey study is to explore the opinion of students in international program from four universities in Bangkok toward the necessity of multilingualism. The questionnaires were distributed to 365 students in politics and business programs. The result revealed that 62.5 percent of the sample acquired one more language beside their native language. It indicated that being multilingual is very necessary for the international program student with the mean of 3.06 out of 4. The most common reasons were to facilitate work with foreigner, increase self-confidence in communicating with foreigner, and to understand foreign documents or information. Furthermore, most of them (95.6 percents) think that multilingualism is necessary in ASEAN community and they are interested in learning ASEAN languages, including 43.0 percent which wanted to speak Mandarin, Thai (20.3 percent) and Malay (16.7 percent). This study suggests that multilingualism should be encouraged

and language courses should also be taught in the international programs especially Mandarin, which is spoken in Singapore and China which have economic and political power and much influence in the international community.

Keywords: multilingualism, international programs

Thai Nursing Students' Attitude and Performance on Nursing Care Process for Elderly

Tassanee Krirkgulthorn, DNS, RN
Baromarajonani College of Nursing.
THAILAND
E-mail: k_tassanee@hotmail.com

Bang-On Phoanoi
Baromarajonani College of Nursing.
THAILAND
E-mail: on12on17@gmail.com

Siritorn Yingrengreung, PhD, RN
Instructor, Baromarajonani College of Nursing,
THAILAND
E-mail: siritorn76@yahoo.com

Background: The rising of the aging population in Thailand required attentive high quality nursing care. Attitude and performance of nurses since undergraduate students impact the health of the elderly.

Purpose: This study evaluated attitude and performance of nursing students on nursing care for the elderly at Baromarajonani College of Nursing, Saraburi.

Methods: The secondary data analysis came from a survey conducted from June to July 2011. Participants were 234 undergraduate nursing students, years 2-4 with and without experience of elderly care. Three self-report questionnaires were used to evaluate previous elderly care experiences, attitudes and performance in geriatric nursing.

Results: The attitude and performance towards nursing care for elderly of overall students and in different years of their nursing program were at a good level. The mean score attitude was 3.94 (SD = 0.53) and the mean score performance was 3.73 (SD = 1.51). Nursing students with or without experiences of elderly care had attitudes and performance on geriatric nursing care at good level with mean score 3.94 and 3.72, respectively. However, the third year nursing students were found to have the highest mean scores of attitude and performance compared to the 2nd and 4th year nursing students.

Suggestion: This study suggests that nurse educators should place more emphasis on finding strategies to maintain high attitudes and performance of nursing care for elderly specific to the 4th year students. In addition, nurse educators should identify potential threats that alter positive attitudes and performance of nursing care to elderly.

Keywords: Attitude, Performance, Nursing, Elderly, Student

Foot-Care Behavior in Elderly Patients with Diabetes

Tassanee Krirkgulthorn, DNS, RN
Boromarajonani College of Nursing Saraburi
THAILAND
E-mail: k_tassanee@hotmail.com

Wipasiri Naraphong
Boromarajonani College of Nursing Saraburi

THAILAND

Piyarat Yoksuriyun
Boromarajonani College of Nursing Saraburi
THAILAND

Diabetic foot care is an effective prevention method to avoid limb amputation, especially for the elderly. This secondary data analysis examined the incidence and causes of diabetic foot ulceration, foot care behaviors, and relationships between foot care behaviors and history of diabetic foot ulcers. Participants were a convenience sample of 243 elderly people with diabetes who received care at Saraburi Hospital, Thailand. They were asked to complete a demographic and a diabetic foot care questionnaires. Cronbach's alpha coefficient of this entire scale was 0.70.

Findings revealed that the incidence of diabetic foot ulcers among Thai elderly with diabetes was 25.5%. The most common causes of foot injury were sharp object penetration (37.5%), accidental fall (10.9%), and similar between bleb, infection, and ingrown toe nails (9.4%). For foot care behaviors, the elderly patients with diabetes were less wearing socks with shoes (10.7%), less wearing proper protected shoes (12.4%), and infrequent applying lotion on the foot (12.8%). In addition, there were significant differences between history of foot ulcers and wearing socks with shoes ($\chi^2 = 7.24, p < .05$) and wearing proper protective shoes ($\chi^2 = 4.44, p < .05$).

This study demonstrated that elderly people with diabetes should pay more attention in taking good care of their feet in order to prevent foot ulcers and further complications. Wearing socks and proper shoes should be promoted in diabetic foot self-care behaviors among elderly patients with diabetes in Saraburi province.

Keywords: foot care behavior, elderly, diabetes

Transformation of the Socioeconomic Structure and the Attitude of Citizens toward Democracy in the Nepali Civil War

Yuichi Kubota, PhD
*Center for Policy Research,
University of Niigata Prefecture.*
JAPAN
E-mail: yuichikubota@hotmail.com

Shinya Sasaoka
*Faculty of Law,
Hiroshima Shudo University.*
JAPAN

Why do citizens support democracy under an authoritarian regime that has been waging a protracted civil war? Civil war is an armed conflict between those who benefit from the status quo and those who do not. The most interesting riddle is that the former may favor democratic regimes that harm their vested interests. This paper explores an attitude toward democracy expressed by urbanites who are protected by the incumbent, by employing the AsiaBarometer survey data collected during the Nepali civil war. Our empirical finding is that citizens' favorable attitude toward democracy was made by economic downturns and security deterioration (the threat of revolution). In Nepal, civil war weakened relations between capital residents and rural peasants, as the rebels extended their influence in the countryside, and shrunk the urban economic sectors. Rebel infiltration into Kathmandu furthermore posed a great threat to the residents.

Contributions of this paper are twofold. First, it aims to explore popular support for democratic principles under authoritarian regimes. High level of democratic commitment may be found by empirical analysis of authoritarian regimes as in preceding cross-country analyses of democracies, but who favors democracy more should be a major concern in research. This issue is even onerous for political scientists, given high levels of satisfaction with and support for authoritarian regimes in many developing countries. Democratic commitment in authoritarian

regimes has rarely been examined by previous studies due to the difficulties in data collection and measurement. We seek to fill this gap between theoretical curiosity and empirical research.

Second, this paper reveals conditions in which citizens favor democracy in the civil-war context. The war-torn society is considered an unfavorable environment for democracy. It is hard to expect that those groups of people who have been killing each other would readily come together to form a common government. The political stakes are also very high in such a situation because whoever holds the power at the center tends to control economic assets and security forces. Moreover, the context in which citizens find themselves in the midst of conflict heightens their intolerance against specific groups. All of these components of a conflict mode prevent public criticism through legitimate procedures.

Differential Effects of Exposure to Foreign Culture on Attitude towards Immigrants between Baby Boomers and Echo Boomers

Ga-Hyun Lee

Dept. of Sociology, Sungkyunkwan University

As globalization advanced, immigrant workers and marriage immigrants are being transferred rapidly into Korean society. Korea was close to an emigration state. However, with entry of marriage immigrants and foreign workers, Korea began to change to an immigration state. With these changes, immigration has become more common. Specifically, in late 2012, the number of foreign residents in Korea was more than 1.5millions. How these foreign immigrants integrate into Korean society has become one of Korea's major policy issues, and related law and policies have appeared one after another. Thus, it is important to understand how Koreans' attitudes and perception towards immigrants are formed in making social integration policies.

The purpose of this study is to examine which factors lead to positive attitudes and perception towards immigrants. Particularly, this study aims to verify the hypothesis that exposure to foreign culture and contact with foreigners may increase inclusive and favorable attitudes towards immigrants among Koreans. Furthermore, the effects of exposure and contact are expected to be varied between baby boomers and echo boomers in Korea. The results turned out to confirm the hypothesis.

Intergenerational Differences and Value Change in Korea - Using the PDI and LTO of Hofstede's Culture Dimensions

KyungWon Lee

Sanghyeon Kim

U-Seok Seo

University of Seoul, Dept. of Urban Sociology

This study examines value change in Korea relying on a framework of Hofstede's theory of culture dimensions which is dominant in the field of quantitative culture study. As Klages (2006) points out, Hofstede focuses on the stability of national culture unlike Inglehart. However, Hofstede's theory can be used as a comprehensive framework for empirical analysis of cultural change. Beugelsdijk et al. (2013) tests cultural change with Hofstede's framework using data from World Value Survey and provides an interpretation of shifting social values based on modernization theory. The prior study on value change in Korea tends to focus on specific areas such as democracy without comparing value shift in different areas. This study aims at providing a rather comprehensive picture of cultural change in Korea comparing value shift in different areas at the same time. Using data from World Value Surveys 1990, 1995, 2001 and 2005 this study handles two questions. 1) Has national culture in Korea changed in a consistent way as modernization theory and other value change theories predict? 2) Has value change been progressing in a direction toward cultural pluralism or convergence?

Analysis of the Communication Mechanism of Positive Guidance Leading to Adverse Reactions' Reason

Dr. Yongjian Li

*Department of Journalism and Communication,
China Youth University for Political Science.*

CHINA

E-mail: liyongjian@263.net

After the review of the Chen Guangcheng event from the two points of agenda-setting and network polarity, this paper analyzes the reason for the negative effect in the Chen Guangcheng event and puts forward the problem of the difference of agenda setting and attributes agenda setting. At the same time it analyzes the effect of two aspects, opinion leader and characteristics of network groups, which affect group polarity. On this basis, this paper proposes new ways and new methods which should open up public opinion guidance and rational understanding of the network group polarity. We should also recognize that emotional expression of group polarization will appear in the future more frequently.

Keywords: event of ChenGuangCheng, agenda-setting, network polarization

Shanghai Residents' Cognition, Attitudes and Expressions towards Significant Political Events: A Case Study of the 2013 "Two Sessions" of China

Associate Professor Li Shuanglong

Journalism School of Fudan University

CHINA

E-mail: lishuanglong@fudan.edu.cn

Zheng Bofei, Ph.D. candidate,

Journalism School of Fudan University.

CHINA

E-mail: Zhengbofei1985@163.com

China's "two sessions," namely, the National People's Congress (NPC) and the Chinese People's Political Consultative Conference (CPPCC), has significant meaning to the political life of the nation. It collects opinions and advises from different groups of people annually. "Two sessions" 2013 was especially eye-catching, because new state leaders were elected at the meetings. Using CATI (Computer Assisted Telephone Interviewing) system, Media and Public Opinion Center of Fudan University (FMORC) conducted surveys of China's "two sessions" every year from 2007 to 2013. In 2013, the influence of new media on public opinion has become increasingly significant. Microblog and WeChat have become two types of important media for Shanghai residents to express their opinions and take part in China's "two sessions". Based on the empirical findings, this paper examines Shanghai Residents' cognition, attitudes and expressions towards "two sessions" 2013 and analyzes how new media affect the public opinions on significant political events.

Modeling of Public Risk Perception and Risk Communication Research: In a Social-Cognitive Direction

Yiwei Li

Graduate School of International Media, Communication, and Tourism Studies,

Hokkaido University

JAPAN

E-mail: yiweili@imc.hokudai.ac.jp

Yu Guo

Graduate School of International Media, Communication, and Tourism Studies,

Hokkaido University
JAPAN
E-mail: guoyucuc@gmail.com

Naoya Ito
Graduate School of International Media, Communication, and Tourism Studies,
Hokkaido University
JAPAN
E-mail: naoya@imc.hokudai.ac.jp

This study begins with a review of commonly discussed public risk perception components that may construct the public opinion toward risks. Factors such as demographic background, trust, and media information revealed by literatures that have substantial impact on risk perception are also discussed. Meanwhile, two well-known research models in the realm of risk analysis have been evaluated: 1) the psychometric paradigm, and 2) the social amplification of risk framework (SARF). Based on literature review, this study suggests that, besides the psychological and social approach, risk perception and risk communication research models should be shifting to a more comprehensive one by considering the interrelations among individuals' perceptions, responses, and environmental factors. This study postulates a research model from the perspective of social cognitive theory (SCT) as a potential framework for future studies: 1) in the societal environment, individuals' risk perception and risk-related information seeking behaviors that are determined by risk perception via the acting of personal beliefs, will be influenced by individuals' trust in risk regulators and interpersonal trust; 2) in the media environment, individuals' risk perception and the information seeking behaviors will be influenced by individuals' perceived information characteristics under media exposure. Knowledge about risk accumulated in information seeking will affect perceived risk dynamically in a longitudinal process.

Keywords: Risk perception, risk communication, social-cognitive approach

Ten Years of Internet Public Opinion in China: from Hot Issues to an Analysis of Its Trend

Liu Rui
CHINA
E-mail: liurui20071@gmail.com

Liu Yi
CHINA
E-mail: newsluiyi@126.com

The burgeoning of the new media has brought about profound changes to China's media environment. The frequent incidence of public opinion events has raised the attention and concerns of the nation, society, and academics. Based on the strong technique support of Shanghai Jiaotong University, the self-developed database of chronicle public events, and the data mining and statistical analysis skills, the Public Opinion Laboratory of Shanghai Jiaotong University carried out a series of studies. The studies include the change of the public events over the past 10 years, as well as the public opinion features, media platforms, intervention strategies, and influence to the public policies. The study included the 5000 hottest public events between 2003 and 2012. The main findings include: (1) the incidence and heat of the public events has increased over the past ten years; (2) new media gradually take advantage of "first coverage" from traditional media and the spreading speed is increasing; (3) intervention in public events is speeding up and the effect is getting better; (4) public events promote public policies, and the news reporters and opinion leaders play important roles.

Keywords: Online Public Opinion, New Media, Attention, Broadcasting, Intervention, Public Policy

Opinion Polling and National Elections in the Philippines, 1992-2013

Mahar Mangahas
Linda Luz B. Guerrero
Gerardo A. Sandoval
Social Weather Stations
PHILIPPINES
E-mail: jay.sandoval@sws.org.ph

Conducting nationally representative surveys of people's voting intentions before elections and their actual votes on election day is a great challenge for opinion pollsters because it entails the ability to accurately predict the winning candidates.

In the Philippines, Social Weather Stations (SWS), a private, non-stock, non-profit and politically non-partisan survey research institute, has been successful in predicting the outcomes of national elections, leading to greater acceptance of opinion polling in the country.

Elections in the Philippines are held every six years for the President and Vice-President, and every three years for the bicameral Congress. Senators in the 24-seat upper house Congress have six-year terms, staggered to fill 12 seats every three years. The President, Vice-President and Senators are all elected by the nation at large.

SWS pre-election surveys pointed to the presidential wins of Fidel Ramos in 1992, Joseph Estrada in 1998, Gloria Macapagal-Arroyo in 2004 and Benigno Aquino III in 2010, and the vice-presidential wins of Estrada in 1992, Arroyo in 1998, Noli de Castro in 2004 and Jejomar Binay in 2010. Although senatorial elections, in which the 12 candidates with the most votes win, are inherently more difficult to predict with a small sample, SWS predictions also turned out correct.

Before 2010, all Philippine exit polls were done on election-day in the homes of those who already voted, instead of outside voting centers, to avoid security threats posed by political partisans. These polls were reported on television within 24 hours, and accurately anticipated the slow, manual, official count by two or more weeks.

In 2010, the Commission on Elections implemented the first nationwide Automated Election System, which aimed to complete the count on election night itself. To deliver results faster, SWS shifted to standard outdoor exit polling and achieved a massive sample of 52,573 voters. Results showed a close match between the exit poll and official results.

SWS successfully resisted attempts in 1998 to ban exit polling and in 2001 to ban the publication of pre-election surveys by obtaining landmark rulings by the Supreme Court stating that reporting of pre-election surveys and exit polls is protected by the constitutional guarantee of freedom of expression.

Advantages & Disadvantages and the Legitimacy of the Influence of Network Consensus

Meng Xiaoyang, Professor
Luo Xiaoping, Professor
School of Journalism & Communication
Southwest University of Political Science and Law, Chongqing
CHINA
E-mail: 233372363@qq.com

Under the circumstance of the value of network consensus and the pressure of the subject on network consensus being increasingly prominent, this paper, on the basis of revealing the value of network consensus and the conditions to realize its value, summarizes the basis factors which shall be considered by the mode of the influence of network consensus and the basis guidelines that shall be observed by the subject on the issues of the influence of network consensus, by comparing the pros & cons and the legitimacy to realize the value of network consensus of two types of influence activities of network consensus.

**To Whom Are We Listening?:
Contextualizing Twitter Data in the Era of Online Election Campaigning in Japan**

Chie Michihiro
Yutaka Oguchi
Fumio Suzuki
Nobuo Hirosawa
Raita Ohmori
Naohiro Tsuchida
Nippon Research Center, Ltd.
JAPAN
E-mail: michihiroce@nrc.co.jp

Japan's long ban on online election campaigning was lifted in time for the Upper House Election in July 2013, allowing political parties, candidates, and voters to use SNS (Social Networking Sites) and other websites for campaigning. Before and after the Election Day, some Japanese newspapers and television news used Twitter, a social networking service, for analysis of online campaigning and voters. In marketing research, Twitter has been used as a platform for "social media listening," a tool to understand consumers and now it is being applied to voters in Japan. However, do we know to whom we are listening? The paper attempts to contextualize Twitter data by examining the characteristics of Twitter users from the results of the national representative door-to-door surveys conducted in June and July 2013. The survey results show that the Twitter users represent a small proportion of the population, distinctively young and educated. Meanwhile, users who "tweet" and read about politics on Twitter are somewhat different. The paper shares some implications for research users and online campaigning.

Keywords: Social Networking Sites (SNS), Big Data, Electoral Politics, Online Campaigning

When Environmental Pollution Happens, How a Government Copes with Public Opinion—Take Guangxi Longjiang River Cadmium Pollution as an Example

Min, Cui
Southwest Jiaotong University
CHINA
E-mail: txn_777@126.com

Tian Xiangning
Southwest Jiaotong University
CHINA

In the economic transition period of China, citizens' awareness of environment, supervision and rights is strengthening. With the rapid development of internet technology, our public opinion in public affairs became rather complex. This article takes Guangxi Longjiang river cadmium pollution in 2012 for example, analyzing media attention and government response at different stages. The results show that government can control public opinion by releasing authoritative information and using new media, on this basis, we make recommendations on government environmental crisis management.

Keywords: public opinion, Environmental pollution, Government crisis management

Motivation of Thai tourists' aspects towards Hua-Hin's tourism

Nitikorn Muangsornkhiaw
Faculty of Management Science Silpakorn University
THAILAND

E-mail: nitikorn@ms.su.ac.th

Jamjuree Sumphan
Faculty of Management Science Silpakorn University
THAILAND
E-mail: nitikorn@ms.su.ac.th

This research is to study the motivations of Thai tourists on traveling in Hua-Hin City, Prachuap Khiri Khan Province. The sample group is 100 Thai tourists who visited Hua-Hin, A set of questionnaire is employed to collect all the data, and the data is analyzed by descriptive statistics, including percentage, means, and standard deviation.

The results show that most of the respondents decided to visit Hua-Hin because of its variety of places, its image of tourism city, its safety, and its peaceful relaxation, which are rated in the medium level. Uniqueness of food, convenience of facilities, beauty of beaches, convenience of transportation, tourism diversity, and quiet places are rated in the high level.

In conclusion, Hua-Hin serves the Thai tourists' needs and motivates them to visit more and more by its frame and the comfort of transportation.

The Effect of an Integrated Program of Culturally Appropriate Health Promotion for Toddlers and Social Services on Cognitive, Attitudes and Psychomotor Performance among Nursing Students in Banpong Ratchaburi, Thailand

Wantanee Naksrisung
Boromarajonani College of Nursing, Chakriraj, Ratchaburi.
THAILAND

Sirikul Karuncharernpanit, PhD
Boromarajonani College of Nursing, Chakriraj, Ratchaburi.
THAILAND
E-mail: ksiriku@hotmail.com

Cognitive, attitudes and psychomotor performance are significant for nursing students. Developing these competencies requires learning both in the classroom and in real life situations. Therefore, the researchers developed an integrated program which incorporates culturally appropriate health promotion for toddlers aiming to improve knowledge, attitudes and psychomotor skills of nursing students in terms of developmental psychology, nursing care, and local wisdom reservation.

Purposes: This study aims to examine the effect of an integrated program of culturally appropriate health promotion for toddlers and social services in terms of knowledge, attitudes and psychomotor skills of nursing students

Design: A quasi-experimental research: one group pre-test and post-test design was used.

Sample: 72 first-year nursing students from Boromarajonani College of Nursing, Chakriraj, who registered in the health promotion unit were recruited into the study.

Instruments: There were two types of instruments: intervention program and instrumental tools. The Intervention program, "an integrated program of culturally appropriate health promotion for toddlers and social services," comprised three **sessions:** lecturing about children developmental assessment, developmental promotion, nutrition, and vaccination in class plus giving assignment for students to create toys or instruments based on Thai local wisdom. The second session included learning theory plus checking health promotion program based on the assignment. The third session is implementing health promotion program in real-life situation.

Instrumental tools: there were three main instrumental tools for this study: examination test, self-rated questionnaires on benefits and impact of this program and guidelines for interviewing in the focus group.

Data collection: All participants were tested at the pre-test and then the health promotion campaign was implemented followed by an examination at the post-test; questionnaires and focus group were used.

Data Analyses: The descriptive analyses such as frequency, percentages, means and SD were tested.
Results: Most students improved their post-test scores and they advised benefits of this program over risks of this program.
Conclusion and recommendation: All participants can improve their knowledge, attitudes, and psychomotor skills and recommendations for the education is changing nursing curriculum and developed this similar program for nursing students in the future.

