Welcome greetings from the President of ANPOR

It is my great pleasure to welcome you to the fifth annual ANPOR Conference. Our five years in existence since 2012 proved to be a great success as an international academic collaboration venue. We have accomplished a lot for such a young organization. We have published three full years of our quarterly journal, the Asian Journal for Public Opinion Research and have just published the first issue of our fifth year. This fifth annual conference is another prove of ANPOR being a real network; a network of colleagues and friends.

As we are surfing in the 4.0 era, technological advance is the forceful change agent that drives all development including public opinion research. The fifth ANPOR Annual Conference will be hosted in Shanghai, China by our partners Institute for Public Opinion Research of Shanghai Jiao Tong University, Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI) and the Nursing Colleges under the Praboromarajchanok Institute of Heath Workforce Development, Ministry of Public Health, Thailand. This year’s timely theme “Technological Advances and Public Opinion Research” will provide a venue for discussion on how these “technologies” effect the public opinion research in various subject areas. We will continue to have lively debates and produce some great papers. Thanks to this network, the “knowledge production community”.

I look forward to seeing what we will achieve next: new conferences, new research projects, new opportunities to collaborate, and new members and countries joining us in our mission. See you all in a beautiful historical and cultural city, Shanghai, China.

Jantima Kheokao
President of ANPOR
Welcome greetings from the Chairman of Local Conference Organizer

Ladies and gentlemen, it is a real honor and privilege for me to welcome you all to the 5th ANPOR Annual Conference in Shanghai. At here, we gather scholars who come from Thailand, China, Japan, Korea, the US, Germany, Singapore, and Hong Kong-China together in order to exchange and clash our thoughts and academic ideas sufficiently.

With complex changes happening in the world, the relations pattern between international politics and economy are facing profound adjustment. The development of Asia should conform to the trend of world multi-polarization, economic globalization, cultural diversity and social informatization, uphold the spirit of open regional cooperation to explore the model of regional communication, cooperation and development.

This conference focuses on “Technological Advances and Public Opinion Research”. The media technology era is changing the trend of world development, which set off great waves from national construction to people’s livelihood. Combining with culture, history, religion, psychology, system, nation and many other factors, modern technology has never been an isolated economic system. Just like Heidegger’s questioning on the essence of modern technology, he believed that modern technology as a framework forcing both nature and human beings into non-natural and non-essential condition by conquering, utilizing and controlling nature.

I am looking forward to the unique insight into the new era of communication. Wish all the professors and students can have lavish discussion and rich findings. At last, I hope all of you gain not only the academic achievement but also the cooperation opportunity and friendship. May you all have a pleasant trip in China.

Xie Yungeng
Distinguished Professor of Shanghai Jiao Tong University
Executive President, Institute for Public Opinion Research
Vice President, Asian Network for Public Opinion Research
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VII. CONFERENCE ABSTRACTS
I. INFORMATION OF THE ORGANISATIONS

1. Asian Network for Public Opinion Research (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 or practical analysis on what the citizens at large and organized or unorganized groups think and how this thinking is influenced by various factors or influences decisions and opinions,

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, commercial, or political researchers, journalists, and political actors, as well as between the representatives of the different scientific disciplines.

f) to engage in any kind of activity directly or indirectly supporting the above mentioned activities.

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.

2. The Institute for Public Opinion Research of Shanghai Jiao Tong University, China

The Institute for Public Opinion Research of Shanghai Jiao Tong University (Former Public Opinion Research Laboratory) was found in 2009 and organized by arts and science
within the whole campus in order to set up a transdisciplinary research team, which involving Journalism and Communication, Information Safety, Public Administration, Psychology, Politics, Law and so on. Such an institute use the most advanced big data mining technology and artificial intelligence, as well as social surveys, psychological experiments, social computing methods to develop the fundamental research and application research in mainstream public opinion, network public opinion, offline public opinion and overseas public opinion which China pays close attention to.

For now, the Institute for Public Opinion Research of Shanghai Jiao Tong University is developing advanced search engine technology, information mining technology, combining social survey method to evaluate the information, propagation forecast and influence in multimodal and multifield public opinion. We had built five database which is; “China Livelihood Survey Database,” “China Public Events Database,” “International Public Opinion Database,” “China College Students Survey Database” and “National Condition Documents Database.” We also established Chinese Association for Public Opinion Research (CAPOR), bounding research efforts both in China and abroad to explore the fundamental research and inspection methods in the field of Public Opinion, New Media, and Social Development. We are the innovative origin of the China Public Opinion Research, Public opinion guidance strategy, crisis response management strategy and the intelligence support system of national policymaking, becoming the leading institute of China Public Opinion research field.

3. The Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI)

The Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI) at Chungnam National University was established as the Social Research Center in 2009, with a focus on research on social surveys. It was renamed in 2015 and aims to contribute to academic exchange and education between Asian countries. Main activities include: **Academic research and surveys** with the support of the Korean National Research Foundation, CAPORCI implemented KAMOS (Korean Academic Multimode Open Survey). Preparation for this survey began in 2015. **Policy Research** CAPORCI has built up a systematic research system for promoting effective communication between policymakers and the public in cooperation with the National Assembly, government agencies and local
governments. It is contributing to laying the foundations for policy making and implementation by conducting public opinion surveys on key policies and doing data analysis. **Statistics—Related Research and Education** CAPORCI develops new social survey methods. For example, it participated in several projects related to sampling methods used by Statistics Korea (KOSTAT). CAPORCI also participated in the development of textbooks for KOSTAT and their Statistics Training Institute (STI). **Publication of an International Journal** The Asian Journal for Public Opinion Research (AJPOR) is an international journal, published quarterly in English by CAPORCI since November 2013. As the journal of the Asian Network for Public Opinion Research (ANPOR), this journal provides a forum for researchers to publish their work related to public opinion research in and about Asian countries. **International Networking Activities** CAPORCI has been engaged in international cooperation and exchanges, particularly through the Asian Network for Public Opinion Research (ANPOR).

4. The Nursing Colleges under the Praboromarajchanok Institute for Health Workforce Development

Praboromarajchanok Institute for Health Workforce Development (PIHWD) is a division administered under the Permanent Secretary’s Office at the Minister of Public Health (MOPH), Thailand. The aims of establishing PIHWD was to strengthen the efficiency and management of workforce development for health personnel employed through the MOPH. The 29 nursing colleges are located in different provinces throughout the country. They are responsible for developing and managing technical and professional nursing education programs; independently or through the affiliation with other academic institutions, conducting research for curriculum development and effective teaching/learning methods, organizing short course training and continuing education programs for nursing and allied health personnel, and providing health education to the local communities.
II. COMMITTEES AND MEMBERS

1. ANPOR Council

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Jantima Kheokao</td>
<td>President</td>
</tr>
<tr>
<td>Xie Yungeng</td>
<td>Vice President and Chairman of the Next Local Conference Organizer</td>
</tr>
<tr>
<td>Sung Kyum Cho</td>
<td>Past President and Publisher of AJPOR</td>
</tr>
<tr>
<td>Sieng Emtotim</td>
<td>Chairwoman of the Previous Local Conference Organizer</td>
</tr>
<tr>
<td>Takashi Inoguchi</td>
<td>Editor-in-Chief of AJPOR</td>
</tr>
<tr>
<td>Jong-Seok Byun</td>
<td>Secretary-Treasurer</td>
</tr>
<tr>
<td>Nattawadee Boonwattanopas</td>
<td>Secretary-General</td>
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2. Scientific Committee

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<tr>
<td>Prof. Dr. Sung Kyum Cho</td>
<td>Chair</td>
<td>Director, Asian Public Opinion Research &amp; Collaboration Initiative (CAPORCI)</td>
</tr>
<tr>
<td>Assoc. Prof. Dr. Jantima Kheokao</td>
<td>Co-Chair</td>
<td>School of Communication Arts University of the Thai Chamber of Commerce, Thailand</td>
</tr>
<tr>
<td>Prof. Dr. Tong Bing</td>
<td>Member</td>
<td>Fudan University, China</td>
</tr>
<tr>
<td>Prof. Dr. Yu Guoming</td>
<td>Member</td>
<td>Beijing Normal University, China</td>
</tr>
<tr>
<td>Prof. Dr. Chen Changfeng</td>
<td>Member</td>
<td>Tsinghua University, China</td>
</tr>
<tr>
<td>Prof. Dr. Hong Junhao</td>
<td>Member</td>
<td>State University of New York, USA</td>
</tr>
<tr>
<td>Prof. Dr. Hao Xiaoming</td>
<td>Member</td>
<td>Nanyang Technological University, Singapore</td>
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<tr>
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<tr>
<td>Prof. Dr. Huang Yu</td>
<td>Member</td>
<td>Hong Kong Baptist University, China</td>
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<tr>
<td>Dr. Angus Cheong</td>
<td>Member</td>
<td>Asia Pacific Internet Research Alliance, APIRA</td>
</tr>
<tr>
<td>Prof. Dr. Li Benqian</td>
<td>Member</td>
<td>Shanghai Jiao Tong University, China</td>
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<tr>
<td>Prof. Dr. Xie Yungeng</td>
<td>Member</td>
<td>Shanghai Jiao Tong University, China</td>
</tr>
<tr>
<td>Prof. Dr. Chen Hong</td>
<td>Member</td>
<td>East China Normal University, China</td>
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<tr>
<td>Prof. Dr. Rhayun Song</td>
<td>Member</td>
<td>College of Nursing, Chungnam National University, Korea</td>
</tr>
<tr>
<td>Prof. Dr. John Kennedy</td>
<td>Member</td>
<td>Director, Indiana University Center for Survey Research</td>
</tr>
<tr>
<td>Prof. Dr. Monica Haavisto Swahn</td>
<td>Member</td>
<td>School of Public Health, Georgia State University, USA</td>
</tr>
<tr>
<td>Assoc. Prof. Dr. Sureeporn Thanaslip</td>
<td>Member</td>
<td>Dean, Faculty of Nursing, Chulalongkorn University, Thailand</td>
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<tr>
<td>Prof. Dr. Dieter C. Umbach</td>
<td>Member</td>
<td>Law Faculty, Potsdam University, Germany</td>
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<tr>
<td>Prof. Dato’ Dr. Syed Arabi Syed Abdullah Idid</td>
<td>Member</td>
<td>International Islamic University Malaysia</td>
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<tr>
<td>Prof. Dr. Mingue Park</td>
<td>Member</td>
<td>Korea University, Korea</td>
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<tr>
<td>Prof. Dr. Elena E. Pernia</td>
<td>Member</td>
<td>Dean, College of Mass Communication, University of the Philippines, Philippines</td>
</tr>
<tr>
<td>Dr. Brian Bantugan</td>
<td>Member</td>
<td>Director, Research Center, St Paul University Manila, Philippines</td>
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<tr>
<td>H.E. Sieng Emtotim</td>
<td>Member</td>
<td>Rector, University of Battambang, Cambodia</td>
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<td>Name</td>
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<tr>
<td>Dr. Chairun Nasirin</td>
<td>Member</td>
<td>Director, STIKES Mataram, Lombok, Indonesia</td>
</tr>
<tr>
<td>Dr. Siritorn Yingrengreung</td>
<td>Member</td>
<td>Boromarajonani College of Nursing Bangkok</td>
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<tr>
<td>Prof. Dr. Ofer Feldman</td>
<td>Member</td>
<td>Doshisha University, Kyoto, Japan</td>
</tr>
<tr>
<td>Sang Kyung Lee</td>
<td>Member</td>
<td>CEO, Hyundai Research, Korea</td>
</tr>
<tr>
<td>Nattawadee Boonwattanopas</td>
<td>Secretary</td>
<td>Sukhothai Thammathirat Open University</td>
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3. **Local Conference Organizer**

**Chairman**

Prof. Dr. Xie Yungeng

**Member**

<table>
<thead>
<tr>
<th>Assoc. Prof. Dr. Liu Rui</th>
<th>Assist. Prof. Dr. Liu Yi</th>
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<tbody>
<tr>
<td>Assoc. Prof. Dr. Liu Cong</td>
<td>Assist. Prof. Dr. Rong Ting</td>
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<tr>
<td>Postdoctor Wan Xuanao</td>
<td>Postdoctor Qiao Rui</td>
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<tr>
<td>Dr. Zheng Guangjia</td>
<td>Dr. Li Jing</td>
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<tr>
<td>Dr. Zhang Xuyang</td>
<td>Dr. Liu Lu</td>
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<tr>
<td>Dr. Ji Yannan</td>
<td>Dr. Fu Xiang</td>
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<tr>
<td>Dr. Xu Jun</td>
<td>Dr. Qin Jing</td>
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<tr>
<td>Dr. Pan Yu</td>
<td>Dr. Song Xue</td>
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<tr>
<td>Nattawadee Boonwattanopas</td>
<td>Dhanaraj Kheokao</td>
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**Web Master**

Natthakorn Ruengdit

**Graphic Designer**

Naris Pchedpan

**Executive Secretary**

Dr. Yu Qianqian
4. Editorial Team

<table>
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<tr>
<th>Member</th>
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<tbody>
<tr>
<td>Assist. Prof. Dr. Dusadee Charoensuk</td>
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<tr>
<td>Dr. Wareewan Siriwanij</td>
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<td>Dr. Siritorn Yingrengreung</td>
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<td>Dhanaraj Kheokao</td>
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III. GENERAL INFORMATION

1. Location

Crowne Plaza Shanghai
400 Pan Yu Road, Shanghai | SH | 200052 | China (People’s Republic) | Tel. 86-21-61458888

Located in the downtown area, Crowne Plaza Shanghai is adjacent to Shanghai Film Art Centre with convenient transportation. Walking along Fahua Zhen Road to the west from No.5 exit of subway line 10 and 11, it can be arrived in only five minutes, and it has a short distance from the main commercial districts, such as Xujiahui, Huaihai Road, Jing’an Temple, Nanjing Road, consulate and exhibition center. Major attractions including Xintiandi, Yu Garden, Shanghai Museum are not far away and you can also go to Disneyland by subway line 11 in 40 minutes’. Moreover, the hotel is only 20 minutes’ drive to Hongqiao International Airport and National Exhibition and Convention Center (Shanghai), 45 minutes from Pudong Airport.
2. Traffic Guidance

Hongqiao Nearest Subway Station
Shanghai Jiao Tong University Station No 10, No 11

Airport (SHA)
Distance: 13km/40minutes
Cost of Taxi: about CNY50
Mass transit:
(1) Metro Line10 (Hongqiao Terminal2 Station to SJTU station), about CNY4;
(2) EGOBUS (Hongqiao Teminal 2 to CROWNE PLAZA): you can book a ticket from the website, http://www.egobus.com/, costs CNY38.

Pudong International Airport (PVG)
Distance: 48km/1hour
Cost of Taxi: about CNY170
Mass transit:
(1) Airport Line 3 (Pudong Terminal1 Station to Zhaopingbang Road,Tina Ping Road station - No.72 bus (Zhaojiabang Road,Tina Ping Road station to Huai Hai Road west, Panyu Road station) , about CNY24
(2) Metro Line2 (Pudong Airport to Jin An Temple station) - No.76 bus(Jing An Station to Panyu Road, Xinhua Road station), about CNY9.
(3) EGOBUS (Pudong Terminal T1/T2 to CROWNE PLAZA): you can book a ticket from the website, http://www.egobus.com/, costs CNY68.
2. Floor Plan

Crowne Plaza Shanghai: Yin Xing Ballroom and Boardroom 3 – 4th floors.
3. Maps

Cotton Pub – Welcome Reception on November 1st, 2017
Xingyuanyuan Restaurant: Dinner on November 2\textsuperscript{nd}, 2017
## IV. CONFERENCE PROGRAM

### 1. Conference Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>1-Nov</th>
<th>2-Nov</th>
<th>3-Nov</th>
<th>4-Nov</th>
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<tbody>
<tr>
<td>8:00 - 9:00</td>
<td><strong>Conference Registration</strong>&lt;br&gt;In front of Yin Xing Ballroom at Crowne Plaza Shanghai</td>
<td><strong>Opening Ceremony</strong>&lt;br&gt;Presided by Prof. Shao Guosong</td>
<td><strong>Welcome Speech</strong>&lt;br&gt;by SJTU Leadership and Prof. Xie Yungeng, the Chair of the Organizing Committee</td>
<td>8:00 Pick up at Crowne Plaza Shanghai</td>
</tr>
<tr>
<td>9:00 - 10:00</td>
<td><strong>Welcome Greetings</strong>&lt;br&gt;by Prof. Dr. Jantima Kheokao, President of ANPOR</td>
<td><strong>Cutting the ribbon for ASU</strong></td>
<td><strong>Poster Presentation 2</strong>&lt;br&gt;with Coffee Break&lt;br&gt;Room: In front of Yin Xing Ballroom</td>
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</tr>
<tr>
<td>10:00 - 11:00</td>
<td><strong>Keynote Speech</strong>&lt;br&gt;Changes of Chinese News Media in Process of Globalization&lt;br&gt;by Ma Shengrong</td>
<td><strong>Plenary Session 1</strong>&lt;br&gt;Consumption of Political News and Political Participation&lt;br&gt;by Prof. Hao Xiaoming</td>
<td><strong>Plenary Session 2</strong>&lt;br&gt;Comparison of Telephone Survey Methods: Fixed Line vs. Mobile Phone&lt;br&gt;by Prof. Clement Y.K. So</td>
<td><strong>Excursion</strong></td>
</tr>
<tr>
<td>11:00 - 12:00</td>
<td><strong>Lunch</strong></td>
<td><strong>Plenary Session 3</strong>&lt;br&gt;Old Routes and New Horizons&lt;br&gt;by Prof. Dr. iur. Dr. h.c. Dieter C. Umbach</td>
<td><strong>Lunch</strong></td>
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<td>12:00 - 13:00</td>
<td><strong>Lunch</strong></td>
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<td>Time</td>
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<tr>
<td>13:00 - 14:00</td>
<td>A1 Room: Yin Xing Ballroom 1</td>
<td>A2 Room: Yin Xing Ballroom 2</td>
<td>A3 Room: Boardroom 3</td>
<td>Plenary Session 4</td>
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<td>Do computer yield better response quality than smartphones as web survey entry devices? by Prof. Louisa Shu-Ying Ha</td>
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<tr>
<td>14:00 - 15:00</td>
<td>Poster Presentation 1 with Coffee Break Room: In front of Yin Xing Ballroom</td>
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<td>Plenary Session 5</td>
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<td>Existing Behavior in Japan: on the Dynamic Relationship between Politicians and Supporters by Prof. Ofer Feldman</td>
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<tr>
<td>15:00 - 16:00</td>
<td>B1 Room: Yin Xing Ballroom 1</td>
<td>B2 Room: Yin Xing Ballroom 2</td>
<td>B3 Room: Boardroom 3</td>
<td>Plenary Session 6</td>
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<td>New Development Trends of Network Public Opinion in China and Its Current Research Status by Shan Xuegang</td>
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<tr>
<td>16:00 - 17:00</td>
<td>Conference Registration in front of Yin Xing Ballroom at Crowne Plaza Shanghai</td>
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<td>Plenary Session 7</td>
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<td>Bridging the Age-related Communication Gap: An Enroute between Senior Citizens and Communication Students Towards Social Integration by Dr. Brian Saludes Bantugan</td>
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<td>17:00 - 18:00</td>
<td>C1 Room: Yin Xing Ballroom 1</td>
<td>C2 Room: Yin Xing Ballroom 2</td>
<td>Council Meeting Room: Boardroom 3</td>
<td>Plenary Session 8</td>
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<td></td>
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<td>The Impact of the Differences between Social Expectations and Personal Preference on Happiness, Marital Status, and Childbearing in South Korea by Prof. Dr. Sung Kyum Cho</td>
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<td>18:00 - 19:00</td>
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<td>The First Seminar of Asian Survey Union (ASU): Happiness Asia - A Cross Country Survey by Lead Investigator: ANPOR and SJTU Call for Research Ideas and Research Partners</td>
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<td>19:00 - 20:00</td>
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<tr>
<td>20:00 - 21:00</td>
<td>Welcome Reception Cotton Bar, Shanghai</td>
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<td>Dinner Xing Yuan Yuan Restaurant Shanghai</td>
<td>Cultural Evening</td>
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<td>Closing Ceremony, Award Giving and Conference Banquet Yin Xing Ballroom Crowne Plaza Shanghai</td>
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### 2. List of Sessions

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<td>A1</td>
<td>Oral Presentation 1</td>
<td>Ofer Feldman</td>
<td>Yin Xing Ballroom 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Doshisha University, Japan</td>
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<tr>
<td>A2</td>
<td>Oral Presentation 2</td>
<td>Yoavadee Suwannaka</td>
<td>Yin Xing Ballroom 2</td>
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<td>Boromarajonani College of Nursing</td>
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<td>Phraputthhabat, Thailand</td>
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<td>A3</td>
<td>Oral Presentation 3</td>
<td>Wareewan Siriwanij</td>
<td>Boardroom 3</td>
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<tr>
<td></td>
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<td>Praboromarajchanok Institute, Ministry of Public Health, Thailand</td>
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<tr>
<td>B1</td>
<td>Oral Presentation 4</td>
<td>Dhanaraj Kheokao</td>
<td>Yin Xing Ballroom 1</td>
</tr>
<tr>
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<td>University of Potsdam, Germany</td>
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<tr>
<td>B2</td>
<td>Oral Presentation 5</td>
<td>Sung Kyum Cho</td>
<td>Yin Xing Ballroom 2</td>
</tr>
<tr>
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<td>Chungnam National University, Korea</td>
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<tr>
<td>B3</td>
<td>Oral Presentation 6</td>
<td>Thaworn Lorga</td>
<td>Boardroom 3</td>
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<td></td>
<td></td>
<td>Nakorn Lampang, Thailand</td>
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</tr>
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Chair: Yoavadee Suwannaka
Email: ysuwannaka@gmail.com
Date/Time/Place: 2 NOV 17 : 13.00 – 14.30 at Yin Xing Ballroom 2

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**Chair: Louisa Shu-Ying Ha**  
**Date/Time/Place:** 3 NOV 17:08.00 – 09.30 at Yin Xing Ballroom 1

**Chair: Chen Hong**  
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**Chair**: Siritorn Yingrengreung  
**Email**: siritorn76@yahoo.com  
**Date/Time/Place**: 3 NOV 17:10.30 – 12.00 at Yin Xing Ballroom 1

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V. KEYNOTE SPEECH

Title: CHANGES OF CHINESE NEWS MEDIA IN PROCEESS OF GLOBALIZATION

Speaker: Ma Shengrong
Honorary Dean, School of Journalism & Communication, Chongqing University

Abstract:

Fast changes in communication technology have dramatically changed the operation of global news media.

New technologies and new media:
--- changing traditional news media ecosystem
--- accelerating the fast-fading of newspapers and printing news publications as well as TV and broadcasting.

Challenges and choices are lying ahead of the news media, not only in China, but also in other part of Asia and throughout the world.

However, a recent reach conducted by Routers shows that the subscription of newspapers in the USA this year has risen to 16 % compared with only 9% in the same period last year, almost doubled the year’s figure.

So it is hard to say where the global news media is heading for.

Nevertheless, changes in news media operation are inevitable, thus prompting international and local news media organizations to strive for advantage positions as quickly as possible.

For Chinese news media, which have adopted a series of measures and made some progress so far, it is still not confident in finding a way in its efforts to cope with the changes.

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VI. PLENARY SESSIONS

PART I
Chair: Prof. Dr. Ofer Feldman
Doshisha University, Japan
Time: November 2, 2017 between 10.30–12.00 Hours
Location: Yin Xing Ballroom, Crowne Plaza Hotel, Shanghai

Plenary Session 1
Title: CONSUMPTION OF POLITICAL NEWS AND POLITICAL PARTICIPATION

Speaker: Prof. Dr. Hao Xiaoming
Wee Kim Wee School of Communication and Information
College of Humanities, Arts, & Social Sciences, Nanyang Technological University, Singapore

Abstract:

Through a questionnaire survey of 209 college students and their parents, this study examined the relationships among political news consumption, internal political efficacy, endorsement of political system and political participation. The findings show that for the children, political news consumption is positively related to internal political efficacy, endorsement of the political system and political participation. Internal political efficacy is positively related to political participation, but not significantly related to endorsement of the political system, and endorsement of the political system is not significantly related to political participation. For the parents, political news consumption is positively correlated with internal political efficacy and endorsement of the political system, but not significantly related to political participation. Internal political efficacy is positively related to endorsement of the political system and political participation, while endorsement of the political system is not significantly related to political participation. This study also shows that for both the children and parent groups, political news consumption has a significant indirect effect on political participation.
Keywords: political news consumption, internal political efficacy, political endorsement, political participation

Plenary Session 2
Title: COMPARISON OF TELEPHONE SURVEY METHODS: FIXED LINE VS. MOBILE PHONE
Speaker: Prof. Dr. Clement Y. K. So
Associate Dean (Student Affairs)
Faculty of Social Science, School of Journalism and Communication, The Chinese University of Hong Kong, China

Plenary Session 3
Title: OLD ROUTES AND NEW HORIZONS
Speaker: Prof. Dr.iur. Dr.h.c. Dieter C. Umbach
Emeritus Professor, Faculty of Law, Potsdam University, Germany

Abstract:
What is a road? The Organisation for Economic Co-operation and Development (OECD) defines a road as “a line of communication using a stabilized base other than rails or air stripes open to public traffic, primarily for the use of road motor vehicles running on them on wheels, which includes bridges, tunnels, supporting structures, junctions, crossings, interchanges, and toll roads”. While this is a modern, still very narrow definition, historically many roads were simply recognizable routes without a formal construction or maintenance. ((1)) In today’s language we use the word in a double meaning; for example: the road to success, the road to hell, to heaven, etc.
Roads have always been connecting and diverting phenomena in the world history. On the one hand, there are the old historical trading ways like the “Amber Road” in Northern Europe, the “Salt Road” all over Europe or the “Incense Road” from the Orient to Europe. There was the Roman “Via Augusta Road” (1500 km) and all the other Roman Roads which gave the Roman imperial power a most important infrastructure all over Europe and the Mediterranean. There have been roads which had been dangerous to travel because they were border routes. There were obstacles concerning the change from one domain and territory to another like tolls, customs duties, and tariff regulations. Moreover, not less important, roads were historically always the channels for the in- and export of ideas, circulation of opinions, religions, cultures, languages and vast amounts of knowledge. However, on the other hand, they were also dangerous in bringing new and dangerous, unknown deadly diseases like the plague, which probably came from the Orient to Europe.

The traces of those historical roads are mostly gone, today in the area of global connectivity we need routes by land and by the sea which open for commerce and an interchange of ideas. In the middle ages, there was a word: “He who is the master of the road is the master of the land.” That means: How to distribute and control the political power which is connected with the new global roads, what are the privileges of the investor given the local statehood and does it make any difference if the ruler is a dictator or a democratic regime? In short: The realization of a network of global Eurasian connectivity is astonishing, prestigious and far looking unique idea, but thoughts about the realization are far from being examined to a more significant extent. Insofar the European end is a somewhat skeptical approach for the time being.

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PART II

Chair: Prof. Dr.iur. Dr.h.c. Dieter C. Umbach
Potsdam University, Germany

Time: November 3, 2017 between 13.00–14.30 Hours

Location: Yin Xing Ballroom, Crowne Plaza Hotel, Shanghai

Plenary Session 4

Title: DO COMPUTER YIELD BETTER RESPONSE QUALITY THAN SMARTPHONES AS WEB SURVEY ENTRY DEVICES?

Speaker: Prof. Louisa Shu–Ying Ha
Department of Media Production and Studies
Bowling Green State University, USA

Plenary Session 5

Title: ELICITING BEHAVIOR IN JAPAN: ON THE DYNAMIC RELATIONSHIP BETWEEN POLITICIANS AND SUPPORTERS

Speaker: Prof. Dr. Ofer Feldman
Faculty of Political Studies and The Graduate School of Public and Management, Doshisha University, Japan

Abstract:

This paper using a new concept, invited behavior—including rhetorical devices, humor, and apology—to offer a new perspective on the interaction between leaders and supporters both in analytical and political terms. Analytically, it challenges the prevailing notion of voter choice as a one-time event, instead arguing for a dynamic relationship. Politically, the idea suggests that the political life has changed dramatically and raises the question if voters respond to reality or the manipulated pseudo-reality created by the
techniques of the mass media. In this paper, I argue that there are at least two kinds of invited behavior: Physical Invitations: Such as hands extended for handshakes. Moreover, Baring One’s Soul: Politicians in crisis invite sympathy and forgiveness by “baring their souls.” The paper presents data from Japan and offers some ideas for cross-cultural, cross-national comparison.