The retirement preparation of the staff at the signal department, Royal Thai Army

Noppadol Towichaikul
Worawan Chaichue
Faculty of Management Science Silpakorn University
THAILAND
E-mail: noppadol@ms.su.ac.th

This research aims (1To study the retirement preparation of government officials in Signal Department Royal Thai Army (2To compare the differentiation between demographic factors and retirement preparation of government officials in Signal Department Royal Thai Army about financial, habitation, physical health, mental health and time management (3To compared the level of significance for retirement preparation of those. This research employed quantitative methods. The quantitative part involves the questionnaires used in this research, which were distributed among 281 government officials in Signal Department Royal Thai Army. The sample population was asked to self-report via filling out the questionnaire. The answers were then analyzed by using frequencies, percentage, mode, mean, standard deviation, t-test, F-test and One-way Anova.

This research findings are as followed;

1. In the hold picture, those government officials have mean of the retirement preparation in the high value.
2. The differences in term of age, marital status, education level, rank, monthly income, Budget in savings per month, average expenditure per month have an impact of differentiation for the retirement preparation plan with the significant at 0.05, while the different of gender, married do not have an impact of differentiation for the retirement preparation plan.
3. The government officials in Signal Department Royal Thai Army they have to prepare retirement preparation plan as follows financial and habitation in the high value, while the physical health, mental health and time management in the medium value.

Keywords: retirement preparation, government officials, retired

Satisfaction towards Taking Virtual Exam via Mobile Phone of Nursing Students at Boromarajonani College of Nursing Chainat

Oranoot Nunla-ong
Boromarajonani College of Nursing Chainat
THAILAND
E-mail: o_onkam@hotmail.com

This study aims to develop a virtual exam through mobile phones and evaluate satisfaction of the exam. It tests knowledge using the mobile phone network. The research tool is the test virtual mobile number eight nursing courses. Questionnaire on customer satisfaction in the knowledge test using test mobile virtual network. The sample used in this study is the 4th year Bachelor of Nursing College of Nursing study finds Nat. Student satisfaction in the knowledge test using test network through a mobile phone. Average satisfaction was 4.65 standard deviation equal to 0.45 results in line with standards set.

Keywords: virtual exam, Mobile learning, Nursing education

Satisfaction Towards Mobile Learning Lesson on Digestive System of the First Year Nursing Students in the Anatomy and Physiology 2 Class at Boromarjonani College of Nursing Chainat

Yutdhna Nunla-ong
Boromarjonani College of Nursing Chainat
THAILAND
E-mail: o_onkam@hotmail.com

The purposes of this study were to develop mobile learning "digestive system lesson," anatomy and physiology 2, for first-year nursing students at Boromarajonani College of Nursing, Chainat. Its effectiveness was also evaluated using students' academic achievement and satisfaction towards the developed lesson. Subjects were 24 first-year nursing students who enrolled in the subject of anatomy and physiology 2, 2011. It was found that the efficiency of the developed lesson was 80.3/82.1, which was higher than the set criteria of 80/80. In addition, the students were satisfied with the developed lesson at a high level ($X = 4.36$, $SD = 0.56$).

Keywords: Anatomy, Mobile learning, Nursing education

The Relationships between Personal Factors, Social Support, Situational Influence, and Health Promoting Behaviors in the Elderly with Hypertension

I Kadek Nuryanto,
Master Degree Student of Family and Community Health Nursing of Kasetsart University,
Bangkok, Thailand
Nursing instructor of STIKES
Bali, Indonesia
E-mail: kadeknuryanto@gmail.com

Susheewa Wichaikul, RN, Ph.D.
Nursing instructor of Borommarajonnani College of Nursing Nopparat Vajira, Bangkok,
Thailand

Sirikul Kuruncharernpanit, RN., Ph.D.
Boromarajonani College of Nursing, Chakriraj, Ratchaburi.
THAILAND
E-mail: ksiriku@hotmail.com

Hypertension is a chronic disease that becomes the third leading cause of death in the world, in which 8 million people die suffering from hypertension every year in the world each year in the South-East Asia Region. In Indonesia, hypertension is the third leading cause of death after stroke and tuberculosis. There are many factors that motivate individuals to maintain and improve their health such as personal factors, social support and situational influence. The purpose of the study was to examine the relationships between personal factors, social support, situational influence and health promoting behaviors in elderly with hypertension. This study involved 102 elderly with hypertension in Public Health Centre Abiansemal III, Bali, Indonesia. Personal factors, social support, health promoting behaviors and situational influence data were collected by using structured interview questionnaires. Pearson product moment, poin-biserial, and spearmen's rho were adopted to examine the relationships between variables. The results indicate that overall health promoting behaviors in elderly with hypertension were at moderate level, and there were significant correlation between income ($r=.355$, $p<.01$), perceived health status ($r=.355$, $p<.01$), social support ($r=.604$, $p<.01$), situational influence ($r=.372$, $p<.01$) and health promoting behaviors. On the other hand, there was no significant correlation between age, gender, education and health promoting behaviors. This study provides a benefit for nursing practice, families, and also the elderly to understand the factors, which are related to health promoting behaviors and they can provide solution to manage those factor to control blood pressure for elderly with hypertension.

Keywords: Health promoting behaviors, personal factors, social supports, situational influence, hypertension, elderly

The Application of the Health Promotion Concept to Dental Public Health Problem Solving in Suphanburi Sports School, Thailand

Theeraporn Panawan, B.Sc.
*Lecturer at the Department of Dental Public Health,
Sirindhorn College of Public Health Suphanburi.
THAILAND*

The dental health problem is one of the most important health issues among Thai people. Oral diseases among patients can be generally prevented and the success of oral disease prevention program needed community participation. The objective of this study was to apply the health promotion concept to dental public health problem solving in Suphanburi Sports School. In addition, this study aimed at improving dental care behavior amongst students. The study subjects included 291 students who volunteered to take part in the study. The data were obtained through the semi-structured interview and the oral examination. Results were computed and reported as descriptive statistic presentation. Findings showed that approximately the DMFT among students was 2.29 tooth per person which was higher than the DMFT standard value. The focus group discussion using the AIC process with participants was employed to obtain factors of oral problems. Results also highlighted the importance of factors causing dental caries including the lack of oral hygiene care and malnutrition. According to this study, the final proposal is to apply "Towards the Success of the Dental Health Programme" to solve the dental public health problems in the school.

Keywords: oral health status, health promotion concept, Ottawa Charter, focus group discussion, AIC

The Needs of Caregivers in Providing Care to Community-Dwelling Stroke Survivors

Kultida Panidchakul, PhD
*Boromarajonani College of Nursing Saraburi.
THAILAND
E-mail: kpanid1@hotmail.com*

This study explored the information needs of caregivers in providing care to community-dwelling stroke survivors. The eighty-one caregivers for patients with stroke lived in Muang district, Saraburi province selected by multi-stage sampling method. Questionnaires were used to collect personal information, the activities of daily living (Barthel ADL Index), and information concerning the needs of caregivers. Data were analyzed using descriptive statistics.

The results of this study revealed that the caregivers' ages ranged from 41-50 years (24.70%) to 51- 60 years (27.20 %), Primary school, with income being less than \$5,000/month in most cases (35.80%). Most of participant relationships were stroke survivors' children (42.00%) and their spouses (34.60%). The majority of hours providing care per day was less than five hours (40.74%). Proportion of stroke survivors dependent on caregivers for all activities of daily living was 26.20% ; whereas 64.60% of those stroke survivors could sometimes take care of themselves. Caregivers reported an overall needs for providing care at a moderate level (mean = 3.20, SD = 0.45). The need for spiritual support (mean = 3.33, SD = 0.56) and patient health information (mean = 3.26, SD = 0.68) were at a high level. The need for financial support (mean = 3.25, SD = 0.71), health (mean = 3.21, SD = 0.54), emotional support as well as home management support (mean = 3.14, SD = 0.63), and the need of relaxation support (mean = 3.02, SD = 0.66), were at a moderate level.

This study contributed to developing health system in Saraburi province to provide health services related to discharge planning with emphasis on spiritual and patient health information issues for caregivers of community-dwelling stroke survivors.

Keywords: Need, caregivers, Stroke Survivors

Webometrics as an Election Research Method - Alternative to Public Opinion Poll?

Han Woo Park
KOREA
E-mail: hanpark@ynu.ac.kr

Ji Young Kim
KOREA

Before voters make their decisions at the polling booth, many media agencies make predictions about election outcomes. In order to understand an election, opinion polls have been traditionally most popular. However, no survey can accurately predict outcomes. Several researchers have recently expressed concerns about such survey-based reports (Kobayashi & Boase, 2012; Nam, Lee & Park, 2013; Okumu-ra, 2007; Sams, Lim & Park, 2011; Skoic, 2012; Zhu et al., 2011, 2012). On the other hand, large amounts of data sets collected from the Web and social media, so called "big data," can offer a better understanding of elections. The Webometrics research method we have employed in recent South Korean elections could complement conventional opinion polls, although we acknowledge that the methods might need more sophisticated processing and care for interpreting results of analysis compared to polls.

How People Make Sense of North Korean Nuclear Crisis: The Interaction of Frames and Emotion

Jung Won Park
Sungkyunkwan University

Eun Kyo Jung
Sungkyunkwan University

The current study explores the mechanism to how the public understand North Korean nuclear crisis. It aims to find whether news frames and discrete emotion will interact to influence people's information processing strategy and their political decision about North's nuclear program. Which cognitive strategy individuals utilize is significant as it is an indication of whether people make decisions after careful deliberation or not. Previous literature show that frames emphasizing ethical values (human rights) encourage people to rely more on non-compensatory decision strategy, the use of one overriding criterion when making decisions, than frames stressing economic values (financial loss). This study speculates that this form of decision strategy has more in common with truncated, heuristic thinking than systematic processing. As for emotion, past research posit that anger is associated with greater reliance upon heuristic thinking, while anxiety is related to more systematic style of thinking. In order to examine the relationship between frames and emotion, the present study will create four conditions. News frames will be manipulated to vary in their attention to ethical concerns or economic concerns subject to North's nuclear program. Respondents' anxiety and anger towards North Korea will be measured in the questionnaire and subjects will be divided into anxiety or angry group according to their assessment of emotion. It is expected that the combination of material frame and anxiety, which are the variables that display similar cognitive strategy, will maximize people's use of systematic thinking. In contrast, the generation of effortful thinking will be alleviated when media frames and discrete emotions with dissimilar modes of cognitive process interplay. The findings of this study will shed lights not only to the relationship of frames and emotions on public understanding, but also calls for careful attention to individuals' psychological reactions and emotional contexts in news reports.

Health Related Quality of Life for Aging Population

Myonghwa Park, RN, PhD
Chungnam Univeristy

Over the past few decades, Quality of Life (QOL) has become a popular and common measurement in health research in terms of level of life satisfaction among elderly population. Using various tools and instruments available, there has been an increasing attention in the context of screening the vulnerable population who need supportive interventions.

The data were obtained from a large dataset from 2008 Korean Elderly Survey (KES) that included 15,146 elderly data. The survey was conducted to describe the overall health status of the Korean elderly. The level of life satisfaction of participants had been investigated using two instruments including Life Satisfaction Index (LSI) and GQOL (Geriatric Quality of Life Scale). Having nineteen items developed, the level of satisfaction was measured in a range between 1 and 5.

About one third of the total participants were answered to feel either satisfied or satisfied with their life with the mean of life satisfaction score of total participants were 3.5 out of 5. The average life satisfaction score of male participants was slightly higher than that of female participants and the score decreased with age. The highest score was obtained in an item of relationship with grandchildren (3.9) while the lowest score was obtained in area of perceived health and economic status (2.7 and 2.8 respectively).

This study concluded that socio-demographic characteristics, health condition and family relationship are closely associated with level of life satisfaction among elderly. It is suggested that the community based intervention might be an effective initiative to enhance the QOL in old age.

An Imputation Approach for Handling Mixed-Mode Surveys

Seunghwan Park
Jar-Kwang Kim
Sangun Park
KOREA
E-mail: kkampsh@gmail.com

Mixed-mode surveys are frequently used to improve survey participation but statistical tools for analyzing mixed-mode survey data are relatively underdeveloped.

Motivated by a real survey in Korea, we consider an imputation approach to handling mixed-mode surveys.

The proposed method uses measurement error models to explain the mode effects and then imputation is to predict the counterfactual potential outcome in the measurement error model.

In particular, parametric fractional imputation of Kim (2011) can be used in this setup. The proposed method is applied to the survey of private education expenses in Korea.

Keywords: mixed-mode survey, imputation, measurement error model, parametric fractional imputation

Public and Policymakers' Opinion about Science Communicator: A Socio-Cultural Analysis

Dr. Manoj Kumar Patariya
Director/ Scientist 'F'
National Council for Science & Technology Communication
Department of Science & Technology, Govt. of India
INDIA
Phone: +91-11-26537976; Fax: 26590238
E-mail: manojpatariya@yahoo.com
Website: www.dst.gov.in

A whole host of research and development work is going on in the scientific laboratories, institutions and universities, but the information on these developments hardly reaches the common man. On the other hand, the technical problems faced by the common man do not reach the scientists, inventors or policymakers. Therefore, a two-way science communication model is desirable. Here the role of a science communicator - an individual with a mix of the scientific knowledge and communication skill - becomes essentially important. The days are gone when the simple straightforward communication would have done wonders for the lives of the people, but now in the age of globalization and social networking, the adulterated, biased and politicized scientific information spread by several interest groups needs to be distilled out in a way so that the common man and the policymakers understand the "true science". Such complex task calls for a fine blend of appropriate skill, aptitude, knowledge and wisdom in a science communicator. The paper presents public and policymakers' opinion about a science communication professional and examines various aspects important for professional recognition. In Sweden, the public communication is still conventionally described as the 'third undertaking' of the scientific institutions, an undertaking clearly ancillary to first two of research and education (M. Natarajan 2012). The aim of a science communicator should be that science should create wealth, employment, and most of all happiness (M.V. Kamath 2004). A team of the trained science communicators together with the media willing to introduce news relating to science and technology as one of its major contents would go a long way in raising the level of the dissemination of science (V.S. Ramamurthy 2004). You would expect a PRO (communicator) of such (scientific) an institution to be a specialist in communication, languages and to have some grounding in science, not a loud, unsophisticated, pretty face (Joe Fenech 2013). Many of the respondents feel that the job of a science communicator is more crucial than those of the scientists, teachers and journalists. Though a science communicator plays a significant role and makes complex things palatable and enjoyable, the social status of a science communicator is yet to be enhanced as compared to a scientist. The methods and processes of science communication need to be accepted as a branch of scientific pursuit; only then professionals engaged in this unique interdisciplinary area, i.e. science communicator, would get social and institutional recognition.

Exposure to Alcohol Product Placement among Thai Youths

Anchalee Pichedpan, PhD

University of Thai Chamber of Commerce

THAILAND

E-mail: ayinhkae@hotmail.com

Assist. Prof. Jantima Kheokao, PhD

University of Thai Chamber of Commerce

THAILAND

E-mail: k_jantima@yahoo.com

Siritorn Yingrengreung, PhD, RN

Boromarajonani College of Nursing Saraburi

THAILAND

E-mail: siritorn76@yahoo.com

Tassanee Krirkgulthorn, DNS, RN

Boromarajonani College of Nursing Saraburi

THAILAND

E-mail: k_tassanee@hotmail.com

Background: Modern media and technology are environmental factors that affect awareness and values related to drinking. Alcohol advertising and marketing activities are the most influential predictor of decision to drink among youths.

Purpose: This qualitative study investigated youths' experiences and perceptions towards alcohol product placement on television and social media in Thailand.

Methods: Four focus groups were conducted in August, 2013. Participants were 35 students, grades 4th to 12 and vocations 1-3. Each group comprised of 8 students that categorized according to levels

of education: primary, secondary, high school, and vocation 1-3. They were asked to explain their previous experienced with alcohol product placement and opinion towards alcohol use. Content analysis was used to illicit youths' experienced and opinions with alcohol product placement.

Results: Majority of participants indicated that they were more exposed with visual-audio and visual-only alcohol product placement in daily life environment and alcohol information flow to children and young people very easily. They reported of seeing non alcohol beverage advertising with similar alcohol brand and logo on TV programs includes game shows and sport broadcasting. The more frequent of their exposures affect brand recognitions, desirability, and product selection for future purchase.

Suggestion: This study provides support for the significance of alcohol product placement as one of environmental factors in daily life that affect brand recognition, brand selection, and intentions of alcohol consumption.

Keywords: Alcohol, Product Placement, Youths, Qualitative Study, Content analysis

Factors Affecting the Happiness of Elderly in Thailand and Lao PDR

Chanuttha Ploylearmsang

Social Pharmacy Research Unit,

Faculty of Pharmacy, Mahasarakham University.

THAILAND

E-mail: cntploy@gmail.com

Sommaly Phomtavong

Faculty of Pharmacy, University of Health Sciences.

LAO

With the rapid growth of aging society, happiness and quality of life in elderly are key indicators that have become more of an interest and concern in many countries. Thailand and Lao PDR, close neighbor countries with similar cultures and lifestyles, have an elderly population (aged ≥ 60 years) of approximately 14.7% and 5.3% of the whole population, respectively. To promote happiness in the elderly, we have to understand the factors affecting it. This cross-sectional analytical study was done to investigate happiness and perceived quality of life of elderly, and to explore factors affecting elderly happiness. A questionnaire for interviewing elderly people at home was developed and evaluated for content validity and reliability. Three-hundred elderly Thai in Maha Sarakham province and 200 elderly Lao in Vientiane were multi-stage randomly selected and interviewed within 6 months. Multiple regressions, chi-square, and independent t-test were used. Thai elderly aged 69.45 ± 7.22 (60-97 years) and Lao elderly aged 67.65 ± 6.35 years (60-93 years), had a happiness score (0-100) of 80.77 ± 17.26 and 67.97 ± 17.41 , respectively. Thai and Lao elderly showed a perceived quality of life score (0-210) 170.44 ± 18.98 and 139.25 ± 29.70 , respectively. In Thai elderly model, 8 factors that significantly affected their happiness were health status ($\beta=0.319$, $p<0.001$), satisfaction in family ($\beta=0.156$, $p=0.008$), perceived quality of life ($\beta=0.294$, $p<0.001$), satisfaction with income ($\beta=0.148$, $p=0.005$), female ($\beta=0.152$, $p=0.004$), no need for help from a care-giver ($\beta=0.133$, $p=0.012$), emotional control ($\beta=0.148$, $p=0.009$), and no debt ($\beta=0.131$, $p=0.014$). The Thai model showed the total explained variation of elderly happiness 57.5% ($F_{7,298}=27.895$, $p<0.001$). For Lao elderly model, 6 factors significantly affecting on happiness were health status ($\beta=0.314$, $p<0.001$), good self-care ($\beta=0.417$, $p<0.001$), satisfaction in family ($\beta=0.184$, $p=0.003$), participation in community as a consultant ($\beta=0.169$, $p=0.001$), self-esteem ($\beta=0.152$, $p=0.008$), and number of members in family ($\beta=0.113$, $p=0.018$). The coefficient of determination of the Lao model was 39.3% with the significance of the model ($F_{5,198}=29.723$, $p<0.001$). It can be concluded that the crucial factors of happiness in both Thai and Lao elderly are their health status and satisfaction in their family. Health supports increase for elderly and strengthening the relationship in family are the essential keys for promoting happiness in both Thai and Lao elderly.

Keywords: elderly, happiness, perceived quality of life, family, health, satisfaction

Effect of Stroke Educating Program towards Village Health Volunteers' Ability to Provide Home-Care Service

Charoonlux Pongcharoen, MNS., RN.
Nursing Instructor, Boromarajonani College of Nursing, Suphanburi
Tel: +66-35-535-250
THAILAND
E-mail: jeabsmart@hotmail.com

Chakkrit Lukin, MS., RN.
Nursing Instructor, Boromarajonani College of Nursing, Suphanburi
THAILAND

Lakana Siratirakul, MNS., RN.
Nursing Instructor, Boromarajonani College of Nursing, Suphanburi
THAILAND

The purpose of this quasi-experimental study was to examine the effect of stroke educating program towards village health volunteers' ability to provide home-care service. The participants were 15 village health volunteers in Suphanburi. The multi-stage random sampling method was used to recruit the participants. The instruments were as the following: Part 1 - data collect tools, including (1) village health volunteer's personal record, (2) village health volunteers' stroke knowledge assessment test, and (3) village health volunteers' skill test; and Part 2 - experimental tools, including stroke educating program provided to village health volunteers to provide home care service. On data collection process, researchers had arranged a stroke educating program and provided it to village health volunteers; evaluated volunteers' knowledge before and after the program finished. Data were analyzed data using percentage, mean, standard deviation, and T-test statistics. A comparison between pre-test and post-test scores shows that there was a statistically significant difference on knowledge and skill score of the village health volunteers' ability to provide home-care service ($p < .01$). This study points out that stroke education program provided to village health volunteers should be provided to improve volunteers' ability to provide proper home care service and help stroke patients to recover and resume good living quality.

Keywords: ability to provide care, educating program, stroke patient

Attitude towards Royal Project Flower Selling of Entrepreneur at Pak Khlong Talat, Bangkok

Worapak Pongsak
E-mail: cotton.n112@gmail.com

Kanokwan Hengnugoo
E-mail: mook_kanokwan@hotmail.com

Jittapon Chumkate
Faculty of Management Science, Silpakorn University
THAILAND
E-mail: jitchumkate@gmail.com

The study "Attitude Toward Royal Project Flower Selling of Entrepreneur at Pak Khlong Talat, Bangkok" is a qualitative research. The objectives were 1.) To study attitude and satisfaction toward royal project flower comparing between product and its price, 2.) To compare royal project flower to other business, and 3.) To study marketing environment in terms of competition in the business. An in-depth interview was used to collect information from the shop owners as a key informant. The results showed that the royal flower's owners had a good attitude toward selling the royal project flower because of its long life, fresh color, and longer stalk. In addition, the market share

was quite low because there was less shop, the shop owners had to come outside to get flowers by themselves, and the price was slightly higher than other normal flower shops in the market. However, the owners still choose to sell royal project flower as they saw that it has a good quality and good duration. Thus, the owner should establish an association who serve them on picking up the flower at place, and to build a store instead of sidewalk shop. They also should include a shop sign to show name and logo of the royal project clearly.