Keywords: Political behavior, Communication, Politicians, Voters, Behavior

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Plenary Session 6
Title: NEW DEVELOPMENT TRENDS OF NETWORK PUBLIC OPINION IN CHINA AND ITS CURRENT RESEARCH STATUS

Speaker: Shan Xuegang
Deputy Director, Public Sentiment and Big Data Research Center of People’s Daily Online, China

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PART III

Chair: Prof. Louisa Shu-Ying Ha
Bowling Green State University, USA

Time: November 3, 2017 between 15.20 – 16.20 Hours

Location: Yin Xing Ballroom, Crowne Plaza Hotel, Shanghai

Plenary Session 7

Title: BRIDGING THE AGE-RELATED COMMUNICATION GAP:
AN ENCOUNTER BETWEEN SENIOR CITIZENS AND
COMMUNICATION STUDENTS TOWARDS SOCIAL
INTEGRATION

Speaker: Dr. Brian Saludes Bantugan
St. Paul University Manila, The Philippines

Abstract:

This paper is built upon an attempt to answer the question: “What can be done to facilitate social integration between the elderly of Bagac, Bataan and the communication students of St. Paul University Manila?” The research was designed as a qualitative inquiry that involved an outreach activity by 24 dominantly female students of Development Communication for senior citizens of Bagac, Bataan (Philippines) and a reflection period involving the former. The students were tasked to pay particular attention to the digital engagements and/or disengagements of the elderly to allow them to learn more about the difficulties and potentials of using social media in development-related projects involving senior citizens. The actual two-hour encounter involved socialization between the elderly and the students. The students, before the encounter, were tasked to generate the funds, use them to acquire and prepare the gifts, develop the program during the actual encounter based on research-based guidelines, and photo document the entire activity. They were given guide questions for reflections a week after. The reflections were thematically analyzed and revealed that in order to facilitate greater social integration between the elderly and the communication students, the university should address the health and digital aversion issues that intensify the sense of isolation of the elderly experience daily. This can be done by enhancing the communication skills of the communication students in 16 areas.
Keywords: communication students, digital aversion, elderly, health concerns

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Plenary Session 8

Title: THE IMPACT OF THE DIFFERENCES BETWEEN SOCIAL EXPECTATIONS AND PERSONAL PREFERENCE ON HAPPINESS, MARITAL STATUS, AND CHILDBEARING IN SOUTH KOREA

Speaker: Prof. Dr. Sung Kyum Cho
The Department of Communication, Chungnam National University, South Korea

Abstract:

Results from the 2017 KAMOS (Korean Academic Multimode Open Survey for Social Sciences) show that there is some disparity between what Koreans believe to be the general social expectations and their personal preferences in regards to family life, the role of women in the family and society, and childrearing. This issue is explored, and the relationship between this disparity on life satisfaction and family size are discussed. There are many implications for this relationship in a country that faces a low birth rate and high suicide rate.

Keywords: Social Expectations, Personal Preference

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Conference Abstracts
OF POPULARITY

Dibakar Pal
University of Calcutta
India

Popularity is the quality or state of being liked or admired by very many or most people. It is something commonly accepted by people in general. Also, it is to make something known or available to the typical mass, primarily by presenting it in a form that can be easily understood. Popularity satisfies the ego. It warms ego of the famous person. Regarding popular culture, they say, if it is not popular, it is not culture at all. Basically, popularity is a political term. This important political issue is widely and continuously used in politics. It is the only single base factor that determines the rise and downfall of a politician. It measures the value or demand of the concerned politician for a particular point of time. As such, a person who is politically ambitious is always vigilant for this Fate determining factor. He tries to control it in his favor always by any means fair or foul. A politician is popular till he serves public correctly. A teacher who teaches well is popular. A doctor who takes care is very popular. A promising player is popular. A beautiful heroine is popular. A politician earns public support from popular meetings of common mass as did by popular front. An ambitious leader with widespread popular support may experience downfall for neglecting public sentiment. His sky-kissing ambition renders him mad. Then he cannot judge popular discontent. Due to immense popularity, he loses his base and brake as well. He knows not where to stop, when to stop and how to stop. Then he cares none. He even defies both God and Government. As such they say it is easy to earn popularity, but difficult to hold it for long just like easy earning money is not always easy to keep in safe custody.

Keywords: Like, Admire, Common, Available
THE VIEWPOINTS OF NURSING STUDENTS ON THEIR DIETARY BEHAVIORS

Yukon Muangchang
Wilawan Dhanawan
Jarawan Sanongyat
Siritida Sripitak

Boromarajonani College of Nursing Suphanburi
THAILAND

This qualitative research aims to study the viewpoints of nursing students at Boromarajonani College of Nursing Suphanburi, Thailand on their dietary behaviors. Three focus groups were organized to collect data from 24 nursing students. Each group comprised of 8 nursing students with underweight (BMI = 16.2–17.6), normal body weight (BMI = 18.8–22.7), and overweight (BMI = 25.2–31.2). The guiding questions were developed based on the nutritional habits recommended by the Department of Health as followed: 1) consuming the five food groups, 2) eating rice and alternative sources of carbohydrate, 3) consuming enough fruits and vegetables regularly, 4) eating fish, lean meat, eggs, and nuts regularly, 5) drinking milk according to age, 6) choosing less fat food, 7) avoiding sugar and salt, 8) eating clean and no contaminate food, and 9) abstain from drinking alcohol. Interview data were analyzed using content analysis. Results showed two themes of students’ viewpoints on dietary behaviors include appropriated and inappropriate dietary behaviors. The appropriated dietary behaviors comprise of consuming all five food groups, drinking enough amount of water, and limit sugar and salt. The inappropriate behaviors include less eating the five food groups, unbalancing nutrients, drinking less water but more unhealthy beverages. The dietary behaviors of the majority of nursing students in this study did not conform to the nine nutritional recommendation. They often skip breakfast, eat late at night, and consuming food not cover five food groups. Therefore, nursing colleges should organize health promoting center to promote and improve dietary behaviors and create awareness of maintaining good health among nursing students.

Keywords: Nursing students, Dietary behaviors, Qualitative research, Viewpoints, Overweight, Underweight
DRINKING BEHAVIORS AND DRINKING INTENTION AMONG
ENLISTED SOLDIERS IN THAILAND

Prapas Tana
Jirapa Boonsin
Nongkan Rangdaeng
Boromarajonani College of Nursing Saraburi
THAILAND

Siritorn Yingrengreung
Boromarajonani College of Nursing Bangkok
THAILAND

Jantima Kheokao
School of Communication Arts, University of the Thai Chamber of Commerce
THAILAND

Alcohol consumption reduces body performance and impairs decision making thus soldiers need to stay active and alert when on duty. This study explored drinking behaviors and intention to stop drinking of 256 enlisted male soldiers served at Saraburi province in Thailand. In May 2017, data was collected using four questionnaires: demographic, drinking behaviors, Alcohol Use Disorder Identification Test (AUDIT), and intention to stop drinking. Data were analyzed using descriptive statistics. Results of demographic data were age 20–22 (93%), Buddhists (98%), high school education or lower (93%), bought alcohol with own expense (46.5%). Their hometown was from the northeast (46.1%), the central region (50.8%), and the northern region (3.1%). All of them reported of ever drank alcohol. There were 28.5% of current drinkers, 64.5% was temporary stop drinking, and 6.6% stopped drinking permanently. Types of alcohol frequently drinks were beer (52.3%), brandy (25.0%), hard liquor (19.5), and mixed cool drinks (3.2%). The mean score of alcohol use disorder identification test was 20.28 (SD = 7.67) indicated heavy drinkers lead to alcohol dependence. There are 4.7 % of low-risk drinkers, 25.8% of hazardous drinkers, 14.1% of harmful drinkers, and 55.5% of alcohol dependence. For intention to stop drinking, 58.2% wanted to decrease frequency and quantity of drinking whereas 36.7% uncertain whether will quit drinking, and 3.5% will continue to drink alcohol. This study is the first to provide information about alcohol use in enlisted male soldiers. There are the needs to provide simple advice, brief counseling, and refers to receive treatment to prevent alcohol-related problems.

Keywords: Alcohol, Drinking behaviors, Drinking intention, Enlisted soldier, AUDIT
THE USE OF ONLINE MEDIA AND THE PERCEPTIONS OF eHEALTH LITERACY AMONG THE ELDERLY IN SUPHANBURI PROVINCE, THAILAND

Netiya Jaemtim
Sineeporn Yuenyong
Boromarajonani College of Nursing Suphanburi
THAILAND

This descriptive research aimed to study the health status, use of online media as well as the eHealth literacy of the elderly. Questionnaire was used to collect data from 320 elderly living in Suphanburi Province, Thailand. The reliability of all questionnaires was 0.96. Frequency distribution, percentage, average, and Standard deviation were used to analyze the data.

The results of the research were as follow:
1. The majority of the elderly were daily using Line application and Facebook via their smartphones less than 1 hour.
2. The elderly were rarely searching health information such as the drug’s use from online media.

Keywords: The use of online media, the elderly’s eHealth literacy, Online media, eHealth Literacy among the elderly
CONSTRUCTION OF PUS INDEX IN CHINA— AN EMPIRICAL STUDY
ON CHINESE PUBLIC ATTITUDE TOWARDS SCIENCE

LIU Xuan
REN Fujun
National Academy of Innovation Strategy (CAST)
CHINA

This paper is concerned with an empirical study on the database of 2010 (the 8th) Civic Science literacy Survey of China. By learning from latest theoretical achievements of relevant scholars and considering the features of Chinese practice, the author extracted a Model of China Public Understanding of Science (PUS) Index from the latest Civic Scientific Literacy questionnaire. The constructed China PUS Index contains five indicators as following: Knowledge (public knowledge of S&T), Attitude (public attitude toward S&T), Interest (public interests in S&T), Engagement (public engagement of S&T) and Information (the information channels of S&T). Confirmatory factor analysis (CFA) accompany with other relevant statistical methods, was applied to evaluate the validity of this Index model. Under the framework of China PUS Index, the Author profiled several characteristics of China public understanding of science at present stage and provided an open platform for further comparative study under different social and cultural contexts in PUS field.

Keywords: Public attitude towards Science, Public Understanding of Science, Scientific Literacy
A STUDY OF HEALTH CONDITIONS AMONG THE ELDERLY IN NAKHON NAYOK MUNICIPALITY

Jarunee Janpleng
Boromarajonani College of Nursing Saraburi
THAILAND

The present study aimed at studying the health conditions of the elderly in Nakhon Nayok Municipality. The sample group study was composed of 400 subjects. Data analysis statistics included descriptive statistics such as frequency, percentage, mean and standard deviation by specifying statistical significance at .05. The instrumentation in this study consisted of the Basic Geriatric Screening (BGS).

According to the findings, nearly half of the subjects had hypertension and received regular treatment/medications (49.75%). Most of the subject had never been diagnosed with diabetes mellitus (83.75%). Most of the subject had no visibility impairments (81.50%) and had never undergone surgery to remove cataracts (77.50%). According to brain tests, most of the subjects had normal cognition (91.75%) and depression screening showed most of the subjects to be normal (94.25%). Osteoarthritis of the knee screening showed nearly half of the subjects to have knee pain (44.50%). In screening for falls, nearly half of the subjects were at risk for falling (42.50%). Urinary incontinence screening showed most of the subjects to have no urinary incontinence problems (87.75%). Most of the subjects had a clear hearing based on the screening (76.00%) and were able to hear partially (22.50%). According to the assessment of capacity to perform activities of daily living, the problems encountered were in moving up and down stairs. The subjects were unable to do so (15.25%) and needed help (5.00%). Assessment to divide the elderly’s capacity to categorize groups by capacity divided the subjects into three groups. Group 1 had scores of more than or equal to 12 points (93.00%). Group 2 had scores of 5 – 11 points (4.25%) and Group 3 had scores of less than or equal to 4 points (2.75%).

According to recommendations from the study, geriatric health screening should be conducted on a regular annual basis to seek guidelines for preventing complications caused by health risks and coordinate with networks to care for the elderly. Accommodations for the elderly should be single-story homes with ramps and bathroom rails to support a future elderly society.

Keywords: The elderly, health conditions.
A STUDY ON THE EFFECT OF CONFLICT RESOLUTION WITH THE INVOLVEMENT OF UN SECRETARY–GENERAL: FROM HAMMARSkjold TO BAN KI–MOON

Lei SHI
National Academy of Innovation Strategy (CAST)
CHINA

In the realm of international security, conflict resolution receives considerable attention. From the perspective of the international organization, this paper focused on the correlation between UN Secretary–General and the conflict resolution. The literature review found out the drawbacks such as old cases study and lack of quantitative methods existing in the previous research highlighting the necessity of furthering this study. Therefore, this paper firstly set the definition of the conflict resolution with the involvement of UN Secretary–General. Secondly, it built a small sample pool of Conflict Resolution with the involvement of UN Secretary–General 1945–2012 and supported by two resources: one is from conflict resolution database of UCDP Conflict Termination dataset v.2010–1 (1946–2009) developed by the Department of Peace and Conflict Research at Uppsala University and the other is from relevant files and facts of UN Peace Keeping. Thirdly, this paper set the criteria of sufficient conflict resolution by the UN Secretary–General. Fourthly, the evaluation of the effect of the conflict resolution with the involvement of UN Secretary–General was made. This research manifested that 65.8% conflicts in the small sample pool were resolved efficiently with the involvement of UN Secretary–General. Additionally, it stated that the ingredients of the natures of the conflict, the position of the Great Powers and the personal style of the UN Secretary–General are the most influential factors impacting the result of the conflict resolution.

Keywords: UN Secretary–General, Conflict resolution, Effectiveness, Small sample pool, Influential factors
SYSTEMATIC REVIEW OF LITERATURE: HEALTH PROMOTION FOR THE OLDER PERSONS WITH DIABETES MILLETTUS (DM) TYPE 2

Chukhwan Hengchaiyo
Chonticha Boonsiri
Surin Meelaplorn

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THAILAND

The excellent health promotion can decrease sugar level among older persons with DM type 2. This systematic review study in health promotion for the older persons with DM type 2. Data were published research articles between 2012-2016 which retrieved from the following databases: PubMed, Central, Science-Direct and Thalis. The researchers also used manual searching for nonpublished work. Ten research papers met the set criteria; high score 3 and above base on Jadad’s criteria, sample size range between 30 and 2,000 persons, addressed complications. The improved systems and intervention conducted in those studies could decrease complications. All studies focused on individuals’ behaviors. To be changed. As a result, the older people with DM could control blood glucose levels, engage in physical exercise, and lessen anxiety and depression. The studies found that those older people with DM had a fear of falls which is common among female elderly, which is related to rheumatoid, self-perception, negative perception and elasticity of muscle. Fear mentioned were the leading cause influencing the higher prevalence of DM among older people one epidemiology study revealed that fear was a complication of DM two of ten studies found that the patients with DM type 2 with ago 70 years and above who had self-management tended to have the quality of life. However, These were increasing numbers of a new and old patient with DM in the hospitals. The health promotion activities are undertaken in case of those patients based on concepts of multidisciplinary and case-management The activities mostly focused a suitable consumption physical exercise, encouraging self-care and medication management.

Keywords: Health promotion, Older persons, Diabetes milletus (DM) type 2, Systematic review
ANALYSIS FOR DEVELOPING INSTRUCTIONAL MEDIA TO IMPROVE 21ST CENTURY SKILLS OF BACCALAUREATE NURSING STUDENTS DURING MATERNAL AND NEWBORN NURSING AND MIDWIFERY PRACTICUM

Namfon Waithayawongkorn
Prangthip Thasanoh Elter
Rachanee Choonkor

Boromarajonani College of Nursing Nakornratchasima
THAILAND

Maternal and newborn nursing and midwifery practicum is an essential course for baccalaureate nursing students to practice maternal and newborn care. In the 21st century, nursing instructors should design instructional media focusing on learning processes and needed skills to promote lifelong learning. This research aimed to clarify the instructional problems and objectives and identify the learning environment and nursing students’ existing knowledge and skills. Qualitative and quantitative designs were employed. In the quantitative phase, 133 senior nursing students who completed maternal and newborn nursing and midwifery practicum participated in the study. In the qualitative phase, 38 students were purposively selected to participate in four focus groups. Two instruments developed by the researchers were used for data collection: 1) Nursing Student Satisfaction Instrument to evaluate student’s satisfaction toward the clinical manual used in this course and 2) a semi-structured interview guide for conducting focus groups. Qualitative data from focus groups were transcribed verbatim and analyzed by using content analysis technique and qualitative data were analyzed by using descriptive statistics.

The research results reveal that, for overall, nursing students satisfied with the clinical manual in good level (M=3.90, SD=5.62). Considering each aspect, the highest score is “Promote Learning Aspect” (M=3.97, SD=1.14, while the lowest score is in “Physical Aspect” (M=3.87, SD=1.57). Three guidelines for redesigning instructional media are 1) the benefit of having the manual, 2) problems and obstacles to using the manual, and 3) expectations for future instructional media. The findings provide in-depth understanding about how a clinical manual promotes nursing students’ learning. They can be used to base ideas for designing attractive instructional media with informatics technology which encourage learners to seek for new knowledge enthusiastically.

Keywords: Instructional media, Nursing students, 21st century
WHAT KIND OF IMPACT FACTORS TO PROMOTE RESILIENCE IN OLDER ADULT?

Nattiya Peansungnern
Haruethai Kongmaha
Viliporn Runkawatt
Partoom Kongmaha

Boromarajonani College of Nursing Nakornratchasima
THAILAND

Background: Thailand become an Aging society, there is a trend to increase elderly population every year. Also, adults age 60 years and older are rapidly growing age group in Nakhonratchasima. Resilience may be one factor that helps elderly adjust to difficult times and promote quality of life by themselves. There are various factors related to resilience that impact the qualities of older people.

Objectives:
This study aimed to identify impact factor to promote resilience in older adult living in Nakhon Ratchasima, Thailand

Methods: This study used qualitative research. The sample was divided into two groups. Thirty in-depth interviews were conducted with older people who had a high score of resilience. On the other hand, another thirty in-depth interviews were conducted with older people who had a low score of resilience. Data were analyzed by using content analysis.

Results: The results found that the resilience in the older adult is a recognition from significant others and positive psychology. A positive thinking and perceived health status were found to be significantly associated with high resilience levels. The source of strength to resilience is the relationship with their relatives and friends. Notably, the opportunity to anticipate with their families are significantly impacted on the resilience. Although older people with physical disability face many barriers in their life, they perceived that they are valuableness and belief about their competence. Therefore the internal and external source of life strengths might have as high effects on increasing resilience levels. All of older adults who stay alone indicates that they accepted their valuableness said this made it possible for them to increase resilience

Keywords: Keywords: Resilience, impact factor, older people
SYNTHESIS OF RESEARCH PAPER OF BORMARAJONNANI
NAKHONRATCHASIMA COLLEGE OF NURSING

Supisara Suwannachat
Piyapruet Prueksachat
Viliporn Runkawatt

Boromarajonani College of Nursing Nakornratchasima
THAILAND

This study aimed to conclude overview of researchers of the Nakhonratchasima Nursing College by research type, research form. The research issue based on the field of study in the health service system, and research issue by care-taking in the health service system. Population in this study consisted of 145 research papers of instructors and personnel at Boromarajonnani Nakornratchasima Nursing College, Nakornratchasima, Thailand which were conducted during 2007 – 2016.

Results of the study were as follows:

1. Less than one-half (63 papers or 31.98 %) were descriptive research and only 15 papers (7.61%) were quasi-experimental research. Most of the research employed descriptive statistics i.e. mean and standard deviation, and inferential statistics were employed. Besides, a t-test was used for testing the difference. Pearson Product Moment Correlation was employed in 23 research papers (11.68%).

2. Regarding research form, it was found that the research papers were mostly related to research in the community (45 papers or 30.26%) and authentic assessment was employed, followed by classroom research (45 papers or 29.61 %). The teaching and learning strategies comprised the following: the teaching and learning facilitation using problem-based, research-based, and simulated student practice.

3. Regarding the field of the of the health service system, it was found that most of the studies were related to mental health and psychiatry (26 papers or 42.62%) followed by studies on the elderly (25 papers or 40.38%) and chronic disease (12 papers or 19.67%), respectively.

4. Regarding care-taking in the health service system, it was found that most of the studies focused on health promotion and disease prevention (45 papers or 40.18%), and use with the elderly group (26.79%).

Keywords: Synthesis of research, field of study, health service
The purposes of this research were 1) to explore current instructional practices and problems of using simulation-based learning (SBL) approach to teaching the nursing students in a maternal-newborn nursing and midwifery course and 2) to study needs for its improvement. Participants were 151 fourth-year undergraduate nursing students in the first semester of the academic year 2016 and seven instructors in the Maternal and Newborn Department of Boromarajonani College of Nursing, Nakhon Ratchasima, Thailand. Data from nursing students were collected by using The Current Instructional Practices and Problems of Applying Simulation-based Learning Approach Questionnaire developed by the researchers and validated by three experts in nursing education and instructional design. Its Cronbach’s alpha correlation coefficient was .91. Using an open-ended interview guide developed by the researchers, one focus group was conducted by the instructors. Obtained quantitative data were analyzed by using descriptive statistics and qualitative data were examined by using content analysis technique.

The study findings have revealed that students perceived the overall current instructional practices and problems in learning with SBL approach was good (M = 3.83, SD = 0.80) as well as perceptions on four aspects. The highest mean score was in the “Learning Activities” (M = 3.95, SD = .52) and the lowest was in the “Content” (M = 3.69, SD = .64). They thought that SBL approach helped them understand contents better.
than traditional lecture did and easier to apply learned skills to clinical nursing practices. Future instructional design should allow the students to have more time to learn and practice.

Instructors addressed that three issues influencing on teaching with SBL: instructional planning process, instructional implication, and instructional evaluation. Most problems found in the instructional planning process because of workload and a time limit and in instructional implication because of some students and how the simulation was set up. All instructor would like to attend training courses to improve their teaching skills. Finding of this study can be used to redesign the maternal–newborn nursing and midwifery course suitable for nursing students in the 21st century.

**Keywords:** Maternal–newborn nursing, Problem in Nursing Instruction, Midwifery, Simulation–based learning
THE EFFECTS OF THE MENTAL HEALTH PROGRAM BY GROUP THERAPY AND KORAT SONG ON DEPRESSION SYMPTOM IN THE ELDERLY AT HUA THALE, MUEANG DISTRICT, NAKHON RATCHASIMA

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The purpose of this quasi-experimental one group pretest-posttest design was to compare depression of elderly persons who live at Hua Thale, Mueang District, Nakhon Ratchasima before and after received the mental health program by group therapy and Korat Song. The sample consisted of 8 elderly persons with depression symptom (mild and moderate level) which was measured by TGDS questionnaire.

Research instruments consisted of: 1) The Mental Health Program By Group Therapy And Korat Song 2) The demographic data questionnaire and 3) The Thai Geriatric Depression Scale (TGDS) questionnaire. All instruments were validated for content validity by three professional experts. Cronbach’s Alpha coefficient reported the reliability of the 3rd instruments as of .93. Data were analyzed using descriptive, dependent t-test. Finding were summarized as follows: depression symptom of the elderly at Hua Thale, Mueang District, Nakhon Ratchasima after receiving the mental health program by group therapy and Korat Song was significantly lower than that before (t = 11.72, p < .05).

Keywords: Mental Health Program, Group Therapy, Korat Song, Depression symptom and Elderly
USE OF SOCIAL MEDIA FOR HEALTH INFORMATION OF CAMBODIAN WORKERS IN THAILAND

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This study investigated the use of online media for health information of Cambodian worker in Thailand. Questionnaire was used to collect data on personal information, health status, uses of online media and search of health information from Cambodian workers who worked in Thailand at time of collecting data. The 915 Cambodian workers who answered the questionnaires in August - September 2016 were 62.8 % of male, 34.5% were primary schoolers and 91.1% of them living in a rented house. As for type of work, they worked in factory (42.5%), service business (42.3%) and grocery (15.2%) respectively. It was found that the respondent use internet access for communication such as line and Facebook but few of them used for health information. It should be noted that health literacy in Cambodian worker was low which may affect their health status, therefore measures to help increase their health literacy are needed. Improving their self-care competency could lessen financial and staffs burden on healthcare of Thai government.

**Keywords:** health information, Cambodian workers, Online social media use
This research aimed to study the capability of self-adaptation of first-year nursing students at Boromarajonani College of Nursing, Chainat academic year 2016. The assessment fields included the student’s interpersonal skills with teachers or friends and self-adaptation in nursing accommodation. Also, the comparisons of results of students who have different backgrounds have been applied including hometown, parents marital status, students grade, personality, emotional quotient and professional attitudes.

The questionnaire was used to collect data from 114 first-year students of Boromarajonani College of Nursing, Chainat who enrolled in the academic year 2016. The percentage, mean and standard deviation were used to analyze the data.

The study results have shown,

1. The overall students self-adaptation was an intermediate level where self-adaptation in term of study and dormitory stay were in intermediate level while interpersonal relationship adaptation with teachers or friends were low.

2. Students self-adaptation for studying were different among students of different hometown.

3. In term of interpersonal relationship adaptation with teachers or friends, the results showed differences among students of different hometowns and professional attitudes.

4. Self-adaptation in the nursing accommodation found differences among students where parents marital status, personality, emotional quotient and professional attitudes were concerned.

**Keywords:** Problems, Self-Adaptation, First Year Students
HAPPINESS OF COMMUNITY-DWELLING OLDER ADULTS WITH CHRONIC DISEASES

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This study was descriptive research aimed to examine happiness of community-dwelling older adults with chronic diseases. A sample of 288 older adults aged 60 years and older who had chronic disease was selected from 400 participants of the research project of an exploration of the relationships between personal factors and happiness among community-dwelling older adults in Saraburi province. The Demographic Questionnaires and the Thai Happiness Indicators (TMHI-15) were completed through face-to-face interviews. Descriptive statistics, percentage, mean, and standard deviation were used to describe the data and F-test and t-test were employed to test the difference between groups.

The results revealed that most of the participants ranged in age from 60-96 years with a mean age of 70.34 (SD = 6.85). Most of them were female (73.62%), living alone (54.5%). The top three health problems were hypertension (65.3%), diabetes (30.9%), and hyperlipidemia (25.7%). An overall mean score of happiness of participants was at a good level (mean = 33.39, SD = 6.708). Percentage of participants with happiness at good level was 57.6% (mean = 37.85, SD = 3.760), fair level was 27.4% (mean = 30.09, SD = 1.495), and poor level was 14.9% (mean = 21.93, SD = 3.912). The comparison of mean score revealed significant higher of happiness among older adults living with partner (t = -2.216, p < 0.05), active participation with community (t = -4.398, p < 0.01), secondary and higher education (t = -2.839, p < 0.05), and satisfy with economic status (t = -6.463, p < 0.01). In contrast, there was no significant difference of happiness mean score among different genders, age groups, and some family members. This study provided information that can be used to develop an intervention for promoting healthy living and happiness for older adults with chronic illness.

Keywords: Happiness, older adult, chronic diseases, community, Survey
PREVALENCE AND RISK FACTORS FOR ANEMIA AMONG NURSING STUDENTS AT COLLEGE OF NURSING, NAKHON RATCHASIMA

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Anemia is a disorder found a high prevalence in developing countries. High-risk populations included pregnant women, preschool-age children, and adolescents. The purposes of this study were to determine the prevalence and risk factors associated with anemia. The population was nursing students studying at College of Nursing, Nakhon Ratchasima. Purposive sampling technique was used to recruit 641 samples. The risk factors questionnaire was used for data collection. Blood concentration criteria based on World Health Organization was used to diagnostic anemia by hematolog specialist. Data were analyzed using descriptive statistics and Chi-square test.

Results showed prevalence rates of anemia in nursing students. The 34.8 percent of these samples were in mild anemia (Hemoglobin 110–119 g/L), 26.2 percent was in moderate anemia (Hemoglobin 80–109 g/L), and 6.9 percent was in severe anemia (Hemoglobin<80 g /L). The prevalence rate of anemia among the first to the fourth year was 28.4, 26.7, 21.2 and 23.7, respectively. There was statistically significant of an association between female and less meat-eating behavior (p <.05).

The results of this study presented that eating behavior might be a significant risk factor of anemia among nursing students. Nutritional education to prevent and reduce risk factors of anemia should be emphasized to anemic nursing students for reducing complications and consequences that may affect their health and learning ability.

Keywords: anemia, nursing students.
MENTAL HEALTH STATUS AND SELF-CARE BEHAVIORS REGARDING MENTAL HEALTH OF ELDERLY PERSONS IN MUANG DISTRICT, NONTHABURI PROVINCE, THAILAND

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The purposes of this descriptive research were to study mental health status and self-care behaviors regarding mental health of elderly persons in Muang district, Nonthaburi province, Thailand. The sample consisted of 380 elderly persons. The research instruments included 1) Personal Information, 2) Thai Mental Health Indicator–15 version 2007 (TMHI–15) and 3) Self-Care Behaviors Regarding Mental Health. The internal consistency reliabilities of Thai Mental Health Indicator–15 version 2007 (TMHI–15) and Self-Care Behaviors Regarding Mental Health were examined by Cronbach’s alpha coefficients being 0.81 and 0.72, respectively. Data were analyzed by descriptive statistics.