Keywords: Attitude, Royal Project Flowers, Entrepreneur

Satisfaction toward Indigenous Intellectual Care Program to Lessen Foot Numbness Using Haft Bamboo of the Elderly Patients with Type 2 Diabetes: a Pilot Study

Sasima Pungpothong (M.N.S.)
Boramarajonani College of Nursing, Chainat.
THAILAND
E-mail: n- phat@hotmail.com

Suthisa Sa-nguansa (M.PH)

Oranootnunla-ong (M.Ed)

Yutdhnanunla-ong (M.Ed)
THAILAND

A pilot study of the elderly patients with type 2 diabetes was designed as a quasi-experiment and Pre/Post-test. The purposes of the study were to survey a) the satisfaction toward the Indigenous Intellectual Foot Care Program by Haft Bamboo, b) the effect of the Indigenous Intellectual Care Program to Lessen Foot Numbness of diabetic elderly patients. Twenty-five subjects were a simple random sample from diabetes clinics in community health centres of Bangkud Tumbol. The instruments included: (1) instruments for data collection: demographic form, the satisfaction of diabetic elderly patients by focus group, lessen foot numbness examination using monofilament and (2) instruments for experiment: the manual for foot care and foot massage by using haft bamboo stepping. Data were analyzed using pair t-test.

The findings revealed that a) Elderly patients with diabetes, more than eighty percent were satisfied with the step duration of treatment and the use of Haft Bamboo b) The Lessen Foot Numbness of patients after joining the Indigenous Intellectual Care Program Using Haft Bamboo significantly decreased at the 0.01 level

The results of this study indicate that the program of foot care knowledge integrating foot massage by using haft bamboo stepping is more effective in reducing numbness of elderly persons with type 2 diabetes. Integrating foot massage by using haft bamboo stepping which is a locally popular wisdom for foot care in persons with diabetes is highly recommended.

Keywords: Satisfaction, Indigenous Intellectual Care Program, Lessen Foot Numbness, The Elderly Patients with Type 2 diabetes

Factors Correlated with Mothers' Behaviors on Oral Health Care for their Children in Central Java, Indonesia

Nurulistyawan Tri Purnanto
*Master Degree student of Nursing Science Boromarajonani College
of Nursing Nopparat Vajira (BCNNV) affiliated Kasetsart University.*
THAILAND
E-mail: nurulistyawan_2009@yahoo.co.id

Sunanta Thongpat, R.N., Ph.D.
Lecturer of Boromarajonani College Nursing

*of Nopparat Vajira (BCNNV) Bangkok.
THAILAND
E-mail: sthongpat6@gmail.com*

*Pornruedee Nitirat, Ph.D., MPH., MS., R.N.
Lecturer of Boromarajonani College Nursing of Phrapokklao.
THAILAND
E-mail: pnitirat@hotmail.com*

This study aims to examine the correlation among mothers' behaviors and their related factors regarding oral health care for their children. This cross sectional study employed a multi-stage sampling approach for sample selection. Samples were mothers of children whose age 6-9 years old, resident in Kudus district, Central Java, Indonesia. A total of 240 mothers were recruited to participate in this study. Health Belief Model (HBM) was applied for a conceptual framework. Questionnaires composed of mothers' characteristics, mothers' perceptions and mothers' behaviors on oral health care for their children. Data were analyzed using descriptive statistic, Pearson Product Moment Correlation Coefficient, independent t-test and ANOVA.

The results were; a) there were positive significance correlation among perceived susceptibility, perceived severity and perceived benefits of oral health care ($p < .01$) but negative significance correlation with perceived barriers ($p < .01$); b) mothers' behaviors was positively significant correlations with perceived susceptibility, perceived severity, perceived benefits ($p < .01$) but negatively significant correlation with perceived barriers ($p < .01$); c) there were no significant difference among mothers' age, level of education, family income, children age, gender of children and number of children in the family regarding to mothers' behaviors on oral health care for their children. Occupation of mothers had significant difference with mothers' behaviors on oral health care for their children. It is concluded that mothers' behaviors on oral health care of their children influenced by their perception to oral disease. Therefore, health care providers should provide oral care information to mothers of young children to enhance their perception of susceptibility, severity, and benefits of oral health care for their children.

Keywords: Mother's perceptions, Mothers' behavior, oral health care and Health Belief Model (HBM)

Latent Class Analysis of Gender Difference in Perception of Foreign Language Anxiety

*Jongmin Ra
Kookmin University,
E-mail: rem2002@gmail.com*

*Ki-Jong Rhee
Kookmin University,
E-mail: rhee0408@kookmin.ac.kr*

The present study examined foreign language anxiety in English undergraduate classes with the foreign language classroom anxiety scale (FLCAS) and learners' variables (gender and reading achievement) within the framework of latent class analysis. The present study aimed to examine stability of factor structure of FLCAS and applicability of latent class analysis to investigate the existence of latent classes and interactions of latent classes with learners' variables. The data was first analyzed within the framework of the confirmatory factor analysis immediately following the explanatory factor analysis due to the inconsistency of the FLCAS factor structure.

Latent classes between foreign language anxiety and learner variables were later examined. Results showed that accounting for underlying structures of foreign language anxiety could add additional information about the interaction between foreign language anxiety and learners' variables. Implications of these findings were discussed to shed further light on FLCAS and language learning.

Keywords: factor analysis, FLCAS, gender difference, latent class analysis, reading achievement

Chinese Scientists Engagement in Emergency Response and Emergency Science Popularization

Ren Fujun

LiuXuan

China Research Institute for Science Popularization

CHINA

In recent years, a series of important emergencies have taken place in China, such as “Hainan Manila carcinoma Scandal,” “WenChuan Earthquake” and “Shanghai Jing’ an fire.” Chinese scientists played more and more significant roles in each stage of emergency response process and emergency science popularization activities. First of all, scientists engaged in decision-making process as professional consultants. Secondly, scientists did valuable research-supporting work for risk response. Thirdly, Chinese scientists gave authoritative conclusions to clarify the valid incidents disposal strategy. Fourthly, scientists were the pioneers in risk reduction and emergency management researches. Lastly, scientists played an important role in training emergency personnel. The Chinese government already formed a series of strategies in many aspects of public administration to improve the scientists’ engagement and performance in emergency incidents. There are five main working mechanisms for Chinese scientists to get involved in the entire emergency management procedure: government-specialists-mechanisms, science-community-systematization, expert-contact-mechanism, scientist-media interaction mechanism and combination of emergency science research and popularization.

Keywords: scientist engagement, emergency management, emergency science popularization,

Can Media Reduce Urban-Rural Health Knowledge Gap in China? Rethinking the Role of Television and Internet

Yuchen Ren

The Chinese University of Hong Kong

HONG KONG

E-mail: gnqbb@126.com

Social distribution disparities have led to knowledge gap between urban and rural areas in China. Traditional knowledge gap theory argues that mass media tend to widen the gap, while some studies found different types of media may have a different effect. Healthy eating knowledge, as a particular knowledge, is crucial in guiding healthy lifestyles and improving the quality of life. Despite its unbalanced attribution in urban and rural China, the knowledge gap may be narrowed due to the increasing media literacy in rural areas.

This study tries to explore the role of television and Internet in increasing/reducing healthy eating knowledge gap in China, by examining data from a 2009 national survey (N = 10015). Findings show that both television and the Internet help to narrow urban-rural health knowledge gap, as the association between media use and health knowledge is higher for rural people than for urban people. Besides, rural people benefit from both TV and the Internet, while urban people only benefit from surfing the Internet.

The discussion of the results helps us to reconsider the role of media in knowledge gap theory, and it also serves the practical role of informing policy makers of appropriate media type in order to overcome urban-rural knowledge gap in China.

Keywords: Health-knowledge gap, Media effect, Urban-rural disparity

Errors and Biases in Election Forecasting in South Korea

June Woong Rhee
Professor, Seoul National University

Boasting the consecutive feats of success in election forecasting in Presidential Elections, South Korean pollsters have suffered from failures in predicting the range of seats of major parties in General Elections. This paper presents the reasons for which the predictions of General Elections have been inaccurate by exploring the magnitudes of forecasting errors and biases. This paper argues that the lack of control for non-despondence biases coupled with strategic considerations on the part of voters rather than sampling errors might be the primary cause of the forecasting failures in General Elections. The methodological innovations advanced by pollsters and their consequences for election forecasting are discussed within the contexts of successes and failures of election forecasting.

Evaluating e-Gov Initiatives: Questions Not to Be Dismissed

Fernando Ribeiro
University of Kyonggi, Honorary Ambassador for Gyeonggi Province
KOREA
E-mail: fernandofeitosaribeiro@gmail.com

Political participation has remained low in the past decades if compared to later periods in history. This lack of enthusiasm can be attributed to an overall sense of powerlessness towards the political game. To combat it, the Republic of Korea took the lead in implementing E-government tools, being 'Digital Budget & Accounting System' and 'e-Participation Portal – e People' some of its creations. However, the real impact of these initiatives on Korean society is unknown. Indeed, are Koreans more concerned with public issues, due to the number of available E-government tools? This paper expects to raise scholars' awareness to the inadequate evaluations of E-government's impact on Korean society. Unless American National Election Studies (ANES)-inspired Duty questions, and alike, are added to E-government-related surveys, the raise of Koreans' political participation, due to E-government tools, remains a non-reliable assumption.

Relationships between Perceived Benefits of Hand Washing, Perceived Barriers of Hand Washing, Perceived Self-Efficacy of Hand Washing, Interpersonal Influences, and Hand Washing Behavior among Fifth Grade Students of Public Elementary Schools in Bali, Indonesia

Made Rismawan
Nursing instructor of STIKES Bali
INDONESIA
E-mail: maderismawan@gmail.com

Panarut Wisawatapnimit, R.N., Ph.D.
Nursing instructor of Boromarajonani College of Nursing, Bangkok,
THAILAND

Achara Suksamran, R.N., Ph.D.
Nursing instructor of Prachomklao College of Nursing Phetchaburi,
THAILAND

Hand washing behavior can protect students from infectious diseases. In practice, the rates of proper hand washing behavior around the world are still very low. The objective of this study was to explore relationships between perceived benefits of hand washing, perceived barriers of hand washing, perceived self-efficacy of hand washing, interpersonal influences, and hand washing behavior among fifth grade students of public elementary schools in Bali, Indonesia. Pender's Health

Promotion Model was used to guide this descriptive cross-sectional study. Samples were 404 fifth grade students recruited from 6 public elementary schools in North Denpasar sub-district, Bali, Indonesia. Data was collected by using Hand Washing Behavior Questionnaire. The association among variables was analyzed using Pearson's Product-Moment correlation coefficient. Main results found that perceived benefits of hand washing, perceived self-efficacy of hand washing, and interpersonal influences were positively significant correlated with hand washing behavior of samples ($r = .19, p < .001$; $r = .40, p < .001$; $r = .47, p < .001$, respectively). However, perceived barriers of hand washing was negatively significant correlated with hand washing behavior of samples ($r = -.17, p < .01$). Based on the results, promotion of students' interpersonal influences and perceived self-efficacy should be promoted as the priorities of hand washing behavior programs. Information about proper hand washing behavior and better facilities of hand washing should also be applied to improve hand washing behavior among students.

Keywords: hand washing behavior, perceived benefits of hand washing, perceived barriers of hand washing, perceived self-efficacy of hand washing, interpersonal influences, fifth grade students

The Relationship of Borrowing Behavior on the Quality of Life in Economic: A Case Study of Early Working Age workers in Bangkok, Thailand.

Kamolwan Rodhring
Faculty of Management and Tourism,
Burapha University.
 THAILAND
E-mail: Kamolwan@buu.ac.th

Sirikwan Jaroenwiriyaikul
Faculty of Management and Tourism,
Burapha University.
 THAILAND
E-mail: bo_yammy@hotmail.com

Pornpong Sakdapat
Shinaawatrs Internation University
 THAILAND
E-mail: bbname.passport@gmail.com

After graduation, there are some people relocating to start their work in Bangkok, the capital of Thailand where is area of diverse job opportunities and potentially of higher growth. However, the relocation required a lot of money to meet their basic needs in everyday life or to the initial capital for their occupation. Resulting, there are loans made in a large number to them. This study investigated loan behaviors of early working ages (Between 20-35 years old), the factors that affect on their decision making to loan and to study the relationship of loan behaviors on the quality of life in economic.

Data were obtained, using a sample of 394 people of early working ages choosing by simple random sampling method in various areas of Bangkok, by questionnaires. The data were analyzed using descriptive statistic, percentage, frequency and Chi-square test. The analysis of data found that majority of the sample are men, the marital status is single, have the highest education of bachelor degree, working for employee in private section, government officer and the business owner, income is less than 10,000 Baht or \$312.98 and in between 10,001-30,000 Baht or \$312.98-\$938.96.

For analysis of loan behaviors found that 116 or 29.4% of the sample have taken loan with currently accounts is less than 50,000 Bath or \$1,564.95 in 1-5 years for average period of loan. Purpose of the loans was a fund for a career, for higher education and for use in daily life respectively. Loan sources include a commercial bank, relatives and leasing company. And factors that affected on loans decision making are available in loan process average, credit without collateral to approve the loan and the average loan interest rate respectively.

From hypothesis testing, it was found that no relationship between amounts of loan on the quantitative quality of life in economics but there are relationship between amounts of loan to the qualitative quality of life in economics included: level of satisfaction in feeling of stability and safety in their life, satisfaction in their health care spending and satisfaction in their spending on special occasions.

Keywords: loan behavior, Quality of Life

Opinion of Students in Bangkok towards the Amendment of Thai Constitution of 2007

Naksit Sakdapat

*Master Degree Student of Social Development Administration,
Faculty of Social and Environment Development,
National Institute of Development Administration
THAILAND
Email: naksit9@gmail.com*

Natthakorn Ruengdit

*Bachelor Degree Student of Statistics,
Department of Mathematics and Statistics,
Faculty of Science and Technology, Thammasat University
THAILAND
Email: Natthakorn.rue@thammasat.net*

This research purposes are to study the followings: 1) the opinions and attitudes of students in Bangkok towards the Amendment of Thai Constitution of 2007; 2) knowledge of students towards the Amendment of Thai Constitution of 2007 and 3) the attitudes of students in Bangkok towards Thailand politicians' personality in amending the Thai constitution of 2007.

The target population in this research were university students in Bangkok area. The data was collected by random sampling with multi-stage sampling method of 400 students. The tool in data collection was questionnaire and the tool for data analysis was SPSS. The statistics for analyzing were percentage, mean, standard deviation (SD); the hypothesis testing was made by using t-test, F-test, Chi-Square test and using of Factor Analysis.

The results of study showed that most of the samples were female, for 61.2 percent. Students were undergraduates for 81.6 percent. They were third year students for 34.1 percent. Students were in field of Social Sciences and Humanities for 54.8 percent. Students in this research domiciled in Bangkok and vicinity for 36.3 percent. Regarding channel for receiving of news; sample groups had personal channel for receiving news via friends, the most of all for 48.5 percent. Students who had channel for receiving news through media via television channel, the most of all, for 21.7 percent. Sample groups having opinion towards Thai politics presently were; they felt that Thai politics was boring for 77.6 percent. Political activities that sample groups wanted to participate the most of all was: anti- corruption activities for 44.0 percent. Sample groups had personality of people who were pro- political level in moderate level ($\bar{X} = 7.38$, S.D. = 3.302). Regarding opinion, most of sample groups had opinion towards the Amendment of the Thai Constitution of 2007 in each section in the moderate level of agreeing ($\bar{X} = 2.88$, S.D. = 0.657).

Hypothesis testing result

1) Gender difference did not have different personal channels in receiving news and nature of Thai politicians. Education difference had different pro-political personality and different opinion towards the constitution amending, having statistical significance at 0.05.

2) Different years of students had different personal channels in receiving news, different pro-political personality and different opinion towards the constitution amending, having statistical significance at 0.05.

3) Different faculties that student groups were studying had different opinion on present Thai politics and different pro-political personality, having statistical significance at 0.05.

4) Different domiciles had different opinion on present Thai politics, different opinion on personality of Thai politicians having nature of Machiavellian and Conservatism, having statistical significance at 0.05.

5) Opinion on present Thai politics had relationship with groups of major subjects, having statistical significance at 0.05.

Keywords: Constitution, politicians' personality, opinion

Decision Making of Saving and Saving Behavior of People in the Capital City: A Case Study of Bangkok

Ruksakul Cheewakoset
*Lecturer, Faculty of Management,
Kasertsart University Si Racha Campus.
THAILAND*

Pornpong Sakdapat
*Lecturer, School of Management,
Shinawatra International University.
THAILAND
E-mail: bbname.passport@gmail.com*

Chanchai Bunchapattanasakda, DBA.
*Director, School of Management,
Shinawatra International University.
THAILAND*

A saving is defined as an amount of money in which it is equal to the rest of income deduct expenses. It could be used for several purposes, however, the most important aspect of savings are in the case of unexpected situations such as urgent medical treatment fee or expected spending for which saving is only mean to be used as a buffer when one has not enough flow of money. This study investigated saving behavior of people in the capital city of Thailand, and also showed the relationship between people who have difference income with reasons of saving. Data were obtained, using sampling of 449 people choosen by simple random sampling method in various areas of Bangkok, by questionnaires. The Data were analysed using descriptive statistic, percentage, frequency and Chi-square test χ^2

The analysis of data found that majority of the sample are men, age 20-25 years old, the marital status is single, have the highest education of bachelor degree, the income is less than 10,000 Baht or \$312.98 and in between 10,001-30,000 Baht or \$312.98-\$938.96. The percentage of 66.1 has saving, in which people who have saving have saving accounts with the average amount of 7,364 Baht deposit per month.

From hypothesis testing, it was found that age, level of education, monthly income, and total assets have a significant relationship to the savings amount, while sex and carrier has no significant relationship to saving. The factors which effect reasons for saving were found to be from that of total income per month which has affected of saving decision, by the reasons that they were a means to protect money from losing value by inflation, to hold as a contingency for expected spending, and to pave the way as an insurance to have better living conditions in the future. While the limitation of having saving are: the amount of outstanding debts and the skills and knowledge of financial planning.

Keywords: saving, saving behavior

The Effect of Workplace's Credit Union Membership toward Labor Saving in: The Case Study of Thailand

Pornpong Sakdapat
*Lecturer, School of Management,
Shinawatra International University.
THAILAND
E-mail: bbname.passport@gmail.com*

Sirikwan Jaroenwiriyaikul
*Lecturer, Management and Tourism,
Burapha University.
THAILAND
E-mail: bo_yammy@hotmail.com*

Co-operation is a public shared organisation which is formed by people who have the same interest in supporting their purpose; a Credit Union is co-operation in financial sectors in order to assist members regarding the stable and sustainable aspect in their finance situation. It is one of the most important organizations especially among blue collar labor in Thailand because it influences labor to realize to save money by using the member economic participation principal. This study investigated the relationship of laborer's savings with demography of laborer, economic conditions, and the workplace credit union. The result of the study can lead to the conclusion that managers should support laborers to become members of the credit union, which results in the better laborer living conditions or not. The study observed data by using questionnaires choosing a random sample 5 major cities, in 5 regions of Thailand in May 2013. Questionnaires were sets of 400 sampled from laborers who work in a workplace that has a credit union. The data were analysed by using description statistic, t-test, and Chi-square test.

Result showed that majority sampling is credit union's member, of which 81.5 percent being member for 5.03 years on average, the majority of this group are women, married, their average age is 35.84 years old, and work in large workplaces (more than 200 employees) with a bachelor degree, the average monthly income is 17,414 Baht or US\$539.67i while the monthly excess is 11,720 Baht or US\$363.29, the monthly deposit on average is 39,662.75 Baht or US\$1229.47 (Exchange rate of 31.95 Baht = US \$1 on 15 September 2013)

Hypothesis testing found that credit union's members have a different amount of savings compared to those who are not credit union's member. It was also found that credit union's members have a significant relationship between saving and their age, year of becoming a member of the credit union, degree of education, type of job, and monthly income, while marital status has no significant relationship with the savings amount.

Keywords: Co-operation, labor saving

Perceptions of Stroke Risk Factors and Health Practice on Stroke Prevention among Elderly with Chronic Illness

Wiyakarn Sanghuachang
*Boromarajonani College of Nursing Saraburi.
THAILAND
E-mail: wiyakarnsang@yahoo.com*

This study investigated perceptions of stroke risk factors, stroke warning signs, and health practices among elderly with chronic illness. Participants were 70 elderly people (age ≥ 60) with chronic illness in Saraburi province. The questionnaires was used to assess stroke risk factors and stroke prevention practice related to detecting stroke warning signs, food consumption, exercise, and compliance with treatment. Participants were female (62.9%), age 60-70 years old (61.4%), and married (75.7%). The chronic health problems were hypertension (45.7%), the combination of two illness of hypertension with diabetes or with high cholesterol (14.3%), and the three conditions of hypertension with diabetes and high cholesterol (12.9%).

Findings indicated a moderate level of perception of stroke risks and a good level of overall health practices related to stroke prevention. For each prevention behavior, the practices of observing stroke warning signs and exercise were moderate, whereas food consumption and compliance with treatment were at good level. Comparison of overall practice revealed no significant difference among elderly with low (mean = 71.20, SD = 9.46 and high (mean = 72.97, SD = 10.37) stroke risks. However the mean practice scores on observing stroke warning signs (mean = 17.74, SD = 6.31 vs. mean = 20.51, SD = 6.04) and exercise (mean = 18.86, SD = 4.50 vs. mean = 19.54, SD = 3.87) were higher among elderly with high stroke risks.