The results revealed that the elderly persons had better than average mental health (36.8%), average mental health (46.8%) and below average mental health (16.3%). For self-care behaviors regarding mental health, most elderly persons had often done following the news such as reading newspapers, watching TV or listening to the radio (61.1%); joining groups or club activities (58.2%); religious activities (46.1%); exercises (43.9%) and recreation activities (43.4%), respectively.

It can be seen that the findings had given useful basic data for developing health care plans and implementing mental health promotion activities for the elderly persons in order to promote their capacities in providing self-care regarding mental health and improving their quality of lives.

Keywords: elderly, mental health, mental health status, self-care behaviors
EFFECTS OF SELF-REGULATION PROGRAM ON EATING BEHAVIOR, EXERCISE BEHAVIOR, BODY MASS INDEX, AND BLOOD PRESSURE AMONG HYPERTENSIVE PATIENTS IN CITY DISTRICT, LOPBURI PROVINCE

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This quasi-experimental study aimed to examine the effect of self-regulation program on eating behavior, exercise behavior, body mass index (BMI), and levels of blood pressure among hypertensive patients. The study sample was hypertensive patients who are uncontrolled blood pressure and overweight. These patients live in City District, Lopburi Province. Simple random sampling was used for selecting the study sample following the inclusion criteria. Two groups of the sample included 30 hypertensive patients in an experimental group and 30 hypertensive patients in a control group. Patients in the experimental group received the program of self-regulation that researchers developed by using Bandura’s framework. Patients in the control group received traditional care. The questionnaire was used to collect demographic profile, eating behaviors, exercise behaviors, and the clinical information assessment form, including the record of blood pressure and BMI. Study. Mean, standard deviation, percentage, and frequency distribution were used to analyze the data. The difference between eating behavior, exercise behavior, BMI, and blood pressure were tested by paired t-test and dependent procedure. The result revealed that after the patients in the experimental group receiving the program, the average score of eating behavior, and exercise behavior have statistically significantly higher before receiving the program (P \leq .050). Additionally, levels of systolic blood pressure after receiving the program was statistically significantly lower than before receiving the program. On another hand, the level of BMI and diastolic blood pressure of the patients in an experimental group has not statistically significantly different between before and after receiving the program (P \geq .05). For the difference between groups, average scores of eating behavior and exercise
behavior of the patients in an experimental group were statistically significantly higher than scores of patients in a control group after receiving the program (p ≤ .050). Also, levels of blood pressure and BMI of the patient in an experimental group after receiving the program was statistically significantly lower than the patient in the control group (p ≤ .050)

**Keywords**: Hypertension, self-regulation program, eating behavior, exercise behavior, body mass index.
ARRANGING SERVICE PROVISION FOR PATIENTS WITH ACUTE ST SEGMENT ELEVATION MYOCARDIAL INFARCTION (STEMI) IN PUBLIC HEALTH FACILITIES, SARABURI PROVINCE

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The present study was based on a retrospective descriptive research design aimed at assessing the effects of arranging service provision for patients with acute ST-segment elevation myocardial infarction (STEMI) in public health service facilities in Saraburi Province, Thailand. The sample composed of the medical records of patients in this group who came to receive services and were divided into two groups, namely, the group of 146 patients seeking services before the arrangement of service provision from 1 October 2014 to 31 August 2015 over a period of 11 months; and the group of 176 patients seeking services after the development of the service provision model from 1 November 2015 to 30 September 2016 for another 11-month period. Data were collected before and after making arrangements for service provision in 1-31 January 2017 and covered the following: Total Ischemic Time and mortality rate. The data were analyzed by using statistical values for frequency, percentage, t-test and Mann–Whitney U test.

All hospital levels include medical centers, general hospitals and community hospitals providing services such as the administration of thrombolytic drugs. The research findings were as follows: 1) Mean Total Ischemic Time decreased from 225.11 minutes (SD = 143.65) to 182.36 minutes (SD=125.97). This finding was similar to the optimal treatment time for administering thrombolytic drugs based on standard criteria (180 minutes); 2) The mean mortality rate was before the development of the service provision model was reduced from 23.97 percent to 15.91 percent after developing the model.

According to the announcement of service provision policy for patients with STEMI, all hospitals can administer thrombolytic drugs to reduce the mortality rate in this group of patients. Furthermore, studies should be conducted on a continual basis by expanding on the model at public health service facilities in other provinces to illustrate the efficiency and
effectiveness of providing care for patients in this group. Moreover, studies should also be conducted on the satisfaction of service providers and recipients about the policy for arranging services for patients with STEMI in Saraburi Province.

**Keywords:** acute ST segment elevation myocardial infarction (STEMI), public health service facilities
INDEPENDENT MEDIA PEOPLE’S SUPERVISION BY PUBLIC OPINION
——TAKE JING CHAI'S "UNDER THE DOME" AS AN EXAMPLE

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With the development of the Internet and the popularization of new media technology, the traditional way of news communication has been changed, and the press right of traditional mainstream media has been greatly impacted. In the information age, the supervision of public opinion is no longer the hegemony of traditional media. As more and more independent media people appear, their supervision of public opinion has become a new form of public opinion supervision in China. Taking Jing Chai’s “under the dome” as an example, this paper discusses the significance and plight of the independent media people’s supervision by public opinion and tries to give suggestions.

Keywords: Independent media man; under the dome; Jing Chai; supervision by public opinion
EXPERIENCES OF SOPHOMORE NURSING STUDENTS FOLLOWING HIGH FIDELITY SIMULATION-BASED LEARNING: A QUALITATIVE RESEARCH

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This qualitative study was aimed at describing the experiences of second-year nursing students following high fidelity simulation-based learning. This study used a qualitative research methodology consistent with the phenomenology concept. The informants consisted of 45 second-year nursing students who were being instructed in Nursing Care for Persons with Health Problems 1 with high fidelity simulation-based learning in four situations at 60 minutes per situation. Data were collected in May – July 2015 by conducting group discussions and in-depth interviews. Data were analyzed using content analysis. According to the findings, the students reflected positive and negative experiences during high fidelity simulation-based learning. Positive experiences covered the five following areas:

1) Knowledge and Nursing Practice: Theoretical knowledge can be applied in real nursing practice. In addition, students learned principles for assessing disease conditions, progression, treatment and care as visions which can be remembered for a long time;

2) Satisfaction: The students had satisfaction about experiences with high fidelity simulation-based learning because students performed nursing care personally at every stage of the process and were able to repeat without causing harm to patients. Students were most satisfied with the value of summarizing learning achievements by reflecting on practices because doing so helped students understand the experiences, link symptoms, pathophysiological conditions, laboratory test results, nursing practices and learn personal weaknesses and strengths. Moreover, students had the opportunity to learn more by observing care practices with friends by seeking advantages and errors in necessary care for the future;

3) Confidence: The students had more confidence in providing care, particularly in assessing patients’ conditions by listening for abnormal lung sounds. The students provided
care based on priorities and exercised caution in better administering medications in addition to having the courage to make decisions and gain confidence from repeated practices;

4) Communication and Teamwork: The students had the opportunity to practice as team leaders, providing information for relatives of critical patients and reporting to doctors by specifying the conversation framework for providing concise information on patients quickly with coverage of necessary information and

5) Analytical Thinking and Need for Answers: The students analyzed the reasons for practice based on questions raised during the summary of learning achievements and needed to search for answers. Negative experiences consisted of anxiety regarding new learning methods and environments, excitement and fear of being incorrect.

This study provided data supporting the promotion of high fidelity simulation-based learning arrangements for nursing students. Instructors should prepare students for learning in order to gain concentration and awareness in addition to building an atmosphere of reliability and safety in learning in addition to asking and speaking with students regarding their feelings and problems to help reduce anxiety in the students.

**Keywords:** Experience, Sophomore nursing student, High fidelity simulation–based learning, Qualitative research.
CUSTOMERS AND STAKEHOLDERS’ EXPECTATION OF EDUCATIONAL SERVICE QUALITY AND ADMINISTRATION MANAGEMENT AT PRACHOMKLAO COLLEGE OF NURSING

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This descriptive research aimed to survey the customers and stakeholders’ expectation of educational service quality and administration management at Prachomklao College of Nursing, Thailand. We conducted a survey between April and September 2015 in which 492 customers and 134 stakeholders participated. Respondents were selected randomly from nursing students, short-course trainees and alumni, meanwhile, purposive sampling was used on lecturers, staffs, external agencies, and practicum communities of Prachomklao College of Nursing. Data were collected through the 5-dimension questionnaires include tangibles, reliability, responsiveness, assurance and empathy. Data were analyzed by using descriptive statistics. Results reveal the overall expectation of educational service quality and administration management with a mean score of 4.62 (SD=.327). The mean score of each dimension was at “very high” level. The highest expectation was the reliability ($x = 4.68$, $SD = .405$) and the lowest expectation was the empathy ($x = 4.52$, $SD = .500$). The findings confirm that customers and stakeholders’ expectation of service quality and organizational management is the key for college performance enhancement. Therefore, customers and stakeholders’ expectation and feedback are important for high performance and achievement of academic service and mission of the nursing college. However, there is a need to promote service attitudes, attentiveness, and enthusiasm among personnel, lecturers and nursing students along with the academic and professional development.

Keywords: Customer, Stakeholder, Expectation, Educational Service Quality, Administration Management.
EFFECTS OF EMOTIONAL CONFLICT MANAGEMENT PROGRAM AMONG NURSING STUDENTS OF BOROMARAJONANI COLLEGE OF NURSING, RATCHABURI

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The study was a quasi–experimental study focused on developing an emotional management capacity among the nursing students year one of Boromarajonani College of Nursing, Ratchaburi. The study was designed as pre–posttest two groups with the sixth week follow up. The samples participated in each experimental and control groups were 73 nursing students. The students in the control groups volunteered to join the program during the first semester of the academic year 2015. The control group student had the regular sessions, such as doing exercise or review lesson learned. The research instrument was the growth group plan involving concepts of growth group, emotional conflict, and case–based learning developed by the researchers. Each group activity took about 45 minutes. There were six sessions. The instrument used for collecting the data was the emotional conflict scales developed by the researchers using Likert’s scales. The emotional conflict scales were tested for reliability by twenty nursing students year three, which showed .81 reliability. Three experts commented the group plan and the emotional scales. The data were analyzed using t–test. The findings showed that the emotional conflict scores after the sixth session (\(\bar{X} = 40, SD.=.70\)) were lower than those before joining the groups (\(\bar{X} =48, SD.=.56\)) with the .05 significance. The emotional conflict scores of the experimental group (\(\bar{X} = 40, SD.=.70\)) after finishing all sessions were lower than those of the control group (\(\bar{X} =47, SD.=.82\)). After the sixth week follow–up, the emotional conflict scores of the experimental group (\(\bar{X} =42, SD.=.77\)) were significantly different from the control group’s scores(\(\bar{X} =47, SD.=.89\)).
The results of the study can be used in nursing education regarding student development. They can be applied in counseling services in dealing with clients. The knowledge gained from the study was useful for making policy regarding health professional educations.

**Keywords:** emotional conflict, nursing, program

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Recent research has shown that behavioral practices for energy conservation and low carbon footprint are crucial to curbing greenhouse gas emissions. This is particularly important to Taiwan, which is considered very vulnerable to the results of climate change and depends almost entirely on imported energy.

This study aims to analyze the trends of the pro-environmental behaviors and the contributing factors such as demographics, diversity in information sources, active communication, relevant perceptions, and ecological beliefs in Taiwan. Data collection comes from five independent sets of telephone surveys on nationally representative samples aged 18 and older in 2009 (N=1,204), 2011 (N=2,002), 2013(N=1,007), 2015 (N=1,202), and 2017 (N=1,203), respectively.

The results show that recycling was the most practiced pro-environmental behavior (95–99%) over the years, followed by conserving electricity (increased from 86.7% in 2011 to 94–96% after that). In contrast, taking mass transportation (around 59%), bicycling (around 50%), bringing reusable dinnerware when dining out (47–55%) and eating less meat (50–62%) were practiced far less. Steady increases were found in using energy-saving electrical products (from 74.6% in 2009 to 87.1% in 2017) and purchasing products with less packaging (from 56.2% in 2013 to 76.9% in 2017). All other pro-environmental behaviors had been practiced by more than 76% of Taiwanese adults. Perhaps due to the increasingly high temperatures in summer times in recent years, the proportions of Taiwanese adults who reduced their use of air conditioning or set a higher target temperature were decreased (from 91.2 in 2011 to 84.3% in 2017). Steady decreases were also found in eating local produce with less carbon footprint (from 82.6% in 2011 to 76% in 2017), suggesting more efforts are needed to address modern consuming culture.
A construct was created by summing up all pro-environmental acts and then used as the dependent variable for further hierarchical regression analyses. Overall, women had engaged in more pro-environmental behaviors than men across time, suggesting a habitually more caring tendency among women. Age, concern about climate change, and action efficacy had also positively predicted pro-environmental practices consistently. Education, threat perception of climate change and ecological belief measured by multiple questions concerning human beings and nature, however, exerted no significant effects in all five waves of surveys. The intriguing roles of source diversity of climate change information and active communication are noteworthy. While information source diversity had had weak or no effects on pro-environmental behaviors from 2009 to 2013, it started to gain stronger positive predictive power since 2015, a result resonating with the remarkable increase of exposure to all sorts of climate change–related information channels of the same year. The study started to use active communication, such as paying attention to climate change, taking the initiative to seek relevant information and share it with others, as a predictor in 2015, but no effect was found on pro-environmental behaviors then. Its positive effect became statistically significant in 2017, revealing engaged communication of climate change is gaining its importance in investigating pro-environmental behaviors. Implications for future research will be discussed to end the study.

**Keywords:** action efficacy, active communication, climate change, information source diversity, pro-environmental behavior
FACTORS OF HAPPINESS LEARNING AMONG THAI NURSING STUDENTS

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Background: Happiness learning in nursing education is very beneficial for students, for both current and future success. Knowing those factors would help the students to learn efficiently and attract them to the profession.

Objectives: It aimed to study the happiness learning, and identify the factors of happiness learning among Thai nursing students.

Methods: The sample was 361 nursing students at Boromarajonani College of Nursing, Chakriraj, under Ministry of public health, Thailand. The research instruments composed of 1) factors of happiness learning questionnaire with the reliability of 0.96. 2) A happiness learning questionnaire with the reliability of 0.87) Data were analyzed using, mean, standard deviation and factor analysis.

Results: The result revealed that the happiness learning of Thai nursing students were at a high level (X = 3.96, SD=.40). The factors of happiness learning composed of 1) active teacher 2) advanced curriculum and student engagement 3) searching support center and student development activities. 4) Teaching strategy to promote thinking and problem-solving 5) the efficiency of learning resources 6) suitable of course and schedule.