Keywords: Elderly, stroke, hypertension, cholesterol, warning signs

The Relationship between Survey Interviewer's Professional Efficacy, Professionalism and Work Continuity.

Useok Seo
Professor, University of Seoul
E-mail: usseo@uos.ac.kr

Ock Tae Kim
Research Professor, Communication Media Institute at Ewha Womans University
E-mail: ocktopia@gmail.com

There has been growing concern about the quality of statistics. To obtain reliable statistical data, it has been pointed out that the quality of work performance of onsite-interviewers is important. Given the deterioration of survey condition such as increase of refusal of survey participation, the level of interviewers' desertion of his/her job increases. Some argued that interviewers frequent changes of occupation impede interviewers work performance and career building. This can also cause non-sampling error of the face-to-face interview survey.

The present study explores the factors related the interviews intention of work continuity. Data obtained from 195 interviews who participated in the 2013 Economy Survey performed by Statistics Korea. A hierarchical regression analyses revealed that interviewers' previous job experience, work performance, and professionalism are related with the interviewers' intention to participate work continuity. Practical implications and limitations are also discussed.

Keywords: interviewer, professional efficacy, professionalism, work performance, job-training

Comparing Impacts of Leisure Activities and Family Income on Leisure Satisfaction between Youth and Adults

U-Seok Seo
Young-Chan Ji
Ka Young Jeong
University of Seoul, Dept. of Urban Sociology

Leisure is an increasingly important part of people's quality of life even in a work-dominant society like Korea while leisure satisfaction functions as a significant factor which determines a level of life satisfaction. Since main patterns of leisure activities vary to a great extent according to their timing in an individual life course, it is important to understand changes in leisure activities and leisure satisfaction according to different life stages. However, in most of previous empirical leisure studies non-probability sample is used and each age group is separately analyzed. Therefore, the distinctive features of leisure for each age group are seldom directly compared. This study explores differences between youth and adults with regard to leisure activities and leisure satisfaction using Social Survey data 2011 from Statistics Korea (Korean National Statistical Office). In addition, we analyze how the effects of leisure activities and socio-economic conditions on leisure satisfaction are different between youth and adults. According to the empirical results youth show a slightly higher

level of leisure satisfaction and more involvement in active leisure pattern than adults. The effects of socioeconomic condition on leisure satisfaction are bigger in youth group than in adults.

New Media and Election Campaign in Thailand: From National General Election to Bangkok Governor's Election.

Kanyika Shaw, PhD
ASEAN Media and Communication Studies and Research Center (AMSAR)
School of Communication Arts,
University of the Thai Chamber of Commerce
THAILAND
E-mail: kanyika_sha@utcc.ac.th
kanyikas@gmail.com

The rise of new media, especially social media, in 2009 and 2010 forced all Thai political parties to engage with them. The 2011 general election was a proof of this situation. From the total 40 parties that entered the 2011 general election, 19 parties had an official web site and 12 parties had Facebook pages. Every major party had a web site, Facebook page and Twitter account. The most active channel was Facebook, which gained instant feedback on political posts with likes and comments from the party's supporters. The best party for online media strategy during the election campaign was the Democrat Party. The party created a special campaign sub-site¹¹⁰ to emphasise its roadshows and on-ground events. The top party executives joined Twitter and Facebook in the usual manner. The importance of online channels during the 2011 general election campaign was reflected in the offline world. Many campaign signs and banners at the time included Facebook logos or Facebook Like icons, engaging the viewers to follow them on Facebook. Online campaigns during the 2011 general election were a good sign that political parties were already aware of online media as a new effective tool for public relations. The 2012 Bangkok Governor's election used even heavier online campaigning since Bangkok citizens have the highest internet usage rate in the country. This research looks at how new media have an impact on public opinion towards politics in Thailand through comparative studies of the two main political parties during their campaign in the National General election and in the Bangkok Governor's Election.

Keywords: new media, political campaign, election

Exploring City Attachment Through The Lens of Media System Dependency Theory---A Case Study of Hefei City in China

Shi Liang
University of Science & Technology of China,
Hefei University of Technology
CHINA
E-mail: 275506021@qq.com

The relationship between the mass media and the community is an important area in communication research. In China, online communities are increasingly important to the general public, but there is little theoretically based research on what the effects of the online community to the offline community are.

This study investigates the role local websites play in the local community attachment formation through the lens of the media system dependency (MSD) theory. The study performs empirical research, taking the city of Hefei in China as the case study. It is based on a stratified sampling survey of 440 Hefei residents, who completed a questionnaire that measures local online MSD, local community attachment, Internet usage, and demographic characteristics. The study also examines the possible influencing factors which the local website affect the local community attachment on the micro-level, such as the local news acquisition, local intimate relationship construction and local activity participation. On a general level, results show that local website plays an important role in local community attachment construction.

Keywords: Media system dependency, local community website, community attachment

Post Tsunami Surveys Impact of Tsunami's on the Quality of Life of Normal, Conflict & Female Multi-Victims

Gaura Shukla
CVoter Foundation
INDIA
E-mail: gaura@teamcvoter.com

Shalinder Mahajan
Yashwant Deshmukh
CVoter Foundation
INDIA

Destructive upheaval leaves behind a serene sense of serendipity. Four years on, in Indonesia's Tsunami ravaged Aceh Province that serendipity is gradually being replaced by gentle hints of peace and prosperity. In fact, the most glaring difference between Sri Lankan and Acehese Tsunami experience is that while the former has reaped the (*apparently unrelated*) reward of peace because of the vicious waves that engulfed its coastal areas; those same waves totally swept away the latter's ongoing peace process (*between the Central government and separatist LTTE*). The fact is self-evident from the respondent response to a question which compares their life today vis-à-vis before Tsunami.

In our Tsunami Omnibus across the disaster hit areas of Indonesia and Sri Lanka, we have also used to the WWbI questions to see the impact of such happenings on the self perceived quality of life for the disaster survivors. What makes this study unique is the fact that these two Tsunami areas are also the hotspot of an ongoing armed conflict for a very long time. This probably makes it the first recorded formal use of Quality of life scales among "multi-victim" respondents (those who were already suffering from conflict and now happen to be at the receiving end of a catastrophic natural disaster). The Survey fieldwork was conducted during November-December 2008 in both the countries and covers interviews from more than 2000 multi-victim households.

Today the Tsunami displaced in Aceh are reaping the reward of quick and efficient intervention of the international community to help combat the Tsunami disaster effectively. In that, so far, their success is manifest in respondent rating of individual parameters relating to their overall quality of life before and after Tsunami. From standard of living, health, relationships and personal safety to future security—it seems that the satisfaction graph is only moving northward. Sure there are problems, but none that the elected local government can't resolve. There's just the niggling worry of inclusive growth and hand holding the conflict victims just a wee bit may do the trick! Three in every four respondent said that the local infrastructure in their area/ village is better today when compared with before the Tsunami. Almost two third of them said that the functioning of the local government in the earlier strife/ conflict ridden area is far better and a similar number felt that their permanent home today is far better than before Tsunami – a direct impact of the coordinated international effort to rebuild Aceh.

More than half the respondents said that their relationship with the community is much better today than before Tsunami and that even people were more forthcoming with mutual help than before. In fact, people in the area believe that they are better positioned in almost every other aspect of daily life, including future opportunities for the youth, status of women in society and overall quality of life, among other things. For a relatively isolated economy, the specter of inflation shows in a steep rise in prices of everyday commodities and services. Withdrawal of iNGOs from active relief and subsequent increase in household spending on basics like food and medicines (*at relatively high prices at that*) has many Tsunami survivors worried. What's worse, more than a third of the respondents feel that 'no one is helping them' overcome these two big problems (*finding a job and rebuilding businesses*).

The silver lining in the case of problem areas is the fact that unlike earlier, when iNGOs appeared as the lone helping hand for relief in the region – at least so far as food, medical help, safe water and temporary and permanent shelters were concerned (*and largely because of lack of a*

democratically elected civilian government in the strife torn province) – the local Acehese government (*with a democratically elected leader at its helm since 2006, after the peace process and the resulting MoU between Jakarta and Aceh*) has gradually brought a semblance of governance in the region. It is unique to observe what the process of democratization could actually mean in terms of quality of life for the respondents.

Gazing into the crystal ball, with regard to the future problems they anticipate, almost half the respondents glumly point toward rising unemployment – conflict victims, young adults, farmers and fishermen who've abandoned their livelihood because of falling fish and soil yields, et al - in the area that has them most worried. In sharp contrast, a comparative analysis of 2005 and 2008 surveys reveals that the intensity of worry about old problem areas like home in buffer zone, conflict, natural disasters, children's education, et al, is gradually decreasing.

Despite the bleakness evident in the previous point, fact is that a majority of Tsunami victims have received adequate relief and rehabilitation in the Aceh province. The Tsunami may have been an inconvenient destructive force, but it has certainly left behind an extremely prized gift for this conflict battered province – Peace. However, this is not to say that the entire Tsunami affected Acehese populace is without its share of troubles. The problem pertains to rehabilitation of erstwhile conflict victims, rather than the rehabilitation and development of Tsunami survivors *per se*. The problem stems from the discontentment of conflict victims over the comparative lack of assistance to them vis-à-vis over-assistance to those affected by the 2004 Indian Ocean Tsunami. Besides, as with any rehabilitation plan after such savage destruction, there are some other typical problems that may mar future development initiatives.

The Factors Effecting in Silk Weaving Benefit of Inhabitant in Amphoe Chonnabot Khonkaen Provinces

Monvipa Siittapakul
Oravee Rungjarat
*Bachelor of Business Administration Program in General Business,
Faculty of Management, Silpakorn University
THAILAND*

Bhawini Karnjanapa
*Lecturer in General Management,
Faculty of Management, Silpakorn University.
THAILAND
E-mail: Monvipa1sitt@gmail.com*

This research aims 1) To study factors which cause silk weaving income. 2) To study concepts and strategies of marketing which effect income. 3) To study attitudes of population, who weave silk, when there are many demographic factors. The data from 400 respondents were collected by questionnaire and analyzed by SPSS and assumption test by t-Test and F-Test at the significance level 0.05. Research result found 1) Most of Weavers are married woman, between 51-60 years and upper than 61 years. They graduated from primary school. Now, they earn 1001 – 3000 Baht per month. 2) Marketing strategies factor that effect to income the most is production, the chosen material, and prize orderly. 3) The effective attitudes of population are the silk weaving viewpoint, Thai culture conservatives attitude, and moral precept about Royal Peacock signet orderly. 4) Comparing between demographic factors and weaving benefit, demographic factors would effect to benefit when age, status, education, and period of working time are different, 0.05 the significance level of a statistical hypothesis testing.

Keywords: Silk, Marketing strategies, Attitude

Expectations and Satisfaction of Tourists Travelling to Cha-Am Petchaburi

Kedwadee Sombultawee

Kesorn Ngampon

Faculty of Management Science Silpakorn University

THAILAND

E-mail: kedwadee@ms.su.ac.th

The objectives of this research were to study the level of the expectation and the satisfaction of Thai tourists to Cha-Am Petchaburi and to compare the difference between the expectation and the satisfaction of Thai tourists to Cha-Am Petchaburi. The sample was 400 Thai tourists visiting Cha-Am Petchaburi by convenience sampling. The research tool was a questionnaire as data analysis in this research were frequency, percentage, mean, standard deviation, and T-test

The results found that the expectation level of Thai tourists visiting Cha-Am Petchaburi in price was the highest; the next were place, products, physical evidence, people, process, and promotion respectively. While the satisfaction level in price was the highest; the next were place, products, physical evidence, process, people, and promotion respectively. As for hypothesis testing, it was found that the expectation of Thai tourists to Cha-Am Petchaburi was higher than the satisfaction in all parts at the 0.05 significant level.

Keywords: Cha-Am, Satisfaction, Expectation

Spectrum of Risk Perceptions in Korea Society

Haeryong Song

Chanwon Kim

Yoonkyung Lee

Sungkyunkwan Univ. / SSK Risk Communication Research Team

The current paper is concerned with exploring each public risk perception of five risk areas which is categorized by National Science Technology Council of South Korea – natural disaster, new epidemics, nuclear power, environmental pollution, and cyberterror; we study how seriously public takes risk issues through “the magnitude of the problem,” “risk characteristics,” “risk involvement.” One of the important assumptions in our approach is that risk is the subjective perception issue rather than the objective fact or the statistics.

This article aims to provide an overview of the five risk perceptions of Koreans. The findings given below are based on the survey conducted from 20th December 2012 to 5th January 2013 among 500 Korean adults who live in Seoul and Gyeonggi. The statistical data lend themselves to examine the characteristics of risk perceptions in Korean society.

This paper highlights the following three findings:

One intriguing finding from this study, the public has a very high perceived risk for the new epidemics. Specifically H1N1 and foot-and-mouth disease in new epidemics are seen as very high perceived risk. A second finding from this research, the public significantly perceives cyberterror as an involuntary, severe and unforeseeable risk compared to other risks. The last finding of this study, we explore public involvement in five risks; natural disaster has the highest public involvement. The result provides us a perspective which public significantly recognizes a natural disaster as a personally relevant risk issue.

The result of this research, therefore, provides a useful ground to test public risk perceptions in risk communication.

“Risk Society,” Korea & Risk Communication: Focusing on the Five Risks

Haeryong Song

Wonje Kim

Hangmin Cho

Sungkyunkwan Univ. / SSK Risk Communication Research Team

The modern society has a figure of 'Risk Society' as German sociologist Ulrich Beck claimed. All kinds of risks and uncertainties occurring these days are products of modernity, and are coming to the fore as problems that mankind should resolve in no time. In order to maintain sustainable survival and prosperity in the future, it is time to pay attention to these risk issues. This kind of discussion has realized very rapid societal developments that have been also applied to Korea of which developmental process is very compressive and aggressive. Although there are various risks in Korean society, State Science & Technology Commission(SSTC) designated five risks in 2012 that need to be prevented and managed in priority, that is, natural disasters(typhoon, heavy rain, flood, etc.), nuclear safety, new & mutant epidemics, environmental pollutions, and cyber terrorism. Indeed, natural disasters such as typhoons that frequently develop due to global warming result in tremendous property damages and human casualties every year, and nuclear safety came to be an important topic causing our fear after the Fukushima nuclear disaster in Japan. New & mutant epidemics such as bovine spongiform encephalopathy (BSE) and avian influenza often bring about social unrest and the anomic phenomenon, and environmental pollutions such as the oil spill accident at the west coast and hydrofluoric acid leakage accidents were unfortunate cases that made Korea suffer disgrace, called "the republic of accidents." Cyber terrorism that took place in Korea that has a reputation as an IT powerhouse caused societal chaos, paralyzing national backbone networks, broadcasters, and banks. And this series of risk issues happening in Korea are ones that other countries are also concerned about. It should be noted that these risks have never been significantly dealt with by the public sector or the private sector. We have been insensitive to safety of the general society, and there was lack of an effort to reduce and prevent those risks through communications. Currently, movements to activate risk communications to share risks of Korean society and resolve them in the societal level are being detected among expert groups, the press, and general citizens. This is a very positive signal that efforts of the society members to make "safe Korea" are being visualized.

Health Related Quality of Life among Individuals with Chronic Disease

Rhayun Song, RN, PhD
Chungnam Univeristy

The quality of life for individuals with chronic disease such as diabetes or cardiac disease can be defined as "the subjective appraisal regarding multiple dimensions of life such as physical functioning, mental health, symptoms, and social interaction as related to their disease specific health. The qualitative study exploring quality of life for individuals with chronic disease revealed that the concept of quality of life consists of multi-dimensional aspects such as individual's perceived control over disease management and the level of social functioning. In spite of the uncertainty from living with chronic disease, individuals' self-management to control their disease is related to the level of quality of life.

Korean version of the SF-36v2 (36-Item Short Form Health Survey version which assesses eight dimensions of quality of life along with physical and mental component summary scores. The dimensions of quality of life include physical functioning, bodily pain, role limitation-physical, role limitation-emotional, social functioning, vitality, general health and mental health. Each dimension was scored with weighted items out of 100 points, with higher scores representing a higher perceived quality of life. The psychometrics of the original version of the SF-36 was reported to have a validity and reliability coefficient of 0.84– 0.95.

To compare the concept of disease specific quality of life, two separate studies on quality of life measured by SF36 has been analyzed. For individuals with chronic disease such as diabetes or cardiac disease, their quality of life is determined by their energy level and ability to function physically or socially to perform their expected role. In the study with individuals with diabetes, PCS was 43.12 (SD=7.79) and MCS was 37.61 (SD=11.13) out of 100 scores (Song et al., 2009). The second study with individuals with coronary artery disease, PCS was 44.68 (SD=8.59) and MCS was 44.02 (SD=9.98) (Park et al., 2009). The quality of life scores for the individuals with diabetes was relatively low at the pretest, but the scores improved to 44.08 (PCS) and 46.27 (MCS) after they managed to participate in 6 month of exercise program. Social functioning, mental health, and vitality were the dimensions that showed significant improvements for the participants compared to those who dropped out.

The definition of quality of life should be based on the characteristics of population, especially for those with chronic conditions. The health related quality of life needs to be conceptualized to be able to capture the specific dimensions of quality of life in this population.

Medication Use amongst Diabetic and Hypertensive Elderly in Muang District, Suphanburi Province

Surasak Soonthorn, Ph.D.
*Head of the Pharmacy Technique Department,
Sirindhorn College of Public Health Suphanburi
THAILAND
E-mail: suratong@gmail.com*

Abstract

It has been estimated that within five decades, the proportion of the world population aged over 60 years old will be more than half. Within 2050, there will be one elderly every three people of which a quarter of the population in developed countries will be aged 65 and 20% in developing countries are expected to be over 60 years old. While the proportion of the elderly increases, non communicable diseases and drug use are one of indispensable concerns in health aspects. This study aimed at exploring the pattern of medication utilisation among the elderly with diabetes and hypertension in Suphanburi Province. In addition, recommendations from stakeholders of medication utilisation were accrued for creating further pattern of care. The mixed methods used in the study is the questionnaire with 120 purposively sampling participants for quantitative data and the semi-structured interview with 20 stakeholders for qualitative information. Data analysis was interpreted as descriptive statistics and content analysis for quantitative and qualitative data, respectively.

Findings reported that more than 60% of participants experienced polypharmacy problems (use of too many drugs more than they really needed), more than 54% came across with other healthcare seeking behaviour (such as herbal medicines or local wisdom) and 45% abandoned medication use. Qualitative data revealed that healthcare professionals (doctors, nurses and pharmacists) played an important role in medication utilisation among the elderly. Sympathetic manners and considerate services were key to satisfaction and adherence to diabetic and hypertensive medication utilisation. Proactive services such as home healthcare or mobile counselling in communities were also important to fulfil the elderly's needs.

Recommendation from this study was that the provision of medication services should integrate personal relations into healthcare services. Furthermore, the checked and balanced system between doctors and pharmacists must be introduced to the pharmacy service for the decrement of polypharmacy. Problems in abandonment of diabetic and hypertensive medication utilisation could be avoided if interpersonal relationship between healthcare professional and the elderly are of concerns. Further study could be exploring more in how to create such a sustainable bond between a healthcare provider and patients for the ultimate medication utilisation.

Keywords: medication utilization, the elderly, diabetic and hypertensive elderly

Expected Roles and Activities of in school hygiene under Participation among school, parents, health promotion hospitals and local governments in Banpong district, Ratchaburi, Thailand

Nongnuch Suepumee
*Boromarajonani College of Nursing, Chakriraj, Ratchaburi.
THAILAND*

Sirikul Karuncharernpanit, PhD
*Boromarajonani College of Nursing, Chakriraj, Ratchaburi.
THAILAND*

A good practice of participation in school hygiene management is important. Therefore, the expected roles, activities and present roles and activities should be examined. This study aims to examine four main aspects: 1) present and expected roles of school, parents, health promotion school and local governments 2) factors relating to school hygiene 3) expected school hygiene activities and 4) challenges in the school hygiene care.

Design: an exploratory qualitative descriptive research

Participants: The potential participants who meet the criteria such as taking part in the participation of school hygiene care (for example the executive team of schools, school hygiene teachers, parents, school health volunteers, health care providers in community and local government officers) were recruited if they are agree to take part in this study.

Data collection: Focus groups were used in this study.

Data analysis: Descriptive statistics and content analysis were used to analyze data.

Findings: There were four main aspects of the findings. First, the expected roles of all groups participating in school hygiene care are higher than the present roles. Therefore, the needs or required school hygiene activities may not be served or managed. Second, all groups who manage school hygiene did not have much knowledge and overall functions in relating to school hygiene care in schools. During the focus group, all groups of participants could not specify their completed roles and activities and they can get overall roles and expectations from people's opinions. Third, adding some groups to this participation may help fulfill this work. Fourth, challenges of the school hygiene care can be categorized into folds. The first fold is a lack of budget, knowledge, closed participation and evaluation. The second fold related to the overload of work for school hygiene teachers, so they cannot complete their own school hygiene job as expected. However, all participants suggested three significant solutions. The first solution was the regular meeting about roles and expectation of each group. The second solution is recruiting all teachers and parents. The third solution is researching or using results from research to improve the quality of school hygiene care in the future.

Keywords: Participation, school hygiene care

A Study of Chinese People's Perceptions, Attitudes, and Responses to the H7N9 Crisis

Shaojing Sun
Jingwen Gao
Fudan University
CHINA

The H7N9 bird flu crisis in 2013 caused enormous panic and concern in Eastern China. Based on large-scale survey data, this study investigated Chinese people's perceptions, attitudes, and responses to the health risk. Data were collected through different approaches, including intercept interview, phone, and online surveys. Results showed that the general public held great misgivings about causes of the disease. The study also examined one's general knowledge about the pandemic. People relied greatly on the media to obtain information pertaining to the crisis. Results indicated that people differ in their trust in the government, health organizations, and experts. Respondents also varied on evaluating media coverage of different aspects of the health crisis. The gap between science advances and media coverage is discussed. Phone survey data showed that, in general, people adopted the suggested protective measures, such as washing hands and staying away from livestock, to safeguard against the virus. The study provides insights into public information communication in the context of pandemic infectious diseases in particular, and health risk communication in general. In addition, the study offered suggestions on effectively collecting survey data in pressing situations such as infectious diseases. The relationship between media, health, and culture is also addressed.

Behaviors and Factors Affecting Purchasing Decisions on Healthy Products and Services of Elderly Consumers in Suphanburi Province, Thailand

Wiphada Techaudomlert

Kanyarat Hemtanon

Student of Faculty of Management Science, Silpakorn University

THAILAND

E-mail: wiphada_1992@hotmail.com

Parnchit Wattanasaruch

Lecturer of Faculty of Management Science, Silpakorn University

THAILAND

At present, Thailand will be going to the elder society with advances in medical technology and public health including population trends in health care increased. As a result, the demand for consumption goods and services health increased as well. This study has two main objectives to study the behaviors and analyze the factors that affected the decisions to buy goods and services for healthy of the elderly consumers in Suphanburi province, Thailand. The sample consisted of 400 elderly people in Suphanburi. Tools were used in this research including questionnaires. Statistics used descriptive statistics and factor analysis.

The results showed that: 1) Most of the respondents were female with an age range from 60 to 65 years, educated from primary school 1 to 6, self-employed occupation or trade, and revenue in the range from 0 to 3000 per month. 2) Respondents have behavioral health products and services. Mainly buy healthy food and regular check-ups because of the necessary for body which purchasing products and services by themselves. Mainly purchased products and services from the market because of the convenience and product needs. Products and services purchased by an average of 1-2 times per month. Cost less than 500 Baht per time and buy them in original brands. 3) There are 6 factors that affected the demand for consumption goods and services health: Quality and safety product, financial consumers, convenience, adopting information and communication, personal selling, and the society at the level 0.05 significance.

Keywords: Consumer behavior, Factor Analysis

Public Opinion on HIV/AIDS: Does Media Make a Difference?

Tham Jen Sern

Department of Media Studies, University of Malaya.

MALAYSIA

E-mail: jstham87@gmail.com

Hasmah Zanuddin

Department of Media Studies, University of Malaya.

MALAYSIA

E-mail: hasmahz@um.edu.my

Media remains a powerful tool in inundating the general public with information. There is strong evidence that media has an influence on public opinion formation on particular issues through the way they represent and report. While it took several years for the media to begin reporting and framing HIV/AIDS since 1986, the public has somewhat been provided a certain level of awareness about the disease per se. This paper examines the effectiveness of media in public opinion formation on HIV/AIDS issues among the public in Klang Valley. Cross-sectional, closed-ended, self-administered survey questionnaires were distributed to 384 respondents in Klang Valley on accessing the public opinion of knowledge on HIV transmission modes, perception, attitude about people living with HIV/AIDS, as well as people's understanding on government policies to eliminate HIV/AIDS. Descriptive analysis (mean and standard deviation) and inferential analysis (*t*-test) were conducted for data analysis. Of 384 respondents, female respondents are more than male respondents in terms of participating in the survey research. Health care practitioners and

newspaper were the preferred sources of information seeking on HIV/AIDS among the public. Most of the respondents were aware of the modes of HIV transmission. However, misconceptions of mosquito's bites, kissing, sharing foods and drinks, and sharing utensils as modes of transmission still exist among the surveyed respondents. The mean scores for perception and attitude towards people living with HIV/AIDS (PLHIV) were 3.53 (SD =.61) and 3.30 (SD = .61) respectively. The *t*-test results showed that there is a significant difference between gender and education groups on public's perception towards PLHIV. However, only gender was found to be a statistically significant difference on the public's attitude towards PLHIV. Most of the respondents did not hear about the government's significant policies to address HIV/AIDS in the region. Overall, the respondents had certain knowledge on HIV transmission modes and moderate positive perception and attitude towards people living with HIV/AIDS. However, it seems that the effectiveness of media has not really been up to par in terms of rectifying people's misperception of HIV/AIDS and towards PLHIV, as well as providing information on government initiatives to tackle HIV/AIDS among the wider community. Future studies should be conducted in dwelling into the plight of who set the agenda in the media, and apart from gatekeepers, who is the real decision maker in deciding what is important to let the public think about.

Keywords: HIV/AIDS, knowledge, perceptions, attitudes, perceived risk

Partisan Economic Voting in Taiwan

Chia-hung Tsai
Election Study Center
National Chengchi University
TAIWAN
E-mail: tsaich@nccu.edu.tw

Eric C.H. Yu, PhD
Election Study Center
National Chengchi University
TAIWAN
E-mail: ericyu@nccu.edu.tw

Economic voting theory suggests that citizens hold the incumbent party accountable for the national economy. In Taiwan, we find strong evidence of economic voting in the 2004 and 2008 presidential election. In 2012, however, partisanship seemed to overshadow economic assessment. Our individual-level analysis suggests that the Kuomintang (KMT) has long owned the economic issue therefore people punished it less than the other major party, Democratic Progressive Party (DPP) as the economy soured. Our aggregate-level analysis seems to suggest mixed patterns. We argue that partisan economic voting exists if the incumbent party has been credited for economic development so that people are reluctant to replace it. Certainly, we need more elections to test whether partisan economic voting would hold even if inequality or other issues overwhelm economic growth.

Audience-Oriented: City Bus Mobile TV Operating Strategies and Programing —A Case Study of Chongqing Mobile TV Channel

Wang Ju, Associate Professor
School of Journalism and Communication, Southwest University of Political Science and Law
CHINA
E-mail: 939379309@qq.com

He Yan, Associate Professor
School of Journalism and Communication, Southwest University of Political Science and Law
CHINA
E-mail: 119832670@qq.com

As one kind of the New Media, the bus mobile TV channel in China has been developed for almost a decade and gradually has become strong. As a result, the advertising revenue has grown rapidly.

However, there are still some problems in the city bus mobile TV, such as single mobile TV program content, poor quality of program production, long advertising slots and paying little attention to audience and so on. Audience-oriented means that the programming and operating of the city bus mobile TV channel should be on the basis of social responsibility to the preferences of the audience. The thesis is planned to discuss the city bus mobile TV channel from the two following aspects: the operating strategies and the specific programming of programs.

Keywords: Audience, City mobile TV channels, Operating strategy, Programming

Public Opinion of Boxer War in the New York Times: 1900-1901.

Fanyijing Wang

School of Communication, East China Normal University

CHINA

E-mail: yjwangfan@comm.ecnu.edu.cn

Abstract

The Boxer War was an incident in which a lot of countries were involved in modern history. The narratives of the Boxer War in different languages are often the subject of historical study. The international public opinion of the Boxer War is one kind of narrative, which should be studied as providing us more perspectives of foreign countries during that time.

The major methods applied in this study are content analysis, discourse analysis, historical comparison, metrological historiography, also combined quantitative analysis and qualitative analysis.

Newspaper content from the *New York Times* from 1900 to 1901 has been analyzed in this paper. The arguments I have here are:

- During the Boxer War, "China" or "boxer" didn't really draw the *New York Times*' attention, but other countries' China policy caused major discussions in media, because all the countries involved in this war competed for their own interests in China. The amount of the reports shows the attention rate to some extent.

On the news source, most of the reports about the Boxer War in the *New York Times* came from cities outside China, for example, Washington D.C., London, Boston, Berlin, etc. This fact manifests that *New York Times* didn't pay much attention about how the war developed in China, but focused on other countries' reactions.

The high frequency of key words like "government", "department", "missionary", "foreign", "force" shows the attention and the recognition of this incident by the *New York Times*. This observation indicates that the nature of the Boxer War was recognized as an international conflict to which governments' related policies were highly relevant and to apply military action was an option.

According to the macro discourse analysis, I attempted to generalize the propositions included in these reports from the *New York Times* and tried to reconstruct the news schemata about reports about the Boxer War. The analysis results show that the *New York Times* had very strong nationalistic color. On one hand, these reports explained and rationalized American military behaviors in China, on the other hand, the *New York Times* tried to construct a powerful and superior image of America; when it comes to other countries, bias and imaginary enemies appeared.

The voice of hawks in the *New York Times* were comparably restrained, part of the reason was the newspaper's neutral value they had for years, but the major reason was America's wait-and-see attitude on China policy during that time.

Identity Salience and the Third-Person Perception: A Comparative Study between South Korea and the U.S.

Younga Won
Sungkyunkwan University

Hyunjung Kim
Sungkyunkwan University

The current study examines whether the salience of political identity has an impact on the third-person perception of the news coverage of election poll results. A web-based experiment was conducted with a 2 (identity salience: identity salience vs. control) by 2 (political identity: conservative vs. liberal) by 2 (others: conservative vs. liberal) factorial design with others as a within-subjects factor and political identity and identity salience as between-subjects factors in the U.S. and South Korea prior to the 2012 presidential elections. Undergraduate students enrolled in communication courses at a Southwestern university in the United States and two universities in and around Seoul, South Korea volunteered to participate in the study in exchange for extra credit. The participants who identified themselves as independent or refused to answer the political party identification question in the U.S. and those who answered they would vote for other candidates than Ms. Park, the candidate for the conservative Saenuri party and Mr. Moon, the candidate for the liberal Minju party were not included in the analysis. The final sample ($n = 142$ in the U.S.; $n = 78$ in South Korea) was predominantly female (73.8% and 64.1% in the U.S. and South Korea, respectively), and the mean ages of the participants were 20.1 ($SD = 2.06$) and 21.1 ($SD = 2.64$) in the U.S. and South Korea, respectively. The findings demonstrate that the effect of political identity salience on the third-person perception on the out-group was statistically significant among liberal voters in the U.S. and conservative voters in South Korea. Given the Democratic Party candidate was leading the presidential race in the U.S. and the conservative party candidate was mainly reported to be leading the race in South Korea during the period of data collection, these findings imply that the identity salience affected the third-person perception on the out-group only among those who supported a winning candidate.

Keywords: third-person perception, identity salience, news coverage of polling results.

Advanced Area Sampling using Information and Technology in a Metropolitan Household Survey

Young-Je Woo
Dongguk University

Sun-Woong Kim
So-Hyung Park
Sang-Eun Lee
Bo-Yoon Choi

When there is no available list sample frame, area probability sampling enables researchers to select samples and obtain reliable estimates for household populations. But a considerable amount of time and cost is associated with on-site enumeration, precluding it from being a viable approach in building sampling frames for many household surveys. Area sampling using information technology (IT) may be an alternative for saving time and effort. In this paper, we present a new methodology for constructing household sampling frames based on the existing Internet information services in a metropolitan survey, which was conducted to investigate health problems among residents from communities surrounding industrial complexes in Incheon, Korea. This method uses highly advanced IT including mailing address information and map service, which allows not only to list buildings or dwellings quickly, but also to select EPSEM samples easily. It is also useful in the cases where the list of enumeration districts is not open to the public or is not updated every year, like Korea. Since there is no limitation in the size of areas as well as the number of dwellings in the survey population, this approach would be applicable to national surveys.

Keywords: equal probability selection, sampling frame, Internet information service, mailing address

The Role of Popular Science Activities During Emergency —A Case study "Scientists and Media Face to Face" In China

WU DAN

ZHONG QI

*China Research Institute for Science Popularization
CHINA*

The series of activities "Scientists and Media Face to Face" are organized by the China Association for Science and Technology (CAST) in order that the scientific community can send out the voice of reason quickly and guide the public opinion when a hot or focus event happens. "Scientists and Media Face to Face" has taken to build a communication platform between scientific community and media, and during emergency it has played an important role in science popularization. The activity can rapidly spread the correct and authoritative voice of scientific community through media to guide the public opinion.

In this paper, the series of activities "Scientists and Media Face to Face" will focus on the analysis of the role during emergency science popularization, and it will bring us some new ideas.

The contents of this paper include four parts: The introduction to the series of activities "Scientists and Media Face to Face" in China; the analysis on characteristics and operational mechanism; a detailed analysis of the role during emergency science popularization through specific cases such as genetically modified (gm), the fog weather, and so on; the series of activities "Scientists and Media Face to Face" bring us some new ideas about emergency science popularization.

Keywords: Scientists and Media Face to Face, emergency, science popularization, public opinion

An Analysis on Key Nodes in Micro-Blog Communication and Its Influencing Factors — An Empirical Study on Popular Micro-Blog Posts in 30 Key Network Public Opinion Cases.

Xie Yungeng

*The Institute of Arts and Humanities,
Shanghai Jiaotong University, Shanghai,
CHINA*

E-mail: xieyungeng@163.com

Sun Qian

E-mail: sunqian1984mail@126.com

Rong Ting

E-mail: rongting320@126.com

Key nodes in Micro-blog communication play a critical role in determining the amount and trend of information. This article focused on 7584 micro-blog posts of 30 key network public opinion cases between 2011 and 2012, and revealed the 2158 key nodes and the corresponding influential factors. Results showed that there were different key nodes with varying impact. The top 9 popular key node IDs (0.41%) were commented and forwarded up to the 20% amount of total number of comments and forwards. The result indicated that the influence of key nodes differs due to various factors: the speed of intervention into public events, the types of key nodes and characteristics of posts significantly influences the number of comments and forwards. In contrast, the number of fans has little impact on the amount of a micro-blog's comments and forwards. It is suggested that we should pay close attention to the role of key nodes of micro-blog communication, especially the core key nodes, and guide public opinion using key nodes.

Keywords: Weibo; key nodes, guiding public opinion

The Effects of Online Network Size, Political Media Use and Online Political Discussion on Offline Political Participation: An Exploratory Research on the Chinese Youth.

Xu, Yu
Fudan University
CHINA

E-mail: xuyufudan@gmail.com

This article examines the roles of personal network resources, political content use in mass media and interpersonal communication in shaping two different types of offline political participation among the Chinese youth. Nine-hundred-sixty-nine members in a durable ego-centered network in Renren.com constitute the research sample.

Keywords: political participation, data mining

Chinese Public's International Awareness

Yang Binyan
National Public Opinion Poll Laboratory, Chinese Academy of Social Sciences
CHINA

E-mail: yangby@cass.org.cn

Chinese public's international awareness has been an ongoing investigation and monitored as an important topic by the National Public Opinion Poll Laboratory (POP Research), Chinese Academy of Social Sciences. The paper provides a detailed analysis of the Chinese public's international awareness, based on the surveys conducted in May and July, 2013 by POP Research. What's more, the author shows a special analysis of four Asian countries.

Keywords: Public Opinion Poll, Public's International Awareness; China, Chinese International views

Religious Participation and Health Promoting Behavior

Yeonhui Yi
Sungkyunkwan University

Interest in the relationship between religion and health has grown rapidly in Western countries. However, there has been little research conducted on this relationship in Korea. Using the 2010 Korean General Social Survey, we explore the association between religious participation and physical health behavior, such as exercise or health check-up. People who regularly attend religious services tend to exercise more than those who do not attend religious services (37% vs. 28%; respectively). People who regularly attend religious services tend to health check-up more than those who do not attend religious services (51 % vs. 45%; respectively). After adjusting physical health condition, chronic disease and physical or mental barriers to social activity variables, we found that those who regularly attend a religious organization (at least once a week) are much more likely to exercise or take health check-up than those who do not attend a religious organization. Our findings suggest the important role of religion in terms of its impact on health promoting behavior.

Survey on gaming addiction among Thai early adolescents

Siritorn Yingrengreung, PhD, RN
Boromarajonani College of Nursing Saraburi
THAILAND
E-mail: siritorn76@yahoo.com

Assist. Prof. Jantima Kheokao, PhD
University of the Thai Chamber of Commerce.

THAILAND
E-mail: jantima_khe@utcc.ac.th

Pornpong Sakdapat
Lecturer, School of Management,
Shinawatra International University.
THAILAND
E-mail: bbname.passport@gmail.com

Background: Playing online or computer games can become a pathological problem that affects the health and well-being of adolescents. Addicted teens spent much time playing games, lose interest in other activity, and have poor school performance.

Objectives: This study investigated gaming addiction and compared the level of addiction among teenagers living in the Bangkok metropolitan area and Saraburi province.

Methods: Participants were 577 teenagers from the Bangkok metropolitan area (334 students) and Saraburi province (243 students), ages 11-16. They completed the 21-item Game Addiction Scale in July-August 2013. Data was analyzed using descriptive statistics, ANOVA, and t-test independent.

Results: Findings revealed that the majority of teens (19.8% - 72%) spent time playing games on the internet, computer, video or mobile phone more than 1-3 hours/day. Sixty-five percent reported having problems with time management. Overall, teens were found to have low levels of game addiction (mean = 11.35, SD = 12.04). The proportion of teenagers reported to have a severe gaming addiction was 15%. A comparison of residential areas between Bangkok and Saraburi revealed a higher mean score of game addiction in Bangkok teens (mean = 12.82, SD = 12.95) than suburban Saraburi teens (mean = 9.46, SD = 10.46) at $p < .001$. Male teenagers had significant higher mean scores of game addiction than female teenagers 14.49 (SD = 13.27) vs 7.77 (SD = 8.92), $p < .001$.

Conclusion: This study reflects the current problem that Thai teenagers are facing in today's society.

Keywords: Game addiction, early adolescents, Thai teenagers

"Developing Korean Model of Occupational Prestige Scale" *

Hong Joon Yoo
Worlhwa Kim
Sungkyunkwan University

Abstract

The measurement of occupational prestige has been conducted in various ways. It has been measured by ordering jobs, by evaluating on the 100-point scale, or by 5-point Likert scale. This study investigates the most fittable way of measuring perceptions for occupational prestige in Korea. Four methods of measurement were compared for the selection of 100 occupations. Type 1 is a 5-point scale; Type 2 is a 11-point scale; Type 3 is granted 100 points to each job; and Type 4 is to rank 100 jobs in order. The survey respondents were composed of 137 students in their junior and senior years in Sungkyunkwan University in Seoul. Type 1, Type2 and Type 3 are evaluated appropriate for the national survey considering the time required, level of education and age of respondents. Overall, the respondents showed difficulty in their answer in sequence of Type4, Type3, Type2, and Type1. Standard deviation of Type 1 measure was 16.4 which is the biggest while those of Type 2 and Type 3 are almost similar. The Type 4 showed the smallest with 11.0. The correlation analysis among the four different types of measurement showed very high coefficient between Type 2 and Type 3 measures. As the result of analysis, we concluded that Type 2 would be the best scale to measure occupational prestige score in Korea.

* Supported by 2012 SSK(NRF-2012S1A3A2033331)

Marriage between Web and Telephone Surveys: An Application of Propensity Score Adjustment

Eric Chen-hua Yu
Election Study Center and Department of Political Science
National Chengchi University.
TAIWAN
E-mail: ericyu@nccu.edu.tw

Ching-hsin Yu
Research Fellow
Election Study Center, National Chengchi University
TAIWAN
E-mail: chyu@nccu.edu.tw

Abstract

Along with the rapid development of information technology over the past decade, internet survey has become the most convenient and costless way to conduct public opinion research. Yet, pollsters usually question the validity of its result due to the possible selection bias of internet sample—that is, despite of an increasing number of people who use the internet on a daily basis and might be willing to take surveys via the internet, some people simply lack access to it and would never participate in any internet poll. Such phenomenon, widely called “digital divided”, tends to make any internet survey sample become a non-random one. Thus, the estimates obtained by internet survey can be biased due to its mechanism of sample selection. This paper seeks to use telephone survey results to correct such bias. Specifically, by utilizing the so-called “webgraphic” variables to differentiate the characters between internet and telephone respondents, we then combine both samples in a way that every respondent is weighted by his/her probability of taking internet survey. This method has been widely used among western pollsters but has never adopted in Taiwan. As a pilot study, this paper examines the application of such method with Taiwan’s context and hopes to shed lights on future development of Taiwan’s internet survey.

Keywords: internet survey, webgraphic, propensity score, sample selection bias

Malaysia’s 13th General Election: Political Communication Battle and Public Agenda in the Social Media

Hasmah Zanuddin
Department of Media Studies
Faculty of Arts and Social Sciences
University of Malaya
MALAYSIA
E-mail: hasmahz@um.edu.my

Tham Jen Sern
Department of Media Studies
Faculty of Arts and Social Sciences
University of Malaya
MALAYSIA
E-mail: jstham87@gmail.com

Abstract

In a mediated democracy, politicians strive hard to determine what is on the front page of the newspapers, or the leading item in the news. While media are said to set the public agenda, the use of Social Networking Sites (SNS) or online social media such as Facebook, Twitter, Blogs,

YouTube, etc. is growing tremendously in 21st century politics. Everyone has a voice and can broadcast it to the world. We hear about the old maxim of *media do not tell people what to think but what to think about*. Under this theory or approach, a key function of political communication is to make the public think about an issue in a way that is favorable to the sender of the message. In a democracy, political communication is seen as a crucial for the building of a society where the state and its people feel they are connected. Thus, this is a study on how social media (i.e., Facebook, blogs and YouTube) used in the domain of Malaysian politics during the 13th General Election campaigning period in order to set their agenda to form public opinion. The study found that Facebook was the most popular social media tool that actively engaged by political parties during the 13th General Election campaign period. Apart from that, issues pertaining to election were significantly highlighted by the political parties in the social media especially Facebook. However, other important issues such as economy, crime and education were not sufficiently highlighted during the election campaign periods that were also important to the people. This indicates that the political parties influence the public on what to think about using the social media.