Conclusions: Teachers need to create for happiness learning in which the students feel free to engage in learning activities so that students can learn more and have a better outcome in the learning process.

Keywords: happiness learning
ASSOCIATED FACTORS TO DEPRESSION OF THE ELDERLY

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Depression of elderly is a mental health problem that impacts tremendously on the elderly themselves, their family, and society. The purposes of this descriptive research were to examine prevalence rate of elderly depression and to study factors related to depression in elderly including 1) individual factors: sex, education, marital status, 2) economic factors: occupation, adequate income 3) health factors: chronic illnesses, disability, 4) social factors: family relationship, community relationship, 5) knowledge of depression, and 6) self-care behavior.

The subject in this study included 308 elderly in Boek Phrai sub-district, Banpong district, Ratchaburi province, Thailand. Data were collected through questionnaires and were analyzed using percentage, mean, standard deviation, chi-square, and one-way ANOVA.

The results revealed that the prevalence rate of elderly depression was 8.44%, factors included economic factors, health factors, knowledge about depression, and self-care behavior were statistically significantly positively related to depression of elderly (p<0.05), but individual factors and social factors were not significantly related to depression.

It is also important for nurses to assess factors related to depression in the elderly to develop the model of care and use self-care strategies to contribute the positive outcomes.

Keywords: associated factors, depression, elderly
INTENTION TO PREVENT UNWANTED PREGNANCY AMONG ADOLESCENTS

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Background: Currently, the rate of sexual intercourse before marriage has increased. Adolescents think that premature sexual intercourse was considered typical. This causes and effects to unwanted pregnancy in adolescents. This result will be used to develop counseling system to prevent unwanted pregnancy.

Purpose: To describe an attitude, subject norms, perceived behavioral and intention to prevent unwanted pregnancy among adolescents.

Methods: The research design was descriptive research. Participants were 382 adolescent person aged 13-19 years who lived in Ratchaburi province, Thailand. Simple random sampling. The data was collected using a set of questionnaires 1) attitude 2) subject norms 3) perceived behavioral and 4) intention to prevent unwanted pregnancy. Reliability of the questionnaire yielded by Cronbach’s alpha coefficient values of .87, .80, .82 and .84 respectively.

Results: Attitude, subject norms, perceived behavioral and intention to prevent unwanted pregnancy among adolescents at a high level (\( \bar{x} = 3.67, \quad \bar{x} = 4.22, \quad \bar{x} = 4.01 \) and \( \bar{x} = 4.33 \)) respectively.

Conclusion: Attitude to the prevention of unwanted pregnancy an average of less than an intention to prevent unwanted pregnancy. Therefore, to promote attitude to the prevention of unwanted pregnant for prevention of unwanted pregnant adolescent.

Keywords: Unwanted pregnancy, adolescent
CASE NURSING METHOD AND TEAM NURSING METHOD ON PATIENTS’ SATISFACTION

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There are two methods of nursing care inward that 4th year nursing students of Boromarajonani College of nursing Phaputthabath (BCNPB) practice in the nursing practicum course, including team nursing and case nursing method. These methods have different advantages and disadvantages. This descriptive research aims to compare levels of patient satisfaction with the care from nursing students practicing team nursing method in the surgical ward and the care from nursing students practicing case nursing method in the surgical ward. The study sample includes 68 of 4th year nursing students of BCNPB. There are 33 nursing students practice in medical ward using case nursing method and 35 nursing students using team nursing at the surgical ward. Additionally, the study sample was 62 patients at medical ward and 61 patients at the surgical ward. Data were collected using the demographic questionnaire and patient satisfaction questionnaire. The t-test procedure was used to analyze data. Results showed that the majority of the study sample was female 94.12% (n=64). Average age was 22.03 (SD= .18, range 21–22.08). Nursing students practice in medical ward was 55.5% (n=33) and Surgical ward was 45.5% (n=31). The majority of the patient sample was female 45.5% (n=31) and the average age was 57.25 year (SD= 10.80, range 27–84 year). The patient in the Medical ward was 50.4% (n=62) and surgical ward was 49.6% (n=61). For patient satisfaction, patients receiving case nursing method in the medical ward have statistically significantly higher satisfaction score than the patient receiving team nursing in the surgical ward at the level of .001 (p=.000).

Keywords: Team nursing, case nursing, patient satisfaction
CONSTRAINTS IN FAMILY–LIKE CARE IN THAI LONG–TERM CARE FACILITIES: A QUALITATIVE STUDY

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The number of older persons in long–term care facilities has dramatically increased as the aging population escalates in Thailand. Such phenomenon portrays the continuous challenge for the caregivers to meet the complex demands of an older person. Despite the existing trend, little attention has been given to the caregiver’s experience in satisfying the holistic needs of older persons. The objective of this study was to explore the caregivers’ experiences of caring for older persons in Thai long–term care facilities (1 private, one government and one non–profit organization). The data were collected using an in–depth interview with 16 caregivers in three selected Thai long–term care facilities. The constant comparative technique was used for data analysis. The five themes emerged from the analysis: 1) the accountability of care that demonstrates family–like caring of caregivers who view the older persons as their family members, 2) attempting instrumental care and holistic care by providing daily living care including the physical, psychological, social and spiritual aspects, 3) resource responsiveness to situations where resources (staffing, funding, and materials) are inadequate and unspecific, 4) death and dying care in accordance with older person’s cultural and religious beliefs and, 5) supporting network for hospital referral and medical check–up. The main caregiver’s experience in caring for older persons was focused on the concept of family–like care. The stakeholders should promote skills enhancement and sustain adequate resources essential for an older person in long–term care facilities.

Keywords: family–like care, long–term care, older person
THE MAIN CHALLENGES OF INTELLECTUALIZED MEDIA

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Intellectualized media, as a new form of future media, has its following changes: from mass market to market of one in the market aspect, from individual value to group value in the client relationship aspect and the re-transformation of industry boundaries in the industrial aspect. However, the main challenges of intellectualized media have two aspects: in the social aspect it faces the dilemma of ethics on privacy and in the technological aspect it has to solve such problems as data communication, big data handling, matching of software and hardware, the capture of multi-information and display of immediacy.

Keywords: Intellectualized media; Challenges; ethics; technology
RECIPIENTS OF HEALTH SERVICES’ SATISFACTION TOWARD HUMANIZED CARE OF NURSING STUDENTS

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It is important to prepare nursing students to have the competency for providing humanize care to the patient. Boromarajonani College of Nursing Praputthabat develops the love-hometown project that aims to promote nursing students to be volunteers to work for patients, minority or vulnerable people in the community and society in their homeland using humanize care. Nursing students who love their hometown, they always come back to work to their hometown after graduation. The purpose of this descriptive study was to measure levels of satisfaction of the patient and relatives after receiving the service from nursing students through the love-hometown project. The study sample was 286 patients and relatives who used service in hospitals of Lopburi, Saraburi, Angthong, Singburi, Chaiyaphum, Buriram, Srakaew province, Thailand. Data were collected in July, 2016 using the satisfaction questionnaire. Study data were analyzed using mean, and standard deviation. Results showed that average score of patients and relatives was in the most level (Mean = 4.62, SD = 0.43). With regard to aspects of satisfaction, the service mind, patient’s right, and patient participation in care aspects were the most average score (Mean = 4.66, SD = 0.38; Mean = 4.58, SD = 0.48, respectively). The average score of humanizing care aspect was in the more levels. Study finding reveals the importance of humanizing care that enhances the patient and relative satisfaction, and patient-provider relationship. Therefore, the humanize care should be included both in curriculum and out of curriculum activities of nursing students.

Keywords: Humanize care, patient and relatives satisfaction
EFFECTIVENESS OF USING OF THE CEREBROSPINAL FLUID LEVEL MEASURING INSTRUMENT INNOVATION AT BOROMRAJJONANI COLLEGE OF NURSING, RATCHABURI

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Correct and accurate cerebrospinal fluid (CSF) level measurements can reduce the occurrence of increased intracranial pressure and brain herniation which is very important to care for intracerebral hemorrhage patients with ventriculostomy drainage (VD). The problem of nursing students in the practice of care for neurosurgery is lack of confidence in the accuracy of the instruments and lack of skills in using the CSF level measuring instrument. This study was a quasi-experimental research. The purpose of this study was to compare the efficiency of the CSF level measuring instrument innovation and the satisfaction of nursing students toward the use of the CSF level measuring instrument innovation. The study was conducted between February to April 2017. The sample consisted of 3rd year nursing students at Boromrajjonani College of Nursing, Ratchaburi who were training at neurosurgery department of Ratchaburi Hospital was randomly selected the samples size of 40 participants. The research instruments consisted of 2 parts as follows: 1) The experimental instrument was the innovative instrument for measuring the CSF level 2) The questionnaire about the effectiveness in using an innovative instrument for measuring the CSF level and satisfaction.

Data were analyzed by using percentage, mean, standard deviation, and paired t-test.

1. The mean score on the efficiency of the innovative instrument for measuring the CSF level was significantly higher than the traditional CSF level measure instrument (p<0.05).

2. The mean scores of nursing students’ satisfaction were measured using the innovative instrument for measuring the CSF level were significantly higher than the traditional CSF measure instrument (p<0.05).

Based on the results of the research, the CSF level measuring instrument Innovation can reduce the time of measurement, the accuracy of the measurement can be used to solve the problem of setting the CSF level. Nursing students were satisfied with the innovation
which is also appropriate to be used in the neurosurgery department. As a conclusion, it is suggested that teaching and preparing nursing student before practicing. In the meantime, other researchers should study the effectiveness of the innovative CSF level measuring instrument and satisfaction in professional nurses who perform their work in neurosurgery.

**Keywords:** The cerebrospinal fluid level measuring instrument Innovation, Effectiveness, satisfaction
GUIDE FOR ASSESSMENT AND INTRAVENOUS FLUID INFUSION FOR PEDIATRIC BURN PATIENTS

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“Guide for Assessment and Intravenous Fluid Infusion for Pediatric Burn Patients” is very important for nurses in Burn Unit when giving care the patient with intravenous fluid transfusion.

This quasi-experimental study aimed to evaluate knowledge and satisfaction of nursing students on using an application named “Assessment and Intravenous Fluid Transfusion for Pediatric Burns Patients”. The population was the first-year nursing students who were learning in the pediatric nursing course. Simple random sampling technique was used to select 90 samples. The samples were randomly assigned into experimental and control groups with equal size.

The experimental group was randomly assigned to use the application for practicing and assessing the percentage of body surface burn area of pediatric burn patient while the control group was received an intervention is application named “Guide for Assessment and Intravenous Fluid Transfusion for Pediatric Burns Patients”. Content validity of the application, control group use manual guide for pediatric burn patient assessment and three experts approved intravenous fluid transfusion for pediatric burns patients, teaching plan, satisfaction on using application questionnaire, and pretest–posttest questionnaire. KR20 for the reliability of the pretest–posttest questionnaire was 1.00 Cronbach’s alpha coefficient for the reliability of satisfaction on using application questionnaire was .96.

The results showed that there was significantly different in mean scores of knowledge between experimental and control groups at posttest (X=6.00 S.D.=.08; X= 3.98 S.D.=.88) (P < .05). The posttest mean score of knowledge for the experimental group (X=1.63 S.D.=1.24) was statistically higher than the pretest mean score (X=5.37, S.D.=1.16) (P < .05). The satisfaction of using application was at a reasonable level (X=4.65 S.D.=.12). The results of this study revealed the importance of the percentage burn area accuracy for Assessment and Intravenous Fluid Transfusion for Pediatric Burns
Patients. As a result, the patient will receive the right dose for intravenous fluid therapy. However, the technique for percentage calculation form this application needs to be improved for more precise.

**Keywords:** Satisfaction, pediatric burn, application, intravenous fluid transfusion.
UNWANTED TEENAGE PREGNANCY IN BAN MO DISTRICT, SARABURI PROVINCE. THAILAND

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There are many ways of preventing or solving unwanted pregnancy problem among teenagers and adolescents. Unwanted teenage pregnancy remains a serious medical and social problem and in most cases it brings teenagers before a crisis. Therefore, this project seeks to prevent or solve this problem. The objectives of this qualitative research were to investigate teenagers’ opinion toward to the project of preventing or solving unwanted pregnancy problem among teenagers in Ban M0 District, Saraburi Province, Thailand. Purposive sampling method was used to recruited samples. The samples consisted of 20 adolescents in Ban M0 community who joined in the project of prevention and problem-solving teenage pregnant in Ban M0 District from 2014 to 2016. Focus groups and Non-participant observation were used to collect data from April to May 2017. The data were analyzed using content analysis. It was found that the most adolescents have a comment that this kind of project would benefit and would help them to understand themselves. In joining this project, the subjects would get more knowledge on contraceptive use such as condom, pill, and emergency contraceptive pill. Moreover, they can take care of themselves through a better sex education. They expressed the desire to continue this project and extend it to teenagers’ parents as well. The results from this study provide guidelines to develop a sexual health well-being and recommend further research studies in the perspective of prevention and solving teenage pregnancy problem.

**Keywords:** Teenage Pregnancy, Prevention
PREVALENCE AND RISK FACTORS FOR ANEMIA AMONG NURSING STUDENTS AT COLLEGE OF NURSING, NAKHON RATCHASIMA

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Anemia is a disorder found a high prevalence in developing countries. High-risk populations included pregnant women, preschool-age children, and adolescents. The purposes of this study were to determine the prevalence and risk factors associated with anemia. The population was nursing students studying at College of Nursing, Nakhon Ratchasima. Purposive sampling technique was used to recruit 641 samples. The risk factors questionnaire was used for data collection. Blood concentration criteria based on World Health Organization was used to diagnostic anemia by hematology specialist. Data were analyzed using descriptive statistics and Chi-square test.

Results showed prevalence rates of anemia in nursing students. The 34.8 percent of these samples were in mild anemia (Hemoglobin 110–119 g/L), 26.2 percent was in moderate anemia (Hemoglobin 80–109 g/L), and 6.9 percent was in severe anemia (Hemoglobin<80 g /L). The prevalence rate of anemia among the first to the fourth year was 28.4, 26.7, 21.2 and 23.7, respectively. There was statistically significant for an association between female and less meat-eating behavior (p <.05).

The results of this study presented that eating behavior might be a significant risk factor of anemia among nursing students. Nutritional education to prevent and reduce risk factors of anemia should be emphasized to anemic nursing students for reducing complications and consequences that may affect their health and learning ability.