Keywords: Political communication, 13th General Election, social media, Social Networking Sites (SNS), agenda setting, public opinion

Reliability and Validity on Measures of Subjective Well-being: A Cross-Cultural Comparison Based on Longitudinal Survey Data

Yuejun Zheng

*Graduate School of Culture and Information Science,
Doshisha University Kyoto,
JAPAN*

E-mail: yzheng@mail.doshisha.ac.jp

Since the beginning of 21st century, the OECD has realized that GDP, as a macroeconomic indicator, cannot exactly reflect the actual situations of social economics in all countries, and proposed the concept of "Human Well-being". In the OECD well-being indicators, the measures of "quality of life" are given by dividing them into the subjective well-being approach and objective approach such as the capability indicators and the economic indicators. The objective well-being and the subjective well-being, however, are not always in agreement due to not only different psychological factors but cultural backgrounds. Therefore, constructing the subjective well-being indicators, which can be widely used in various cultural spheres, is an important issue (Zheng, 2012).

The paper concentrates on verifying the reliability and validity of subjective well-being indicators based on three statistical data sets collected from "The East Asia Values Survey (EAVS)" (2002-2005), "The Pacific-Rim Value Survey (PVS)" (2005-2008), and "The Asia-Pacific Values Survey (APVS)" (2010-ongoing) in the past 10 years. Data analysis focuses on question items concerning people's satisfaction with health, daily life and family, the anxiety about illness, unemployment and war, and sense of belonging in China, Japan, Singapore, South Korea, and the USA. By clarifying the actual situations of well-being and influence factors from cultural context, socioeconomic situations, and demographic attributes in each country, the author attempts to demonstrate the characteristics of the measures of subjective well-being with high reliability and validity.

Results derived from multivariate analysis on time series have shown that the degree of subjective well-being in East Asian countries is by no means high. In contrast to the USA, most respondents in East Asian countries tend to choose the neutral categories on sense of belonging and satisfaction, even though they belong to the wealth. This phenomenon implies that subjective well-being greatly depends on cultural background but socioeconomic situations, and the indicators for measuring subjective well-being must involve the viewpoints of cross-cultural studies.

Keywords: Well-being, Happiness scale, Quality of life, Cross-cultural comparison, Statistical survey

Internet Use and Citizenship Engagement in China

Associate professor Baohua Zhou, PhD

Fudan Media and Public Opinion Research Center (FMORC)
Fudan University
CHINA
E-mail: zhoubaohua@yeah.net

Professor Jianyun Chen
Fudan Media and Public Opinion Research Center (FMORC)
Fudan University
CHINA

Students of civic engagement and political participation have engaged in empirical studies of the relationship between Internet use and engagement. However, little effort has been done to study this issue by differentiating types of activities. Focusing on the specific context of transformational China, this paper argues that the Internet effect on engagement depends on the type of participation involved. It conceptualizes a distinction between high-autonomy and low-autonomy activities. The former refers to activities designed to have potential participants to act autonomously and voluntarily, whereas the latter refers to activities not designed as such. It is argued that the Internet relates positively to those high-autonomy activities since such activities leave greater room for participants to practice autonomy that is induced in online space. In contrast, Internet use may discourage participation in low-autonomy activities. Relevant hypotheses are tested with a nationwide survey conducted in all 31 provinces of the China examining the impact of Internet use on voting, expressive engagement, and civic participation.

Keywords: Political participation, civic engagement, Internet use, China, differential effects, high-autonomy versus low-autonomy activities

3. KASR : List of Abstracts(Alphabetical)

Author	Title	Session
Bae, Jong-Chan / No, Kyu-Hyung	The Study of Response Rate in the Telephone Survey	S2_13
Cho, Young-Tae	Is "Smart Census" Possible? An Exploratory Study	S2_12
Kim, Seok-Ho / Gil, Jung-Ah	Are New Types of Voluntary Associations Facilitator for Participatory Democracy or Intensifier for Participatory Inequality in Korea?	S2_14
Ko, Joon-Ho / Lee, Yong-Kyu Lee, Dong-Soo / Park, Seung-Yeol Kang, Won-Kook	The Seoul Pedestrian Traffic Volume Survey: Procedure and Main Results	S2_14
Lee, Kyoung-Taeg / Choi, In-Su	A Study Using Smartphone to Evaluate Service Quality	S2_13
Nam, Ki-Seong / Chun, Young-Min Lee, Seong-Jae / Yun, Jeong-Suk Lee, Yun-Gi	The study of Computer-assisted Research Methods Comparison of CAPI and TAPI)	S2_13
Park, In-Ho / Byun, Jong-Seok Lim, Chan-Soo	Understanding Nonresponse in Korean Household Surveys	S2_14
Shim, Eun-Young	What makes married women feel unhealthy: husband's economic ability or the relations with him?	S2_12
Tark, Ji-Youn	A comparative analysis on attitude towards one's own ageing of middle-aged adults in South Korea and Japan	S2_12
Um, Ick-Hyun	A study on the availability of census data and geographical information to survey works	S2_12

3. KASR : Abstracts

The Study of Response Rate in the Telephone Survey

Bae, Jong-Chan
Research & Research

No, Kyu-Hyung
Research & Research

According to the law of public election, we must inform the response rate in case of the media report related to the election. There has not been a certain common way how to calculate the response rates in the telephone survey. Hence, some studies referred the way of AAPOR (American Association For Public Opinion Research) to announce the response rate in the telephone survey. However, we have doubts whether it is right to apply the way of other countries to that of survey in Korea or not. As the environment of polling in Korea will mostly differ from the U.S., Europe, and Japan, we assume the ways to do are not likely to be the same.

In addition, we have easily misunderstood the certain level of response rate is necessary for being credible. But, there are fallacies. One is that we are likely to believe the response rate is able to be planned. The other is we believe the higher the response rate is, the better the credibility of a survey is. Through this study, two fallacies have been examined and have logically proved. In conclusion, we may give efforts to improve the response rate in the telephone survey by some technological progress and more active participation in the poll. We must simultaneously enlighten some misunderstandings to interpret the response rate.

Is "Smart Census" Possible? An Exploratory Study

Cho, Young-Tae
Seoul National University

Are New Types of Voluntary Associations Facilitator for Participatory Democracy or Intensifier for Participatory Inequality in Korea?

Kim, Seok-Ho
Sungkyunkwan University

Gil, Jung-Ah
Seoul National University

The purpose of this study is to verify the hypothesis that conventional and new types of voluntary associations have different influences on participatory democracy in Korea. In particular, the study theoretically and empirically investigates whether new types of voluntary associations (especially in cyberspace) which have recently become remarkable in facilitating participatory equality increase the likelihood that ordinary citizens are politically involved. To sum up, this study examines current aspects of democratic participation by focusing on these increasing new types of associations, and sheds light on the future approach to give rise to participatory democracy in Korea.

The Seoul Pedestrian Traffic Volume Survey: Procedure and Main Results

Ko, Joon-Ho
The Seoul Insititute

Lee, Yong-Kyu
Lee, Dong-Soo
Seoul Metropolitan City

Park, Seung-Yeol
Kang, Won-Kook
World Research

연구배경

○ 보행활동의 촉진은 도시의 활력 증진, 지역경제 발전, 시민의 건강 증대, 교통혼잡 완화 등에 긍정적인 영향을 미칠 수 있으며, 이로 인해 최근 보행에 대한 관심이 높아지고 있음. 이에 유동인구의 특성을 이해하는 것은 매우 중요함

○ 서울시 행정수요의 정확한 예측과 효율적인 행정서비스 배분, 지역경제 활성화를 위해 유동인구 규모, 특성, 유/출입 흐름 등을 계량적으로 파악할 필요성이 대두된 바 있어 2009년에 서울시내 1만 지점을 대상으로 유동인구 조사를 실시하였음

○ 최근 상권의 변화 등 사회경제적 변동, 교통수단의 신설(지하철 노선연장 및 신설, 버스 정류장의 이전 및 제거 등), 각종 도시정책의 집행 등으로 인해 과거와는 다른 유동인구 특성이 나타날 것으로 예상됨에 따라 2012년 및 2013년에 유동인구 조사를 실시하였음

○ 특히 본 연구는 정부 3.0 기조에 맞추어 가치 있는 정보의 생산 및 공개를 통해 도시의 역동적인 변화모습을 이해하고, 창조경제 육성 및 소상공인 지원을 위한 서비스 및 일자리를 확대하여 가기 위한 배경으로 기획됨

연구목적

○ 본 연구의 목적은 유동인구 조사를 통해 지점별, 시간대별, 토지유형별 유동인구의 변동 특성을 파악하여 보행활동에 대한 이해도를 높이고자 하는데 있음

○ 수집된 유동인구 조사자료는 서울시정운영을 위한 정책자료 및 공공기관의 유동인구 관련 기준 정립, 민간 부문의 각종 마케팅자료, 학술연구 등 다양한 분야의 기초자료로 활용될 것으로 기대됨

A Study Using Smartphone to Evaluate Service Quality

Lee, Kyoung-Taeg
MacromillEmbrain

Choi, In-Su
MacromillEmbrain

국내 경제가 선진 경제로 접어들면서 서비스 산업의 비중과 종사자의 수가 증가하고, 수요 또한 증가하는 서비스 경제화가 급속히 이루어지고 있다. 서비스업을 영위하는 기업들의 지속

적인 성장을 위해서는 무엇보다 고객의 마음을 얻는 것이 중요한데, 이를 위해 국내외 유수의 서비스기업들은 고객만족도를 측정하고 이를 높이기 위한 다양한 노력들을 기울이고 있다.

조사 현장에서 서비스 만족도 측정을 위해 다양한 조사방법들이 활용되고 있으나, 개별 방법마다 나름의 문제점들을 가지고 있다. 서비스에 대한 평가는 서비스를 받고 난 직후에 할 때 가장 타당성이 높은 결과를 얻을 수 있는데, 선정질문을 통해 조사대상자를 선정하는 일반적인 마케팅 조사방법으로는 최근에 서비스를 이용한 사람을 찾기 힘든 문제가 있다. 매장 앞에서 서비스를 받고 나오는 고객을 대상으로 조사하는 인터셉트 조사의 경우는 조사참여를 유도하기 힘들고, 조사분량이 조금만 길어도 신뢰성 있는 응답을 받기 힘들다는 문제가 있다. 또한, 기업이 보유하고 있는 고객 리스트를 이용하는 조사는 멤버십이나 온라인 회원으로 가입한 사람만을 대상으로 할 수 있기에 조사의 대표성 문제에서 자유롭지 못하다.

최근 스마트폰 보급률이 높아지고 무선인터넷 이용이 일반화되면서, 업계에서는 무선인터넷을 이용한 모바일조사 방법의 개발에 많은 관심을 보이고 있다. 본 연구에서는 상술한 서비스 만족도 측정방법들의 문제점을 해소하기 위한 대안으로, 스마트폰을 이용한 모바일조사 방법을 제안한다. 제안하는 조사방법의 진행절차는 다음과 같다. 먼저, 서비스 만족도 조사에 참여할 자원자 패널을 모집한다. 선정된 자원자들은 평소 서비스를 이용한 후에, 사전에 공지 받은 무선인터넷 사이트에 접속하여 서비스 만족도 조사에 참여한다. 이 때, 타당성 있는 응답결과를 확보하기 위하여 서비스 받은 영수증을 업로드하게 되는데, 서비스를 받고 난 다음날까지만 업로드할 수 있도록 하였다. 본 연구에서는 100만 마크로밀엠브레인 패널 중에서 선별한 200명의 자원자 패널을 대상으로, 영화관, 패밀리 레스토랑, 대형마트에 대한 서비스 만족도 조사를 실시하여, 제안된 조사방법의 타당성을 검증하였다.

The study of Computer-assisted Research Methods Comparison of CAPI and TAPI

Nam, Ki-Seong
Chun, Young-Min
Lee, Seong-Jae
KEIS

Yun, Jeong-Suk
Lee, Yun-Gi
Millward Brown Media Research

The purpose of this study was to identify the effectiveness of TAPI(Tablet PC Assisted Personal Interview) that is getting popular in the society and CAPI(Computer Assisted Personal Interview) that has been generalization in a large-scale survey. TAPI is, an interviewer uses Tablet PC to process a survey and data is uploaded to save in the main server through transmission system. Also, a respondent has interest to answer directly because of using computer keyboard or touch. Moreover, an advantage of it provides more realistic data to a respondent by sound and dynamic image etc because the survey is progressed in multiple circumstance like an advantage of the existing CAPI.

This study analysed cognition of an interviewer and a respondent, computer log to examine two survey methods as CAPI and TAPI for response time, wrong answer rate, accuracy, portability, rapport forming etc. These survey methods were used for High School Graduates Occupational Mobility Survey, Korean Employment Information Service.

The results of study is, CAPI was benefited about response time and TAPI was benefited portability and rapport forming. Specially, TAPI was uncomfortable for size of screen.

The significance of this study is to analyse new survey method of TAPI in academic and practical dimension. Moreover, if the results of study are adapted to other survey, it should produce

more reliable data and make relatively dominant position for cost and time.

Understanding Nonresponse in Korean Household Surveys

Park, In-Ho
Pukyong National University

Byun, Jong-Seok
Hanshin University

Lim, Chan-Soo
Hannam University

Almost all of the household surveys in Korea are carried out based on a stratified two-stage sampling design utilizing clusters of households so called enumeration districts (EDs) as the primary sampling units. However, survey reports on their nonresponse have been very limited and thus survey statisticians and data analysts often lack understandings and have no way of knowing the quality of survey data of their interest. In this presentation, we will provide our survey results focusing on nonresponse for the 2013 consumer behavior survey for food. Our discussion will cover various aspects of nonresponse in both stage units, EDs and households including the magnitude, propensity and others.

What makes married women feel unhealthy: husband's economic ability or the relations with him?

Shim, Eun-Young
Seoul National University

A number of studies have divulged health and mortality advantages of marriage among women. But relatively fewer studies have empirically examined the source of health protective effect of marriage. Some argued that economic conditions that wife received from husband were the major health-protective source; while others paid attention to emotional support and relations with husband. This study aimed to empirically examine the relative importance of husband's economic ability and the relations with him regarding the health protective effect of marriage. Authors utilized the 3rd wave (2011) of the Korea Longitudinal Study of Women and Family that involved 5,239 married women aged 30 to 59. To incorporate the changing nature of economic conditions and husband-wife relations by age, which is strongly associated with marital duration in Korea, authors analyzed the data separately for wife's decadal age groups. Health status was measured by self-rated health status and depression experience during past one year. Husband's economic ability was measured by occupation and monthly salary. The relations with him was measured by (1) self-assessed satisfaction to house chore and child care share with husband and (2) the index of trust with husband which is a construct of four items. Results showed that husband salary degraded wife's health only when it was at the lowest quartile, while trusted relations with husband significantly protected wife's health in all age groups.

A comparative analysis on attitude towards one's own ageing of middle-aged adults in South Korea and Japan

Tark, Ji-Youn
Seoul National University

This study focuses on a comparative analysis of attitude towards ageing among people aged 40-59 living in Korea and Japan. The purpose of this study is to investigate whether people's

perceptions on one's own future life vary in two countries. We also describe leading factors that make Korean and Japanese middle-aged adults more or less concerned about their ageing. The data for this study are collected from the 2010 Korea General Social Survey (KGSS) and Japanese General Social Survey (JGSS), and 579 of Koreans and 761 of Japanese middle-aged adults were included for the analyses. Three scales of attitude towards ageing were examined as our dependent variables: anxiety about poor health, loss of life and financial independence. Our hypothesis was that Koreans will have more negative attitude towards ageing due to relatively weak social welfare for the elderly compared to Japan and strong family ties which make the older people dependent on their offspring. However, the findings show that Japanese middle-aged adults are significantly more concerned about their future life than Korean counterparts. After adjusting for socioeconomic characteristics, the difference between two countries became even greater. This study will attempt to address this interesting result as following socioeconomic aspects: characteristics of Korean and Japanese middle-age, different social perceptions on education level and living area (urban/rural) in Korea and Japan.

A study on the availability of census data and geographical information to survey works

Um, Ick-Hyun
GDSKorea

지금의 공공/민간 기업에서는 빅데이터라는 정보화의 큰 흐름에 맞춰 정확하고 빠르며 다양한 통계정보의 확립을 꾀하고 있다. 기업 내부의 정보뿐만 아니라 유용한 외부정보의 활용을 적극 추진하고 있으며, 이미 많은 기업의 CRM(Customer Relationship Management)이나 RM(Risk Management) 분야에서 센서스 자료 및 공간정보를 도입하여 업무에 적용하고 있다. 또한 고객관리 분야뿐만 아니라 기업의 점포 입지분석, 점포 매출예측, 영업구역 관리, GIS 상권분석 등의 업무분야로 그 활용이 확대되고 있는 추세이다. 본 발표에서는 조사업무에 이러한 정보들의 활용을 활성화 시키는데 도움을 주고자, 센서스 자료로 대변되는 국가통계 자료와 민간 차원에서 수집/생산되는 다양한 공간정보의 내용과 수집방법 및 정보구축 과정을 살펴보고자 한다.

VI. INDEX

Author	Title	Participation
Achara Suksamran	Relationship between Perceived Benefits of Hand Washing, Perceived Barriers of Hand Washing, Perceived Self Efficacy of Hand Washing, Interpersonal Influences, and Hand Washing Behaviour among Fifth Grade Students of Public Elementary Schools in Bali, Indonesia	Speaker
Agustini, Ni Luh Putu Inca Buntari	Predictors of Quality of Life of Adults with Type 2 Diabetes Mellitus	Speaker
Ahn Suk-Hee	Health Related Quality of Life for Postmenopausal Women	Speaker
Anansirikasem, Phimlada	Influenced Factors towards Cervical Cancer Screening in Nakhon Phathom Province, Thailand	Speaker
Aoyagi, Midori	The Effects of the Nuclear Power Plant Accidents on the Japanese Attitudes towards the Energy Sources and Climate Change	Speaker
Athikom Oubomkul	Opinions on the Necessity of Multilingualism among the Students in the International Programs in Thailand	Speaker
Bae Jong-Chan	The Study of Response Rate in the Telephone Survey	Speaker
Baek Young-Min	Social Networking Sites, Big Data, & Research in Asia-2	Presider
	Social Scientific Understanding 'Big' Data: How to Transform 'Big' Data to 'Good' Data	Speaker
Bang-On Phaonoi	Thai Nursing Students' Attitude and Performance on Nursing Care Process for Elderly	Speaker
Baohua Zhou	Internet Use and Citizenship Engagement in China	Speaker
	Joint Survey in the Greater China Region	Speaker
Bhawini Karnjanapa	The Factors Effecting in Silk Weaving Benefit of Inhabitant in Amphoe Chonnabot Khonkaen Provinces	Speaker
Bhichibade, Surapat	Analyzing Model of Sociology that Affect to Customer Behavior about Deciding Purchases the Construction Materials at Seaside Town	Speaker
Boonsin, S.	The Needs of Caregivers in Providing Care to Community-Dwelling Stroke Survivors	Speaker
Byun Jong-Seok	Understanding Nonresponse in Korean Household Surveys	Speaker
Byun Mi-Ree	What is the Key Factor to Impact on Happiness or Life Satisfaction of Neighborhood?	Speaker
Candy Fong	The Total Public Opinion: A Dynamic Approach in Public Consultation	Speaker
Chakkrit Lukin	Effect of Stroke Educating Program towards Village Health Volunteers' Ability to Provide Home-Care Service	Speaker
Chanchai Bunchapattanasakda	Decision Making of Saving and Saving Behavior of People in the Capital City: A Case Study of Bangkok	Speaker
Chang Shin-Ock	Predictors for Environmentally Friendly Orientations among South Korean Publics - An Analysis of ISSP Survey Data of the Year 2010	Speaker
Chang, Peng Kee	The Reflection of Public Opinion in Print Media: The 13th General Elections in Malaysia	Speaker
Chantuk, Thirawat	Integrated Marketing Communication affect to behavioral decision on herbal beauty products of female's elderly in Western Thailand	Speaker

Charoensuk, Dusadee	Community Network and Capacity Building of AIDS Orphans in Bangkok	Speaker
Cheong, Angus	Joint Survey in the Greater China Region	Speaker
	Social Networking Sites, Big Data, & Research in Asia-1	Presider
	The Total Public Opinion: A Dynamic Approach in Public Consultation	Speaker
Cheueiam, Sabaitip	Effectiveness of Eating Behavior Promotion Program on Eating Behavior, Body Mass Index and Blood Pressure Level in Older Adults with Essential Hypertension	Speaker
Ching-hsin Yu	Joint Survey in the Greater China Region	Speaker
	Marriage between Web and Telephone Surveys: An Application of Propensity Score Adjustment	Speaker
Cho Hang-min	"Risk Society," Korea & Risk Communication: Focusing on the Five Risks	Speaker
Cho Ki-Suk	Measuring Attitudinal and Behavioral Trust: A Comparative Study of South Korea	Speaker
Cho Sung-Kyum	Error Reduction in Presidential Election Surveys in South Korea: Results from a Computer Simulation	Speaker
	A Cross National Survey: Daily life satisfaction in ASIA	Presider
Cho Young-Tae	Is "Smart Census" Possible? An Exploratory Study	Speaker
Choi Bo-Yoon	Advanced Area Sampling Using Information and Technology in a Metropolitan Household Survey	Speaker
Choi Eun-Hee	Enhancing Administrative Cooperation to Reduce Nonresponse Bias in a Household Survey	Speaker
Choi In-Su	A Study Using Smartphone to Evaluate Service Quality	Speaker
Choi Seul-Ki	Understanding Nonresponse in Korean Household Surveys	Discussant
Chun Young-Min	The Study of Computer-Assisted Research Methods Comparison of CAPI and TAPI	Speaker
Chung, Robert	Deliberative Opinion Research in Hong Kong	Speaker
	Joint Survey in the Greater China Region	Speaker
	Public Opinion & Media-1	Presider
Collet, Christian	Immigrants and Images: How Stereotypes and Social Contact Shape Japanese Views of China and South Korea	Speaker
	What They "Don't Know" May Help You: Assessing the Power of Two Knowledge Measures on Japanese Political Participation	Speaker
Darmini, Anak Agung Ayu Yuliati	Relation among General Characteristics, Family Support, Family Cohesion, Perceived Caregiver's Burden and Selfcare Behavior in Pulmonary Tuberculosis Patients Treated in a DOTS Program	Speaker
Deshmukh, Yashwant	Knowing Our Neighbors-2	Presider
	Post Tsunami Surveys Impact of Tsunami's on the Quality of Life of Normal, Conflict and Female Multi-Victims	Speaker
	The Next Level of Quantification and Understanding AII (Anti Incumbency Index): Time Line Analysis of AII from UK, Japan, Malaysia &	Speaker

	Pakistan	
Eric C.H. Yu	Partisan Economic Voting in Taiwan	Speaker
Eugene Cheong	Big Data and Political Discourse: Twitter as a Platform for the Evolution of Political Deliberation in the 13th Malaysian General Elections	Speaker
Fumio Suzuki	To Whom Are We Listening?: Contextualizing Twitter Data in the Era of Online Election Campaigning in Japan	Speaker
Gento Kato	What They "Don't Know" May Help You: Assessing the Power of Two Knowledge Measures on Japanese Political Participation	Speaker
Gerardo A. Sandoval	Opinion Polling and National Elections in the Philippines, 1992-2013	Speaker
Gil Jung-Ah	Are New Types of Voluntary Associations Facilitator for Participatory Democracy or Intensifier for Participatory Inequality in Korea?	Speaker
Guo, Xiaoke	Making Decisions from Experience to DATA : A Case Study of Chinese Food and Drug Crisis Management in Big Data Era	Speaker
Guo, Yu	Driven by What? Examining the Role of Social Capital on Individuals' Continuous Use of Social Network Sites from a Social Cognitive Perspective	Speaker
Hahn Kyu-Sup	Predicting the Number of Legislative Seats from Exit	Speaker
Han Keun-Sik	The study of Computer-assisted Research Methods Comparison of CAPI and TAPI)	Discussant
Han Sang-Tae	The Study of Response Rate in the Telephone Survey	Discussant
Han Song-Yi	Development of Psycho-Sociocultural Model for Gambling Behavior Change	Speaker
Han Soo-Jin	The Effect of Education Heterogeneity in Networks on Political Knowledge	Speaker
Hasmah Zanuddin	Malaysia's 13th General Election: Political Communication Battle and Public Agenda in the Social Media	Speaker
	Public Opinion on HIV/AIDS: Does Media Make a Difference?	Speaker
Hathayatham, Aphiya	Science, Environment, and Risk-4	Presider
	Public Opinion and the National Science Museum, Thailand	Speaker
He Yan	Audience-Oriented: City Bus Mobile TV Operating Strategies and Programing - A Case Study of Congqing Mobile TV Channel	Speaker
Homsud, Noppanon	Destination Image and Destination Personality: A Case Study of Hua-Hin Prachubkirikhan	Speaker
Hong Seong-Choul	What Does the Popularity of Wikipedia Search Indicate?: Social Network Agenda between Media Agenda and Public Agenda	Speaker
Hong Sung-Joon	Enhancing Administrative Cooperation to Reduce Nonresponse Bias in a Household Survey	Speaker
Hong Young-Taek	Error Reduction in Presidential Election Surveys in South Korea: Results from a Computer Simulation	Speaker
Huh Myung-Hoe	Election Polling-1	Presider
Hwang Myung-Jin	Effects of Internet Use on Psycho-Emotion and Suicide Ideation among Adult Koreans	Speaker

Idid, Syed Arabi	Analyzing Effects of Political Literature: The Third-Person Effects on Party Members	Speaker
Im Sook-Hee	Development of Psycho-Sociocultural Model for Gambling Behavior Change	Speaker
	Development of the Prediction Model of Internet Addiction and Adaptive Internet Use	Speaker
Inoguchi, Takashi	Daily Life Satisfaction in Asia: Conceptual Basis, Methodological Caution and A Comparative Analysis of Japan, South Korea, Thailand, Hong Kong, Macao, The Philippines, India	Speaker
	Quality of Life in Aging Asia-3	Presider
In-U-Ris, Supamas	Marketing Mix Study: A Case Study of Lukjeab Thai Dessert Business in Petchaburi, Thailand	Speaker
Jadesadalug, Viroj	Public Opinion & Media-3	Presider
	The Way of Life by Using the Philosophy of Sufficiency Economy in Chang Hua Man Royal Imitative Project: A Case Study of Ban Nong Kok Kai Agriculturists, Tha Yang District, Phetchburi, Thailand	Speaker
Jaiyungyuen, Umakorn	Relationships among Perceived Self-Efficacy, Family Support and Health-Promoting Behaviors of Older People with Hypertension in Thailand	Speaker
Jamjuree Sumphan	Motivation of Thai Tourists' Aspects towards Hua-Hin's Tourism	Speaker
Jang Deok-Hyun	Error Reduction in Presidential Election Surveys in South Korea: Results from a Computer Simulation	Speaker
Jantima Kheokao	Exposure to Alcohol Product Placement among Thai Youths	Speaker
	Factors Effecting Scholastic Behaviour and Violence among High School Students in Bangkok	Speaker
	Survey on Gaming Addiction among Thai Adolescents	Speaker
Jeon Ji-Su	Development of Psycho-Sociocultural Model for Gambling Behavior Change	Speaker
Jeong Ka-Young	Comparing Impacts of Leisure Activities and Family Income on Leisure Satisfaction between Youth and Adult	Speaker
Ji Young-Chan	Comparing Impacts of Leisure Activities and Family Income on Leisure Satisfaction between Youth and Adult	Speaker
Jianyun Chen	Internet Use and Citizenship Engagement in China	Speaker
Jin Bum-Sub	A Study on Dimennsion of National Identity Universal Perception	Speaker
Jin, Jianbin	Public Opinion & Media-2	Presider
Jing, Sun	Communication and Cultural Dissemination of Contemporary Religious Based on the New Media	Speaker
Jingwen Gao	A Study of Chinese People's Perceptions, Attitudes, and Responses to the H7N9 Crisis	Speaker
Jittapon Chumkate	Attitudes towards Royal Project Flowers Selling of Entrepreneur at Pak KhlongTalat, Thailand	Speaker
Jun, Najin	The Source of Political Tolerance	Speaker
Jung Eun-Kyo	How People Make Sense of North Korean Nuclear Crisis: The Interaction of Frames and Emotion	Speaker
Kamaryati, Ni Putu	Relationship between Age, gender, Marital Status, Headache, Fatigue, Functional Status, General	Speaker

	Health Perception, Social Support, and Quality of Life in the Older People with Hypertension	
Kamolwan Rodhring	The Relationship of Borrowing Behaviors on the Quality of Life in Economic: A Case Study of Early Working Age in Bangkok, Thailand.	Speaker
	The Study of Attractive Factors on Buying Various Type of Life Insurance Programs	Speaker
Kamolwan Trichan	The Way of Life by Using the Philosophy of Sufficiency Economy in Chang Hua Man Royal Imitative Project: A Case Study of Ban Nong Kok Kai Agriculturists, Tha Yang District, Phetchburi, Thailand	Speaker
Kang Bo-Young	What Does the Popularity of Wikipedia Search Indicate?: Social Network Agenda between Media Agenda and Public Agenda	Speaker
Kang Byeong-Ro	The Trajectory Relationship among Need for Welfare Service, Network Centrality and Satisfaction in Community: The Longitudinal Research	Speaker
Kang Chang-Ick	Survey Practice and Technique-1	Presider
Kang Won-Kook	The Seoul Pedestrian Traffic Volume Survey: Procedure and Main Results	Speaker
Kanokwan Hengnugool	Attitudes towards Royal Project Flowers Selling of Entrepreneur at Pak KhlongTalat, Thailand	Speaker
Kanokwan Silpakampises	Predictors of Quality of Life of Adults with Type 2 Diabetes Mellitus	Speaker
Kanokwan Wetasin	Predictors of Quality of Life of Adults with Type 2 Diabetes Mellitus	Speaker
Kanyarat Hemtanon	Behaviors and Factors Affecting Purchasing Decisions on Healthy Products and Services of Elderly Consumers in Suphanburi Province, Thailand	Speaker
Karuncharernpanit, Sirikul	Expected Roles and Activities of in School Hygiene under Participation among School, Parents, Health Promotion Hospitals and Local Governments in Banpong District Ratchaburi, Thailand	Speaker
	Influenced Factors towards Cervical Cancer Screening in Nakhon Phathom Province, Thailand	Speaker
	Quality of Life in Aging Asia-2	Presider
	Quality of Life in Aging Asia-4	Presider
	The Effect of an Integrated Program of Culturally Appropriate Health Promotion for Toddlers and Social Services on Cognitive, Attitudes and Psychomotor Performance among Nursing Students in Banpong Ratchaburi, Thailand	Speaker
	The Relationship among Personal Factors, Social Supports, Situational Influence and Health Promoting Behaviors in Elderly with Hypertension	Speaker
	Factors Related to Dementia among Older People Attending the Elderly Club of Berg-Prai Sub-district, Banpong, Thailand	Speaker
Kaur, Surinderpal	Big Data and Political Discourse: Twitter as a Platform for the Evolution of Political Deliberation in the 13th Malaysian General Elections	Speaker
	Media Discourses on the Health Effects of Radio Frequency Electromagnetic Field (RF/EMF)	Speaker

	Exposure in Malaysia	
Kennedy, John	Low Cost Survey Data Collection Samples: The Good and the Bad	Speaker
	Survey Practice and Technique-2	Presider
Kesorn Ngampon	Expectations and Satisfaction of Tourists Travelling to Cha-Am Petchaburi	Speaker
Kheokao, Dhanaraj	Relationships of the Socio-Economic and Health Care Factors towards Satisfaction in Daily Life of the Thais in Urban Areas	Speaker
Kho Suet Nie	The Reflection of Public Opinion in Print Media: The 13th General Elections in Malaysia	Speaker
Kim Byung-Soo	Religious Affiliations and Attitudes toward Abortion and Non-Traditional Sexual Behaviors: A Cross-National Comparison among Korea, Japan, the Philippines, and the United States	Speaker
Kim Chan-Won	Spectrum of Risk Perceptions in Korea Society	Speaker
Kim Cheong-Tag	Election Polling-3	Presider
Kim Eun-Hee	The Difference in Leisure Life and the Mismatch between Subjective and Objective Class Identification among Koreans	Speaker
Kim Eun-Jung	Varying Effects of Membership on Voting Turnout: Focusing on Types of Voluntary Associations	Speaker
Kim Ha-Young	Belief in Fortune-Teller and Four Pillars of Destiny by Religious Group	Speaker
Kim Hyug-Woo	A Choice of Funeral Method in Korea: From Rational Choice Theory	Speaker
Kim Hyun-Jung	Identity Salience and the Third-Person Perception: A Comparative Study between South Korea and the U.S.	Speaker
Kim In-Hye	Next Option for Census Method: Can Smartphone Be a New Alternative?	Speaker
Kim Jar-Kwang	An Imputation Approach for Handling Mixed-Mode Surveys	Speaker
Kim Ji-Bum	Belief in Fortune-Teller and Four Pillars of Destiny by Religious Group	Speaker
	Questions with High Rates of Item Nonresponse: Korean General Social Survey (KGSS)	Speaker
Kim Ji-Woon	Election Polling-2	Presider
Kim Ji-Young	Webometrics as an Election Research Method - Alternative for Public Opinion Poll?	Speaker
Kim Ko-Eun	The Effect of Social Identity on Attitudes toward Immigrants	Speaker
Kim Kyo-Heon	Development of Psycho-Sociocultural Model for Gambling Behavior Change	Speaker
	Development of the Prediction Model of Internet Addiction and Adaptive Internet Use	Speaker
Kim Min-Jeong	Development of the Prediction Model of Internet Addiction and Adaptive Internet Use	Speaker
Kim Ock-Tae	Are New Types of Voluntary Associations Facilitator for Participatory Democracy or Intensifier for Participatory Inequality in Korea?	Discussant
	The Relationship between Survey Interviewer's Professional Efficacy, Professionalism and Work Continuity	Speaker
Kim Sang-Hyeon	Intergenerational Differences and Cultural Value Change in Korea- Using the PDI and LTO of	Speaker

	Hofstede's Cultural Dimensions	
Kim Sang-Wook	Religious Affiliations and Attitudes toward Abortion and Non-Traditional Sexual Behaviors: A Cross-National Comparison among Korea, Japan, the Philippines, and the United States	Speaker
Kim Se-Jin	Development of Psycho-Sociocultural Model for Gambling Behavior Change	Speaker
	Development of the Prediction Model of Internet Addiction and Adaptive Internet Use	Speaker
Kim Seok-Ho	Are New Types of Voluntary Associations Facilitator for Participatory Democracy or Intensifier for Participatory Inequality in Korea?	Speaker
	Belief in Fortune-Teller and Four Pillars of Destiny by Religious Group	Speaker
Kim Shin-Dong	Knowing Our Neighbors-3	Presider
Kim So-Ri	Questions with High Rates of Item Nonresponse: Korean General Social Survey (KGSS)	Speaker
Kim Suki	Two Structural Equation Models for the Effect of Biased Media Perception and Horse Race Coverage on the Support for the Election Poll Censors	Speaker
Kim Sung-Gun	Religious Affiliations and Attitudes toward Abortion and Non-Traditional Sexual Behaviors: A Cross-National Comparison among Korea, Japan, the Philippines, and the United States	Speaker
Kim Sun-Woong	Advanced Area Sampling Using Information and Technology in a Metropolitan Household Survey	Speaker
	Enhancing Administrative Cooperation to Reduce Nonresponse Bias in a Household Survey	Speaker
Kim Won-Je	"Risk Society," Korea & Risk Communication: Focusing on the Five Risks	Speaker
Kim Worl-Hwa	Developing Korean Model of Occupational Prestige Scale	Speaker
Kim Yong-Ho	Two Structural Equation Models for the Effect of Biased Media Perception and Horse Race Coverage on the Support for the Election Poll Censors	Speaker
Kim You-Kyung	A Study on Dimension of National Identity Universal Perception	Speaker
Kim Young-Seon	Institute for Industrial Safety and Health	Speaker
Kittiboonthawal, Prapai	Survey of Stroke Prevention among Elderly Population at Risk	Speaker
Ko Joon-Ho	The Seoul Pedestrian Traffic Volume Survey: Procedure and Main Results	Speaker
Krinara, Pourpen	Opinion on Sexuality among Early Thai Teens	Speaker
Krirkgulthorn, Natnicha	Opinions on the Necessity of Multilingualism among the Students in the International Programs in Thailand	Speaker
Krirkgulthorn, Tassanee	Exposure to Alcohol Product Placement among Thai Youths	Speaker
	Foot Care Behavior in Elderly Patients with Diabetes	Speaker
	Quality of Life in Aging Asia-7	Presider
	Relationships of the Socio-Economic and Health Care Factors towards Satisfaction in Daily Life of the Thais in Urban Areas	Speaker

	Thai Nursing Students' Attitude and Performance on Nursing Care Process for Elderly	Speaker
Ku Myo-Jung	Questions with High Rates of Item Nonresponse: Korean General Social Survey (KGSS)	Speaker
Kubota, Yuichi	Transformation of the Socioeconomic Structure and the Attitude of Citizens toward Democracy in the Nepali Civil War	Speaker
Kwon Sun-Jung	Development of Psycho-Sociocultural Model for Gambling Behavior Change	Speaker
	Development of the Prediction Model of Internet Addiction and Adaptive Internet Use	Speaker
Kwon Young-Sung	What Does the Popularity of Wikipedia Search Indicate?: Social Network Agenda between Media Agenda and Public Agenda	Speaker
Kye Bong-Oh	Is "Smart Census" Possible? An Exploratory Study	Discussant
Lakana Siratirakul	Effect of Stroke Educating Program towards Village Health Volunteers' Ability to Provide Home-Care Service	Speaker
Lean Mei Li	Media Discourses on the Health Effects of Radio Frequency Electromagnetic Field (RF/EMF) Exposure in Malaysia	Speaker
Lee Dong-Soo	The Seoul Pedestrian Traffic Volume Survey: Procedure and Main Results	Speaker
Lee Ga-Hyun	Differential Effects of Exposure to Foreign Culture on Attitude towards Immigrants between Baby boomers and Echo Boomers	Speaker
Lee Ha-Na	Enhancing Administrative Cooperation to Reduce Nonresponse Bias in a Household Survey	Speaker
Lee Ki-Jong	Population and Health	Presider
Lee Kye-Oh	Quality of Data	Presider
Lee Kyung-Tae	A Study Using Smartphone to Evaluate Service Quality	Speaker
Lee Kyung-Won	Intergenerational Differences and Cultural Value Change in Korea- Using the PDI and LTO of Hofstede's Cultural Dimensions	Speaker
Lee Sang-Eun	Advanced Area Sampling Using Information and Technology in a Metropolitan Household Survey	Speaker
Lee Sang-Lim	A Comparative Analysis on Attitude towards One's Own Aging of Middle-Aged Adults in South Korea and Japan	Discussant
Lee Seong-Gun	A Study Using Smartphone to Evaluate Service Quality	Discussant
Lee Seong-Jae	The Study of Computer-Assisted Research Methods Comparison of CAPI and TAPI	Speaker
Lee Seung-Wook	Quality of Life through Data Analysis	Presider
Lee Sun-Young	Enhancing Administrative Cooperation to Reduce Nonresponse Bias in a Household Survey	Speaker
Lee Yong-Kyu	The Seoul Pedestrian Traffic Volume Survey: Procedure and Main Results	Speaker
Lee Yoon-Kyung	Spectrum of Risk Perceptions in Korea Society	Speaker
Lee Yun-Gi	The Study of Computer-Assisted Research Methods Comparison of CAPI and TAPI	Speaker
Legoh Finarya	Knowing Our Neighbors-1	Presider
Li Pei	Making Decisions from Experience to DATA : A Case Study of Chinese Food and Drug Crisis	Speaker

	Management in Big Data Era	
Li Shuanglong	Shanghai Residents' Cognition, Attitudes and Expressions towards Significant Political Events ——A Case Study of China's 2013 "Two Sessions"	Speaker
Li Xiguang	Making Decisions from Experience to DATA : A Case Study of Chinese Food and Drug Crisis Management in Big Data Era	Speaker
Li Yiwei	Modeling of Public Risk Perception and Risk Communication Research:	Speaker
Li Yongjian	Analysis of the Communication Mechanism of Positive guidance lead to adverse reactions' reason	Speaker
Lilian Yahng	Low Cost Survey Data Collection Samples: The Good and the Bad	Speaker
Lim Chan-Soo	Understanding Nonresponse in Korean Household Surveys	Speaker
Lim Jo Han	Predicting the Number of Legislative Seats from Exit	Speaker
Linda Luz B. Guerrero	Opinion Polling and National Elections in the Philippines, 1992-2013	Speaker
Liu Rui	Ten Years of Internet Public Opinion in China: from Hot Issues to an Analysis of Its Trend	Speaker
Liu Xuan	Chinese Scientists Engagement in Emergency Response and Emergency Science Popularization	Speaker
	Science, Environment, and Risk-1 (This session is organized by China Research Institute for Science Popularization(CRISP))	Presider
Liu Yi	Ten Years of Internet Public Opinion in China: from Hot Issues to an Analysis of Its Trend	Speaker
Luo Xiaoping	Advantages and Disadvantages and the Legitimacy of the Influence Network Consensus	Speaker
Mangahas, Mahar	Opinion Polling and National Elections in the Philippines, 1992-2013	Speaker
Mazyar Panihar	Big Data and Political Discourse: Twitter as a Platform for the Evolution of Political Deliberation in the 13th Malaysian General Elections	Speaker
Meng, Xiaoyang	Advantages and Disadvantages and the Legitimacy of the Influence Network Consensus	Speaker
Michihiro, Chie	To Whom Are We Listening?: Contextualizing Twitter Data in the Era of Online Election Campaigning in Japan	Speaker
Miguel E. Basanez	Daily Life Satisfaction in Asia: Conceptual Basis, Methodological Caution and A Comparative Analysis of Japan, South Korea, Thailand, Hong Kong, Macao, The Philippines, India	Speaker
Min, Cui	When Environmental Pollution Happens, How a Government Copes with Public Opinion: Take Guangxi Longjiang River Cadmium Pollution for Example	Speaker
Muangsoornkhiaw, Nitikorn	Motivation of Thai Tourists' Aspects towards Hua-Hin's Tourism	Speaker
Naksrisung, Wantanee	The Effect of an Integrated Program of Culturally Appropriate Health Promotion for Toddlers and Social Services on Cognitive, Attitudes and Psychomotor Performance among Nursing Students in Banpong Ratchaburi, Thailand	Speaker
Nam Eun-Young	The Seoul Pedestrian Traffic Volume Survey: Procedure and Main Results	Discussant