Keywords: anemia, nursing students.
SCOPING REVIEW OF INTERNET GAME ADDICTION WITH A FOCUS ON THE RISK, PREVENTION, IMPACT FACTORS AND INTERVENTION PROTOCOLS

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Background: Internet gaming among adolescents seems problematic and has been associated with various psychosocial problems such as aggressive behavior, insomnia and self-centeredness, as well as being easily petulant, hot-tempered, disobedient to parents and violent. Additionally, these adolescents are more likely to steal their parents’ money, develop poor money management skills and display other harmful forms of behavior associated with an imitation of violent game behavior and engaging in aggressive speech.

Aims: This study aimed to conduct a scoping review of articles published on internet game addiction to understand what evidence exists of the protective, risk and impact factors of game addiction following the intervention protocols related to the specified topic.

Methods: The standard method of scoping review was applied. Inclusion criteria were made up of articles that had been published online from 2012 to 2017. The participants were adolescents aged 13–18 years old and the articles were published in both Thai and English with full text. Notably, non-empirical studies, theses, book reviews, and commentaries were excluded from this scoping study. The databases CINAHL, Google Scholar, and Thai journal online were employed to search for the articles using the key phrase “internet game addiction” at the initial step. Six hundred and sixty titles were retrieved from the database. Three authors read the titles and abstracts and then selected the relevant articles related to the topic. Ultimately, eighty-four articles were included. In the second step, the inclusion criteria were applied and non-relevant studies were excluded. For the third step, the selected references were then listed and the full-text articles were obtained.

Results: The authors included 18 studies for review that consisted of mixed method, descriptive cross-sectional and experimental studies. Primarily, papers published in Thailand
were selected (7 articles), followed by those published in China, Turkey, Norway, Germany, Spain, the Greek, Hong Kong and South Korea. A common theme across the description of the risk factors of Internet game addiction of adolescents was related to the functionality of the adolescents’ families, as well as their self-efficacy and attitudes toward computer game playing and gambling. The prevention factors included education attention switching activities. The impacts of Internet game addiction were associated with depression, psychological trauma, decreased academic achievement, a misuse of time and money, and the social problems associated with the act of gambling. The cognitive behavioral assessment was promoted for the treatment.

Conclusion: Internet game playing can partially mediate the effects associated with the risks and prevention factors of internet game addiction. The relevant implications for research and practice will be discussed.

**Keywords:** Computer game addiction, cognitive behavioral therapy, psychosocial health
USING OF TECHNOLOGY SUPPORTED TRANSFORMATIVE LEARNING TO DEVELOP CREATIVE THINKING ABILITIES AMONG STUDENT LEADER

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The pre-experimental research designed was employed to develop creative thinking ability of the bachelor degree student Leader by using of technology-supported transformative learning. The purposes of the study were to: 1) to develop and study of student’s creative thinking ability by using technology supported transformative learning 2) to study of the student’s attitude toward learning activities. The research instruments were 1) lesson’s technology supported transformative learning method 2) the self-evaluation form of creative thinking ability 3) the attitudinal questionnaire entitled an attitudinal Questionnaire toward teaching Methodology by Technology supported Transformative Learning. 4) focus group discussion and 5) the interview. The target group is 70 bachelor’s degrees students leader who studied in Central Region Network Boromarajonani College of Nursing, Thailand, the second semester of the academic year 2016. The finding revealed that 1) most of the student have creative thinking ability, after they attend learning activities, placed on the high level (x=4.12, SD.=0.72). The highest average item is they Students interested in student activities. Like and enjoy working in student activities. (x=4.39, SD.=0.63). 2) the overall students’ opinion toward learning activities is on the highest level (x=4.26, SD.=0.17). They agreed that learning by using technology supported transformative learning created their respect and accepted the differences of friends from different institutions. (x=4.50, SD.=0.59).

The focus group discussion and semi-structured interview revealed that transformative learning could develop creative thinking by group activities which encourage deep listening, reflective thinking, advocacy through the designing process by using technology.
supported transformative learning. This process promotes students to see a different perspective, encourage observation, identify and think critically, and open a new variety of dimension. Critical reflection by using technological supported can coach students to think through various activities, practice thinking of imagination that different from the original view. Preparatory activities by retrieving the mindfulness in the present moment help student get consciousness, ready to learn, encourage flair, think fluently and fast. The group activity that is designed for students to do activities together enhance them practice the brain development, observation, think in various terms, think outside the box, think flexible and think thoroughly. Moreover, transformative learning creates an atmosphere for students to feel happy, excited, joyful, relaxed, enjoyed and sociability in their activities. Creative thinking can be applied to daily life and plan to organize student development activities into 21st-century learning.

**Keywords:** Technology, Transformative Learning, Creative thinking, Student Leader
PERCEPTION AND ATTITUDE TOWARD PSYCHIATRIC PATIENTS OF NURSING STUDENTS IN CLINICAL PRACTICE OF THE NURSING CARE OF PERSONS WITH MENTAL HEALTH PROBLEMS PRACTICUM
SUBJECT

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This descriptive study investigated perceptions and attitude of the third year nursing students towards psychiatric patients during clinical practice. The participants were 63 third-year nursing students of Boromarajonani College of Nursing Changwat Nonthaburi. The students were interviewed using semi-structured interviewed questionnaires about knowledge on psychiatric theories, the meaning of psychiatric patients, feelings on psychiatric patients, feelings on practicing, and needs for help from supervisors and staff. The data were analyzed using descriptive statistics and content analysis. The study found that 82.6% of nursing students had some knowledge of psychiatric theories. Most of the students perceived that the psychiatric patients were the people who had perceptual disturbances (52.2%) and thought disturbances (39.1%). Around half of the students (56.5%) feared the patients and felt pity for them (47.8%). The students were excited during practicing (47.8%). They needed the teachers to summarize core concepts of mental health and psychiatric nursing, teach them without any pressure, check their assignments and give them feedback, provide them counseling, and encourage them during the practice. The students also needed staff at the hospital to give advice and opportunity as well as provide support and help during the time of need. As the results of the study, the students should be prepared before practicing at the hospital about 1) knowledge of the core concepts of psychiatric theories, and mental health and psychiatric nursing and 2) attitude toward the psychiatric patients. These factors could facilitate the understanding between the students and the patients and reduce the stigma toward the mentally ill patients.

Keywords: nursing student, perception, attitude, psychiatric patient
EXPERIENCES OF PREGNANT WOMEN WITH GESTATIONAL DIABETES MELLITUS IN PETCHABURI PROVINCE

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Aims: This qualitative research aims to describe experiences of pregnant women with gestational diabetes mellitus (GDM) in Phetchaburi province focused perceptions and lifestyles.

Methods: The hermeneutic phenomenological was used as research methodology framework. The in-depth interviews using the semi-structured interview technique have been conducted in acquiring data on GDM pregnant women’s experiences. The sample was chosen using purposive sampling, while the clarity and saturation of acquired data define the sample size. This generates the sample of 20 women whose rights are protected. The data were collected during October–December 2013. The data from recording forms and in-depth interviews data were content analyzed.

Results: The research results revealed that, after the diagnosis, GDM A1 was found among 70% of pregnant women, aged 19–34 (50%) and 35–40 (45%). The treatments given to GDM A1 are dietary control and exercise. Meanwhile, 30% of those suffering from GDM A2 were treated using dietary control, exercise and insulin injection. Content analysis results related to perceptions revealed 2 themes related to the feelings of the GDM: 1) fear, concern, stress, insulin injection, self-blood sampling, fright of possible threats towards their baby and themselves, and mental unpreparedness to deal with GDM; and 2) awareness of their proneness to GDM because some of their family members are diabetes patients.

Analysis concerning behaviors and lifestyles, revealed the following 5 issues: 1) GDM pregnant women who are able and unable to achieve blood sugar control have different dietary patterns; 2) the family members’ support benefits the blood sugar control effort of GDM pregnant women; 3) they adhere to the religion, faith and belief for their unborn baby; 4) they are tolerant to insulin injection for their baby; and 5) they fail to do the exercise to help improve the metabolism because the unknown about the correct exercise guidance.

Conclusions: The research result could change the perspectives of health care providers in paying attention to GDM pregnant women’s self-care and in teaching their family and...
relatives on how to engage in care provision. The provision of practical exercise guidance to a pregnant woman should also be focused. Additionally, the care of GDM pregnant women should adopt the multidisciplinary approach comprising the physicians, nurses, nutritionists and physical therapists.

**Keywords:** experiences, pregnant women, Gestational Diabetes Mellitus, qualitative research, content analysis
PROTECTED SACREDNESS: A GROUNDED THEORY EXPLAINING TRADITIONAL HEALING PRACTICES IN THE NORTH OF THAILAND

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A grounded theory methodology was used to explain traditional healing practices in the North of Thailand. Twenty-one traditional healers (i.e., herbalist and mantra healers) in northern provinces in Thailand were asked to tell about their practices. Through unstructured in-depth interviews, we generated data for constant comparative analysis leading to the development of categories. A theoretical code (i.e., governance) was used to integrate these categories into a grounded theory.

Results: “Protected sacredness” is a grounded theory developed to explain the traditional healing practices. According to this theory, traditional healing is regarded as a sacred practice. The theory outlines the purpose, foundational governing concepts, regulatory mechanisms, and processes of traditional healing. Sacredness, as the purpose of the mandate, denotes both the (sacred) practice standard and healing outcomes (i.e., effectiveness). Six concepts mandate foundational values for the protection of sacredness, namely, faith, benevolence, moral integrity, self-sufficiency, gratitude, and gender-appropriateness. These values guide the six regulatory mechanisms, namely, self-governing, relationships (healer-clients, pupil-master, traditional healing-conventional medicine), knowledge transmission and acquisition, experience accumulation and expertise, purification, and protection. These values and mechanisms govern a healing process. The protection of sacredness usually involves specific ceremonial acts and rites.

Conclusion: Traditional Thai healing as a sacred practice is governed by values and mechanisms for the best interest of clients and the practice itself. Protected sacredness can be used as a framework to further our understanding and utilization of Thai traditional healing practices.

Keywords: Traditional healing, Thailand, grounded theory, sacredness, practice
AN APPLICATION OF MINDFULNESS AND CRITICAL REFLECTION ON TRANSFORMATIVE LEARNING IN NURSING EDUCATION

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The 21st-century learning emphasizes on human thought and analysis to enhance the inspiration of learners to solve problems, and to reflect critically in various situations with self-awareness and mindfulness. Mindfulness is derived from the Buddhist practice and is fundamentally concerned with the development of present moment awareness. The process of critical self-reflection which is seen in exemplary depends on the presence of mindfulness. The development of nursing education model in the 21st-century learning focuses on encouraging learners to learn to become self-aware, self-regulated mindfulness and critical reflection.

The instructor applied the concept of mindfulness and critical reflection to develop the transformative learning in nursing education: 1) Emphasis on Teaching to develop mindfulness such as: encourage meditation (breath deeply) in daily routine, paying attention in class, increasing intentional awareness, focusing on the present moment and non-judgmentally. 2) Question method with communicative didactic dialogues to stimulate their critical reflection 3) The application of different teaching methods to stimulate critical reflection processes includes: Coaching & Mentoring, Role playing, Constructive Teaching & Learning, Story-telling, Palliative Care Learning and Project Based Learning. Finally, the literature review found that, mindfulness was linked to critical reflection and triggered transformative learning, to cultivate nursing capability of nursing students, leading to the creation of their learning, and affect the development of quality healthcare services in the future.

**Keywords:** Mindfulness, Critical Reflection, Transformative Learning, Nursing Education
AN APPLICATION OF CHANGE INTELLIGENCE, MINDFULNESS AND 7-EYE MODEL IN CLINICAL SUPERVISION

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Clinical supervision is a management tool to improve the quality of health services. It is imperative that clinical supervisors have well-founded knowledge, understanding and competencies to deliver efficient clinical supervision processes and better outcomes. This article proposes that mindfulness and change intelligence can be used to enhance the effectiveness of clinical supervision, and illustrates how these three concepts can be integrated into existing clinical supervision model. Mindfulness equips clinical supervisors with the ability to focus on the presence and thus having an awareness of what is going on during the supervision process. Change intelligence helps supervisors to have a better understanding of themselves and the supervisees about their readiness for change which is the ultimate goal of clinical supervision. The paper also presents the training program developed by the authors on clinical nursing supervision which integrates change intelligence and mindfulness with a seven-eyed model of clinical supervision. This training program was successfully implemented with a group of 50 nurse managers.

Keywords: Change intelligence, Mindfulness, Clinical supervision, 7-Eye Model
INTERPROFESSIONAL EDUCATION FOR HAPPY AGING SOCIETY IN THAILAND: STRATEGIC APPROACHES

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The number of elderly people in Thailand dramatically increases leading to Aged Society in 2025. According to the population of Thailand in 2013, Thailand has 9.6 million elderly people and presumably rises to 17.6 million in 2030. In 2040, the United Nations (UN) estimated that Thailand would have the highest elderly population in ASEAN. Recently, caring for seniors depended on the healthcare professionals and Social Development and Human Security team as opposed to trends in elderly care in the next few years that require in four dimensions including economic, social, health and environmental and public services. Interprofessional education (IPE), therefore, seems to be strategic approaches for building the peaceful aging society in Thailand.

The aims of this study were to 1) explore the academic curriculum of multidisciplinary and literature reviews to identify current knowledge and practices of IPE relating to elderly care 2) identify current gaps in knowledge and the learning needs of crucial professionals 3) outline strategic approaches necessary for building the peaceful aging society via IPE. The literature search was conducted with the assistance of a librarian from Boromrajonani College of Nursing Nakorn Lampang. Databases searched included CINAHL and Clinical Keys. Additional searching was done using Google and Google Scholar to search for literature and any reports of interprofessional education relating to aging in use in Thailand. Results will be presented regarding 1) IPE activities in their programs that educated individual professionals to take care of seniors 2) Strategic approaches to set up peaceful aging society in Thailand based on interprofessional education and collaboration. It could be concluded from this study that not only healthcare professional can built the peaceful aging society but also require knowledge and practices of multidisciplinary which train or implement via interprofessional education.

Keywords: elderly care, happy aging society, interprofessional education
DEVELOPMENT OF PROBLEM–BASED LEARNING PRACTICE
GUIDELINES APPROACH IN A CONSTRAINED CONTEXT

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Problem–based learning (PBL) is a learning method based on the Constructivist Learning Theory. The learning process is using the problem as a trigger. The learning objectives and hypotheses are determined by using the existing knowledge and the past experiences of the learner. Learning comes from problem–solving, which leads to the creation of new knowledge. This is in the same way as 21st–century education focuses on the performance of the learner about readiness to change, ability to access data, critical thinking skills, and decision–making skills. These 21st–century skills will use to solve problems efficiently in everyday life including self–directed learning, which leads to life–long learning.