Nam Ki-Seong	The Study of Computer-Assisted Research Methods Comparison of CAPI and TAPI	Speaker
Naohiro Tsuchida	To Whom Are We Listening?: Contextualizing Twitter Data in the Era of Online Election Campaigning in Japan	Speaker
Naoya Ito	Driven by What? Examining the Role of Social Capital on Individuals' Continuous Use of Social Network Sites from a Social Cognitive Perspective	Speaker
	Modeling of Public Risk Perception and Risk Communication Research:	Speaker
Nattakorn Ruangdit	Factors Effecting Scholastic Behaviour and Violence among High School Students in Bangkok	Speaker
	Opinion of Students towards the Amendment of the 2007 Thai Constitution.	Speaker
Ng Kwan Hoong	Media Discourses on the Health Effects of Radio Frequency Electromagnetic Field (RF/EMF) Exposure in Malaysia	Speaker
No Kyu-Hyung	The Study of Response Rate in the Telephone Survey	Speaker
Nobuo Hirosawa	To Whom Are We Listening?: Contextualizing Twitter Data in the Era of Online Election Campaigning in Japan	Speaker
Noppadol Towichaikul	The Retirement Preparation of Signal Department Royal Thai Army Staff	Speaker
Nunla-ong, Oranoot	Satisfaction toward Indigenous Intellectual Care Program to Lessen Foot Numbness Using Haft Bamboo of the Elderly Patients with Type 2 Diabetes: A Pilot Study	Speaker
	Satisfaction towards Taking Virtual Exam via Mobile Phone of Nursing Students at Boromarajonani College of Nursing Chainat	Speaker
Nunla-ong, Yutdhna	Satisfaction Towards Mobile Learning Lesson on Digestive System of the First Year Nursing Students in the Anatomy and Physiology 2 Class at Boromarajonani College of Nursing Chainat	Speaker
Nuryanto, I Kadek	The Relationship among Personal Factors, Social Supports, Situational Influence and Health Promoting Behaviors in Elderly with Hypertension	Speaker
Oravee Rungjarat	The Factors Effecting in Silk Weaving Benefit of Inhabitant in Amphoe Chonnabot Khonkaen Provinces	Speaker
Orawee Methawee	Analyzing Model of Sociology that Affect to Customer Behavior about Deciding Purchases the Construction Materials at Seaside Town	Speaker
Panarut Wisawatapnimit	Relationship between Age, gender, Marital Status, Headache, Fatigue, Functional Status, General Health Perception, Social Support, and Quality of Life in the Older People with Hypertension	Speaker
	Relationship between Perceived Benefits of Hand Washing, Perceived Barriers of Hand Washing, Perceived Self Efficacy of Hand Washing, Interpersonal Influences, and Hand Washing Behaviour among Fifth Grade Students of Public Elementary Schools in Bali, Indonesia	Speaker
	Relation among General Characteristics, Family Support, Family Cohesion, Perceived Caregiver's Burden and Selfcare Behavior in Pulmonary	Speaker

	Tuberculosis Patients Treated in a DOTS Program	
Panawan, Theeraporn	The Application of the Health Promotion Concept to Dental Public Health Problem Solving in Suphanburi Sports School, Thailand	Speaker
Panidchakul, Kultida	The Needs of Caregivers in Providing Care to Community-Dwelling Stroke Survivors	Speaker
Panthip Purananon	Thai Nursing Students' Attitude and Performance on Nursing Care Process for Elderly	Speaker
Park Han-Woo	Webometrics as an Election Research Method - Alternative for Public Opinion Poll?	Speaker
Park Hey-Yun	Measuring Attitudinal and Behavioral Trust: A Comparative Study of South Korea	Speaker
Park In-Ho	Understanding Nonresponse in Korean Household Surveys	Speaker
Park Jung-Won	How People Make Sense of North Korean Nuclear Crisis: The Interaction of Frames and Emotion	Speaker
Park Myong-Hwa	Health Related Quality of Life for Aging Population	Speaker
	Quality of Life in Aging Asia-6	Presider
Park Sangun	An Imputation Approach for Handling Mixed-Mode Surveys	Speaker
Park Seung-Hwan	An Imputation Approach for Handling Mixed-Mode Surveys	Speaker
Park Seung-Yeol	The Seoul Pedestrian Traffic Volume Survey: Procedure and Main Results	Speaker
Park So-Hyung	Advanced Area Sampling Using Information and Technology in a Metropolitan Household Survey	Speaker
Parnchit Wattanasaruch	Behaviors and Factors Affecting Purchasing Decisions on Healthy Products and Services of Elderly Consumers in Suphanburi Province, Thailand	Speaker
Patairiya, Manoj K.	Science, Environment, and Risk-3	Presider
Patairiya, Manoj Kumar	Public and Policymakers' Opinion about Science Communicator: A Socio-Cultural Analysis	Speaker
Patcharin Phrarat	The Way of Life by Using the Philosophy of Sufficiency Economy in Chang Hua Man Royal Imitative Project: A Case Study of Ban Nong Kok Kai Agriculturists, Tha Yang District, Phetchburi, Thailand	Speaker
Pattama Sukulbham	Marketing Mix Study: A Case Study of Lukjeab Thai Dessert Business in Petchaburi, Thailand	Speaker
Peranana Jerayingmongkol	Relation among General Characteristics, Family Support, Family Cohesion, Perceived Caregiver's Burden and Selfcare Behavior in Pulmonary Tuberculosis Patients Treated in a DOTS Program	Speaker
Pichedpan, Anchalee	Exposure to Alcohol Product Placement among Thai Youths	Speaker
Pimpat Chantian	Relationship between Age, gender, Marital Status, Headache, Fatigue, Functional Status, General Health Perception, Social Support, and Quality of Life in the Older People with Hypertension	Speaker
Piyarat Yoksuriyun	Foot Care Behavior in Elderly Patients with Diabetes	Speaker
Ploylearmsang, Chanuttha	Factors Affecting Happiness of Elderly in Thailand and Lao PDR	Speaker
Pongcharoen, Charoonlux	Effect of Stroke Educating Program towards Village Health Volunteers' Ability to Provide	Speaker

	Home-Care Service	
Pongsak, Worapak	Attitudes towards Royal Project Flowers Selling of Entrepreneur at Pak KhlongTalat, Thailand	Speaker
Pornpong Sakdapat	Decision Making of Saving and Saving Behavior of People in the Capital City: A Case Study of Bangkok	Speaker
	Factors Effecting Scholastic Behaviour and Violence among High School Students in Bangkok	Speaker
	Relationships of the Socio-Economic and Health Care Factors towards Satisfaction in Daily Life of the Thais in Urban Areas	Speaker
	Survey on Gaming Addiction among Thai Adolescents	Speaker
	The Effect of Workplace's Credit Union Membership toward Laborers Saving in: The Case Study of Thailand	Speaker
	The Relationship of Borrowing Behaviors on the Quality of Life in Economic: A Case Study of Early Working Age in Bangkok, Thailand.	Speaker
	The Study of Attractive Factors on Buying Various Type of Life Insurance Programs	Speaker
Pornruedee Nitirat	Factors Correlated with Mothers' Behaviors on Oral Health Care for Their Children in Central Java, Indonesia	Speaker
Pornthep Santivorapong	The Effect of Workplace's Credit Union Membership toward Laborers Saving in: The Case Study of Thailand	Speaker
Prasana Rosaline Fernanadez	Media Discourses on the Health Effects of Radio Frequency Electromagnetic Field (RF/EMF) Exposure in Malaysia	Speaker
Preechaya Rassadanukul	Opinions on the Necessity of Multilingualism among the Students in the International Programs in Thailand	Speaker
Pungpothong, Sasima	Satisfaction toward Indigenous Intellectual Care Program to Lessen Foot Numbness Using Haft Bamboo of the Elderly Patients with Type 2 Diabetes: A Pilot Study	Speaker
Purnanto, Nurulistyawan Tri	Factors Correlated with Mothers' Behaviors on Oral Health Care for Their Children in Central Java, Indonesia	Speaker
Ra Jin-Sook	Health Related Quality of Life for Preschool Children	Speaker
Ra Jong-Min	Latent Class Analysis of Gender Difference in Perception of Foreign Language Anxiety	Speaker
Raita Ohmori	To Whom Are We Listening?: Contextualizing Twitter Data in the Era of Online Election Campaigning in Japan	Speaker
Ren, Fujun	Chinese Scientists Engagement in Emergency Response and Emergency Science Popularization	Speaker
Ren, Yuchen	Can Media Reduce Urban-Rural Health Knowledge Gap in China? Rethinking the Role of Television and Internet	Speaker
Rhee June-Woong	Errors and Biases in Election Forecasting in South Korea	Speaker
Rhee Ki-Jong	Latent Class Analysis of Gender Difference in Perception of Foreign Language Anxiety	Speaker

Ribeiro, Fernando	Evaluating e-Gov Initiatives: Questions Not to Be Dismissed	Speaker
Rismawan, Made	Relationship between Perceived Benefits of Hand Washing, Perceived Barriers of Hand Washing, Perceived Self Efficacy of Hand Washing, Interpersonal Influences, and Hand Washing Behaviour among Fifth Grade Students of Public Elementary Schools in Bali, Indonesia	Speaker
Rizwanah Souket	Analyzing Effects of Political Literature: The Third-Person Effects on Party Members	Speaker
Rong Ting	An Analysis on Key Nodes in Micro-Blog Communication and Its Influencing Factors: An Empirical Study on Popular Micro-Blog Posts in 30 Key Network Public Opinion Cases	Speaker
Ruksakul Cheewakoset	Decision Making of Saving and Saving Behavior of People in the Capital City: A Case Study of Bangkok	Speaker
Sakdapat, Naksit	Opinion of Students towards the Amendment of the 2007 Thai Constitution.	Speaker
Sanghuachang, Wiyakarn	Perceptions of Stroke Risk Factors and Health Practice on Stroke Prevention among Elderly with Chronic Illness	Speaker
Sarinthorn Mangkamanee	Relationships among Perceived Self-Efficacy, Family Support and Health-Promoting Behaviors of Older People with Hypertension in Thailand	Speaker
Seo U-Seok	Comparing Impacts of Leisure Activities and Family Income on Leisure Satisfaction between Youth and Adult	Presider
	Quality of Life in Aging Asia-1	Speaker
	The Relationship between Survey Interviewer's Professional Efficacy, Professionalism and Work Continuity	Speaker
	Intergenerational Differences and Cultural Value Change in Korea- Using the PDI and LTO of Hofstede's Cultural Dimensions	Speaker
	What Makes Married Women Feel Unhealthy: Husband's Economic Ability or the Relations with Him?	Discussant
Shalinder Mahajan	Post Tsunami Surveys Impact of Tsunami's on the Quality of Life of Normal, Conflict and Female Multi-Victims	Speaker
Shaw, Kanyika	New Media and Election Campaign in Thailand: From National General Election to Bangkok Governor's Election.	Speaker
Sherry Chang	The Total Public Opinion: A Dynamic Approach in Public Consultation	Speaker
Shi, Liang	Exploring Local Community Attachment through the Lens of Media System Dependency Theory: A Case Study of Hefei City in China	Speaker
Shim Eun-Young	What Makes Married Women Feel Unhealthy: Husband's Economic Ability or the Relations with Him?	Speaker
Shin Hyun-Ji	Development of the Prediction Model of Internet Addiction and Adaptive Internet Use	Speaker
Shin In-Cheol	A study on the availability of census data and geographical information to survey works	Discussant
Shinya Sasaoka	Transformation of the Socioeconomic Structure and the Attitude of Citizens toward Democracy in	Speaker

	the Nepali Civil War	
Shukla, Gaura	Post Tsunami Surveys Impact of Tsunami's on the Quality of Life of Normal, Conflict and Female Multi-Victims	Speaker
Siittapakul, Monvipa	The Factors Effecting in Silk Weaving Benefit of Inhabitant in Amphoe Chonnabot Khonkaen Provinces	Speaker
Sirikwan Jaroenwiriyaikul	The Effect of Workplace's Credit Union Membership toward Laborers Saving in: The Case Study of Thailand	Speaker
	The Relationship of Borrowing Behaviors on the Quality of Life in Economic: A Case Study of Early Working Age in Bangkok, Thailand.	Speaker
	The Study of Attractive Factors on Buying Various Type of Life Insurance Programs	Speaker
Siriwong, Phitak	Quality of Life in Aging Asia-5	Presider
Sombultawee, Kedwadee	Expectations and Satisfactions of Tourists Travelling to Cha-Am Petchaburi	Speaker
Sommaly Phomtavong	Factors Affecting Happiness of Elderly in Thailand and Lao PDR	Speaker
Song Hae-Ryong	"Risk Society," Korea & Risk Communication: Focusing on the Five Risks	Speaker
	Science, Environment, and Risk-2	Presider
	Spectrum of Risk Perceptions in Korea Society	Speaker
Song Rha-Yun	Health Related Quality of Life among Individuals with Chronic Disease	Speaker
Soonthorn, Surasak	Medication Use amongst Diabetic and Hypertensive Elderly in Muang District, Suphanburi Province	Speaker
Su Jing	Making Decisions from Experience to DATA : A Case Study of Chinese Food and Drug Crisis Management in Big Data Era	Speaker
Suepumee, Nongnuch	Expected Roles and Activities of in School Hygiene under Participation among School, Parents, Health Promotion Hospitals and Local Governments in Banpong District Ratchaburi, Thailand	Speaker
Sukhon Nagavajara	Integrated Marketing Communication affect to behavioral decision on herbal beauty products of female's elderly in Western Thailand	Speaker
Sun Qian	An Analysis on Key Nodes in Micro-Blog Communication and Its Influencing Factors: An Empirical Study on Popular Micro-Blog Posts in 30 Key Network Public Opinion Cases	Speaker
Sun, Shaojing	A Study of Chinese People's Perceptions, Attitudes, and Responses to the H7N9 Crisis	Speaker
Sunanta Thongpat	Factors Correlated with Mothers' Behaviors on Oral Health Care for Their Children in Central Java, Indonesia	Speaker
Supaluk Srithanya	Survey of Stroke Prevention among Elderly Population at Risk	Speaker
Supalux Sri-sumang	Marketing Mix Study: A Case Study of Lukjeab Thai Dessert Business in Petchaburi, Thailand	Speaker
Supaporn Woraarun	Relationships among Perceived Self-Efficacy, Family Support and Health-Promoting Behaviors of Older People with Hypertension in Thailand	Speaker
Susheewa Wichaikul	The Relationship among Personal Factors, Social	Speaker

	Supports, Situational Influence and Health Promoting Behaviors in Elderly with Hypertension	
Suthisa Sa-nguansa	Satisfaction toward Indigenous Intellectual Care Program to Lessen Foot Numbness Using Haft Bamboo of the Elderly Patients with Type 2 Diabetes: A Pilot Study	Speaker
Tark Ji-Youn	A Comparative Analysis on Attitude towards One's Own Aging of Middle-Aged Adults in South Korea and Japan	Speaker
Techaudomlert, Wiphada	Behaviors and Factors Affecting Purchasing Decisions on Healthy Products and Services of Elderly Consumers in Suphanburi Province, Thailand	Speaker
Tetsuro Kobayashi	Immigrants and Images: How Stereotypes and Social Contact Shape Japanese Views of China and South Korea	Speaker
Thacharee Ju-ee	Destination Image and Destination Personality: A Case Study of Hua-Hin Prachubkirikhan	Speaker
Tham Jen Sern	Malaysia's 13th General Election: Political Communication Battle and Public Agenda in the Social Media	Speaker
	Public Opinion on HIV/AIDS: Does Media Make a Difference?	Speaker
Tian Xiangning	When Environmental Pollution Happens, How a Government Copes with Public Opinion: Take Guangxi Longjiang River Cadmium Pollution for Example	Speaker
Tipsuree Roemsungnoen	The Way of Life by Using the Philosophy of Sufficiency Economy in Chang Hua Man Royal Imitative Project: A Case Study of Ban Nong Kok Kai Agriculturists, Tha Yang District, Phetchburi, Thailand	Speaker
Tsai Chia-Hung	Partisan Economic Voting in Taiwan	Speaker
Um Ick-Hyun	A Study on the Availability of Census Data and Geographical Information to Survey Works	Speaker
Wang Ju	Audience-Oriented: City Bus Mobile TV Operating Strategies and Programing - A Case Study of Congqing Mobile TV Channel	Speaker
Wang, Fanyijing	Public Opinion of Boxer War in the New York Times: 1900-1901.	Speaker
Wassana Witheesawat	Factors Effecting Scholastic Behaviour and Violence among High School Students in Bangkok	Speaker
Winnie Lee	Deliberative Opinion Research in Hong Kong	Speaker
Wipasiri Naraphong	Foot Care Behavior in Elderly Patients with Diabetes	Speaker
Won Young-A	Identity Salience and the Third-Person Perception: A Comparative Study between South Korea and the U.S.	Speaker
Woo Jung-Yup	Election Poll in Korea	Speaker
Woo Young-Je	Advanced Area Sampling Using Information and Technology in a Metropolitan Household Survey	Speaker
Worawan Chaichue	The Retirement Preparation of Signal Department Royal Thai Army Staff	Speaker
Wu Dan	The Role of Popular Science Activities During Emergency: A Case Study "Scientists and Media Face to Face" in China	Speaker

Xie, Yungeng	An Analysis on Key Nodes in Micro-Blog Communication and Its Influencing Factors: An Empirical Study on Popular Micro-Blog Posts in 30 Key Network Public Opinion Cases	Speaker
Xu, Yu	The Effects of Online Network Size, Political Media Use and Online Political Discussion on Offline Political Participation: An Exploratory Research on the Chinese Youth	Speaker
Yang, Binyan	Chinese Public's International Awareness	Speaker
Yanisa Butnamphet	Opinions on the Necessity of Multilingualism among the Students in the International Programs in Thailand	Speaker
Yi Yeon-Hui	Religious Participation and Health Promoting Behaviors	Speaker
Yingrengreung, Siritorn	Exposure to Alcohol Product Placement among Thai Youths	Speaker
	Survey on Gaming Addiction among Thai Adolescents	Speaker
Yiwei Li	Driven by What? Examining the Role of Social Capital on Individuals' Continuous Use of Social Network Sites from a Social Cognitive Perspective	Speaker
Yoo Hong-Joon	Developing Korean Model of Occupational Prestige Scale	Speaker
	Belief in Fortune-Teller and Four Pillars of Destiny by Religious Group	Speaker
Yu Guo	Modeling of Public Risk Perception and Risk Communication Research:	Speaker
Yu, Eric Chen-hua	Marriage between Web and Telephone Surveys: An Application of Propensity Score Adjustment An Application of Propensity Score Adjustment	Speaker
Yun Jeong-Suk	The Study of Computer-Assisted Research Methods Comparison of CAPI and TAPI	Speaker
Yutaka Oguchi	To Whom Are We Listening?: Contextualizing Twitter Data in the Era of Online Election Campaigning in Japan	Speaker
Yutdhnanunla-ong	Satisfaction toward Indigenous Intellectual Care Program to Lessen Foot Numbness Using Haft Bamboo of the Elderly Patients with Type 2 Diabetes: A Pilot Study	Speaker
Zheng Bofei	Shanghai Residents' Cognition, Attitudes and Expressions towards Significant Political Events — A Case Study of China's 2013 "Two Sessions"	Speaker
Zheng, Yuejun	Reliability and Validity on Measures of Subjective Well-being: A Cross-cultural Comparison Based on Longitudinal Survey Data	Speaker
Zhong Qi	The Role of Popular Science Activities During Emergency: A Case Study "Scientists and Media Face to Face" in China	Speaker

About ANPOR

The Asian Network for Public Opinion Research (ANPOR) was officially established on November 28, 2012, by scholars and experts in public opinion research coming from 9 different Asian countries and regions. The aims and objectives of ANPOR are:

- a) to promote in each country or region in Asia the right to conduct and publish scientific research on what the people and its groups think and how this thinking is influenced by various factors,
- b) to promote the knowledge and application of scientific methods in this objective,
- c) to assist and promote the development and publication of public opinion research in Asia,
- d) to promote worldwide the publication of public opinion research on Asia,
- e) to promote international cooperation and exchange among academic and commercial researchers, journalists and political actors, as well as between the representatives of the different scientific disciplines.

ANPOR's activities include professional meetings and publications, encouraging high professional standards, promoting improved research techniques, informing journalists about the appropriate forms of publishing poll results, observing the democratic process and use of polls in elections, promoting personnel training, coordinating international polls, and maintaining close relations with other international and regional research associations.

Leadership

Executive Council

President	Sung Kyum CHO The Korean Association for Survey Research, Korea Email: cho9900@gmail.com, skcho99@gmail.com
Vice-President	Jantima KHEOKAO School of Communication Arts University of the Thai Chamber of Commerce, Thailand Email: k_jantima@yahoo.com, jantima.kheokao@gmail.com
Secretary-Treasurer	Robert CHUNG Public Opinion Programme The University of Hong Kong, Hong Kong Email: robert.chung@hku.hk

Other Positions

General-Secretary	Winnie LEE Public Opinion Programme The University of Hong Kong, Hong Kong Email: secretariat.anpor@gmail.com
ANPOR Journal Editor-in-Chief	Takashi INOGUCHI University of Niigata Prefecture, Japan Email: inoguchi@unii.ac.jp

Country / Region Representatives

Bangladesh	M Saidul HAQ	Mainland China	Baohua ZHOU
Hong Kong	Robert CHUNG	Malaysia	Syed Arabi IDID
India	Yashwant DESHMUKH	Philippines	Jay SANDOVAL
Japan	Takashi INOGUCHI	Sri Lanka	Pradeep PEIRIS
Korea	Sung Kyum CHO	Taiwan	Ching Hsin YU
Macau	Angus CHEONG	Thailand	Kanyika SHAW

Contact Us

ANPOR Secretariat

Email: secretariat.anpor@gmail.com

Address: Room 706, 7/F, The Jockey Club Tower, Centennial Campus, The University of Hong Kong, Pokfulam, Hong Kong

Tel : (852) 3917 7700 Fax : (852) 2546 0561

Visit our website at : <http://www.anpor.org/>

ANPOR

Asian Network for Public Opinion Research



This work was supported by the National Research Foundation of Korea Grant funded by the Korean Government.