This study was conducted in Boromarajonani College of Nursing Nakhon Lampang with the use of Problem–based learning to 176 3rd year students enrolled in the nursing science curriculum in the academic year 2016–2017. It was found out that, there is many limitations in the PBL process under the constraints of the relevant factors, such as learner limitation in English skills, most learning experiences were done in lectures and many subjects being taken by the learner in one semester. Also, there is a limited number of teachers which perform many roles as a tutor, lastly, as experts and coordinators in the learning management. Other learning managements lack support for PBL, such as the suitability of subgroup classroom conditions, insufficient number of books in the library, etc. The PBL learning was evaluated by using learning skill assessment form, scenario evaluation form and tutor role evaluation form. The knowledge assessment used multiple–choice tests for formative and conceptual mapping for the summative test. Learner reflections and in–depth interviews were also used for evaluating. The assessment found that the learning process and learning outcomes have not met the objectives of learning.

This research is for the development of problem–based learning practice guidelines approach in a constrained context by using the result of the PBL assessment. There are three stages of this guideline, stage of preparation, stage of implementation and stage of evaluation. Developing this practice guideline, organized knowledge and practice of learning skills was
added in the process of the implementing stage. The purpose is to have retention and permanent knowledge of the learner and repeated practice of learning skills. It is expected that this PBL practice guideline will be a useful learning tool for problem–based learning process in the future. However, the implementation of the guidelines should raise awareness to the target group strictly and continuously. Monitoring, evaluation implementation of guidelines and target outcomes should be reviewed after the learning process to develop this practice more efficient.

**Keywords:** Problem–based learning, Practice guidelines, Constrained context
THE EFFECT OF PATIENT EMPOWERMENT PROGRAM ON MEDICINE ADHERENCE IN AIDS PATIENTS AT HANG CHAT HOSPITAL, LAMPANG PROVINCE, THAILAND

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Background: Poor adherence to medication in people living with AIDS causes complications and drug resistance and leads to the increased workload of healthcare personnel and healthcare costs.

Aims: This quasi-experimental study aimed to determine the effect of the Patient Empowerment Program on the adherence of medication and reported complications and to identify critical success factors of patients’ participation in the empowerment program.

Methods: Participants were 30 people living with AIDS who did not adhere to anti-retroviral medicine. The empowerment program consisted of 4 main steps and 12 sub-steps. Research instruments were the patient empowerment program, patients self-recorded form, nurse recorded medication adherence form and medical diagnosis or clinical examination results form. Frequency and percentage were used to analyze data.

Results: After the completion of Patient Participation Program, the results revealed that 1) The patient’s adherence to medication rate is 100 percent. 2) Clinical results showed a decrease in the number of patients with complications. 3) Key success factors of patients’ participation in the empowerment program included healthcare personnel, relationship building activities and patient characteristics.

Conclusion and Recommendations: The Patient Participation Program can improve the adherence of medication rate and leads to decreasing complications among AIDS patients. Further research is needed to simplify the program to address time constraint and to apply the patient empowerment program for other patients with chronic diseases.

Keywords: Patient Empowerment Program, AIDS patients, Medicine adherence
READINESS OF ADOLESCENT MOTHERS FOR PARENTING ROLES: EXPERIENCE OF ADOLESCENT MOTHERS IN THE UPPER NORTHERN PART OF THAILAND

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The rates of teenage pregnancy in Thailand are still on the rise. Due to this, many adolescent girls therefore become teenage mothers who have to fulfill many new roles without adequate social and family support. This qualitative study aimed to describe experience and readiness of adolescent mothers for parenting. Twelve adolescent mothers aged between 18–20 years old and their significant others comprised the study participants. In-depth interviews and participant observation were used for data collection. Thematic analysis was performed. The findings are as follows: (1) unplanned beginning, (2) planned/unplanned motherhood and mothering depend on different factors, and (3) the meanings of mothering/parenting readiness. Parenting readiness was defined as educational success and social achievements, successful psychological adaptation, and family and social support. Health professionals and family should ensure that factors affecting parenting readiness are addressed throughout pregnancy and childbearing period to lessen the negative impacts of teenage motherhood and improve the ability of adolescent mothers to carry out their parenting roles.

Keywords: readiness, parenting, adolescent mothers
SEXUAL COMMUNICATION IN FAMILIES OF ADOLESCENCES IN HIGHER EDUCATION IN LAMPANG

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The study examined level of sexual communication and factors affecting sexual communication in families of adolescents in higher education, Lampang province that distinguished by sex into 7 subjects including physical changes, having partner, sexual transmitted diseases, having safe sex, family planning, use of drugs or beauty products, and understanding in gender roles. Questionnaire was used to collect data from 390 higher-education students of 8 academic institutes in Lampang province; the academic year 2016.

The results revealed that sexual communication relating to physical changes, sexually transmitted diseases, uses of drugs and beauty products, family planning, having boyfriends/girlfriends, understanding in gender roles, and having safe sex was at high level. Results revealed that factors affecting sexual communication in families consisted of the difference of gender, people who live with, housing conditions, activities outside school hours, monthly income, having couples, sexual communication in family, Individual consultant about sex, communication method and source of information about sex those significantly affected the level of family sexual communication (p value<.05).

Keywords: Sex, Communication, Adolescence, Family
AWARENESS OF PERSONAL PROTECTIVE EQUIPMENT USE AMONG WORKERS IN TRANSFORMATIVE BAMBOO HOME-BASED INDUSTRY IN LAMPANG, THAILAND

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Transformative bamboo home-based work contains a process of transforming raw bamboo into various types of products such as meatball and ice cream skewers, chopsticks, and tooth pieces. Each unstandardized process may lead the workers to expose to work-related health risk factors. Awareness of using personal protective equipment (PPE) may help the workers concern about health risk factors in the workplace. This qualitative study aimed at exploring the worker’s awareness to use PPE. 15 samples, five males and ten females, were interviewed within 45 minutes using semi-structure questions which were transcripted verbatim. The relationship and a connection between the data were sought and then categorizing and creating a conclusion.

The findings showed the five (5) concepts related to the awareness of PPE use as followed; 1) experience, the workers’ past work experiences or the time when those workers witnessed the illnesses and injuries at work led them to become more conscious of PPE use while working; 2) the perception of negative effects on their health, such as being afraid of getting sick or having work-related injuries, had brought the awareness; 3) provision of the safety equipment, provided by the entrepreneurs, helped to reduce the workers’ expense of purchasing safety equipment on their own for work; 4) comfortability, when the workers wore additional layers of the outfit and used additional equipment for safety (gloves and mask), some of them reported the discomfort of using PPE. However, they would be somewhat aware of the adverse effects on their health. They ended up using safety equipment although the PPE made a discomfort feeling; and 5) work environment, the workers had concerned that home-based workplace was not a standard workplace. The environment had exposed the workers to the factors contributing to health problems. This had brought about the awareness of the use of safety equipment at the workplace.
The suggestions would be entrepreneurs shall raise the awareness of safety equipment use at work by providing sufficient and standard equipment for the workers and making the work environment safe and up to standard. Moreover, health care professions should inform knowledge on the negative impact of working on health and also use the workers’ experience to raise their awareness of safety equipment usage.

**Keywords:** Awareness, Personal Protective Equipment, Transformative Bamboo Home-based Industry
USING HIGH FIDELITY CLINICAL SIMULATION FOR ENACTIVE TRANSFORMATIVE EVALUATION OF EXPERIENCES FROM THAILAND

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Backgrounds: Evaluation is a critical component of transformative learning of nursing students. Traditional test-based evaluation does not always reflect genuine students’ learning outcomes. Objective: We report our experiences from using a high fidelity clinical simulation as a method of evaluation of nursing students’ learning outcomes in critical care nursing course.

Participants and Methods: We designed three critical care scenarios, namely, acute exacerbation of COPD, acute myocardial infarction, and hypovolemic shock using interactive SIMMAN. Altogether, 214 third-year nursing students were enrolled in critical care nursing course. These students were assigned to work in a group of 10–11 in a class combining of lecture and problem-based learning. Formative and summative evaluations based on tests were conducted throughout and at the end of the course. The additional simulation-based evaluation was conducted at one week after the traditional summative evaluation. Each group was asked to review the critical care concepts before the simulation. Half of the students in each group participated in a simulation-based evaluation while the rest observed the scenario through the SIM View. The students were blind to the scenarios. Eight lecturers who performed the evaluation worked together to develop an evaluation tool to maximize consistency across the lecturers. During the simulation, each lecturer independently assessed the students, later compared and agreed on the evaluation results. Students reflected on their performance and experiences in writing.

Results: The high fidelity clinical simulation-based evaluation allowed the lecturers to correctly and genuinely evaluate the students’ learning, especially clinical decision making and teamwork. Therefore it helped identify students’ learning needs. The evaluations were highly consistent across the lecturers. Students became aware of their current level of knowledge and skills as well as the deficits. They recognized the barriers to the application of their knowledge and skills in clinical scenarios. They identified ways to improve their performance in the future learning. Conclusion & Recommendation: High fidelity clinical simulation-based evaluation is an effective method of evaluation, primarily when it deals with higher-order thinking such as application and decision making.

Keywords: High Fidelity Simulation, Transformative Evaluation, Nursing Students
ENGLISH ANXIETY AMONG THAI NURSING STUDENTS OF BOROMARAJONANI COLLEGE OF NURSING NAKHON LAMPANG, THAILAND

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Thailand is one of the ASEAN countries and is said to be the most visited country in Southeast Asia. Despite its development, Thailand falls as one of the countries with the lowest English Proficiency. This article is purposely written to encapsulate one of the possible factors of Thailand’s low English proficiency which is the Foreign Language Anxiety of students. This article outlined references regarding English Language Anxiety of Thai students and used as a basis for distinguishing English Language Anxiety among nursing students in Boromarajonani College of Nursing – Nakhon Lampang, Thailand. A survey was conducted using a questionnaire based on the FLCA Scale by Horwitz, E.K., Horwitz, M.B. & Cope, J. (1986) with a focused group consisting of 80 participants randomly selected from 1st year to a 4th year nursing students of the said college. As found in the survey there were two sources of English Language Anxiety among nursing students: 1. Fear of Negative Evaluation with unpreparedness, and feeling and thinking that others are better in language learning as the primary factors; and 2. Communicating Apprehension where in speaking without preparation, speaking in the foreign language in front of other students, and self-doubt on one’s ability to speak in the foreign language are the highest ranked causes of anxiety. Results are then concluded into two aspects unpreparedness and self-concept. Therefore, it is then recommended that English Language classes should be taught with the learner-centered approach and that teachers should give importance in preparing the students for class, and encouraging them to increase a positive self-concept towards English language learning.

Keywords: FLCA – Foreign Language Classroom Anxiety, Anxiety
DEVELOPING A STEP-BY-STEP TOOL TO ASSIST NURSING STUDENTS TO TURN DATA INTO MEANINGFUL CLINICAL DECISION MAKING (TDIM)

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Backgrounds: During community and clinical placements, nursing students collect many data as part of the health assessment of their assigned clients. We often find that a significant portion of data is not used in their analysis and therefore resulting in incorrect, incomplete and incomprehensive diagnoses and interventions. This is due to the lack of learning tools that also leads to the students failing to capture a bigger picture of their client’s health and illness. Research Objective: We aimed to develop a tool to guide nursing students to maximise the use of their collected data in their decision making.

Methods: We reviewed nursing care plans and concept mappings written by nursing students, discussed among nurse lecturers of their experiences with the matters, and conducted a literature review. We developed a step-by-step TDIM tool, and piloted it with second-year nursing students both in the clinical and community practice.

Results: The students are first taught conceptualization skill to identify conceptual issues from the data. Second, to make right clinical decisions, nursing students must have a correct, comprehensive and complete set of data which relies on a right data collection tool. Third, they list and number all the data that possibly indicate the problem. Fourth, they group the numbered data into categorized information. Fifth, they give abstract name to each category which has at least two sub-concepts—the conceptual cause and the conceptual effect. In this step, students identify a nursing diagnose from each pair of cause-effect arriving at the knowledge about the client’s illnesses. Sixth, they draw a concept mapping explaining mechanisms of illness in each diagnosis using arrows. This indicates the student’s understanding of their client’s conditions of illness. Seventh, the students identify specific interventions for each mechanism in the mappings and mark on the arrows where those interventions will intervene either for prevention, promotion, cure or care purposes. Eighth, they list all the diagnoses and significant problems in a page and, where possible, connect them with arrows to capture a systems or systemic view of the client illnesses. Conclusion and Recommendation: The eight-step TDIM is useful in guiding nursing students to translate data into information, knowledge, understanding, and actions. These steps comprise meaningful clinical decision making.

Keywords: Clinical Decision
CONCEPTS FOR CONCEPT MAPPING IN NURSING:
DEVELOPMENT OF ASSESSMENT CRITERIA AND TOOLS

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Background: Concept mapping is a tool to promote higher-order thinking in nursing such as conceptual thinking, systems/systemic analysis and clinical decision making. Inconsistencies however exist of what constitutes an excellent concept mapping in nursing.

Research Objective: We aimed to develop more holistic criteria to assess the quality of nursing concept mapping, especially those of nursing students.

Methods: We reviewed concept mappings written by nursing students, discussed among nurse lecturers of their experiences with concept mapping, and conducted a literature review. We identified characteristics of proper concept mapping and develop assessment criteria based on these characteristics. We implemented these tools with second-year nursing students during their clinical and community placements.

Results: Good nursing concept mapping reflects nine characteristics: conceptualization skill, chronological mechanisms of illnesses, holistic care, systems/systemic thinking, client-centeredness, evidence-based practice, nursing process, independence/interdependence/dependence in nursing practice, and health promotion/illness prevention/care/cure/rehabilitation roles of nursing. The checklist and rating scale in combination with narrative were the tools for assessing the quality of nursing concept mapping. We found these criteria and tools used in assessing the quality of concept mapping and guiding students to improve their mappings.

Conclusion and Recommendation: The nine concepts for nursing concept mapping are useful as an assessment tool and guiding principles while creating a nursing concept mapping.

Keywords: Concept Mapping, Higher-Order Thinking, Nursing Students
SIGNIFICANT FACTOR OF CHILD WITH THALASSEMIA ON SELF CARE

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Background: Thalassemia is a significant health problem in Thailand that affects the health status of Thai people, particularly in school-age children.

Purpose: This study aims to examine factors of self-care in a child with Thalassemia.

Research design: Descriptive design was used in this research.

Method: Purposive sampling was used in this study. The study sample was 15 school age children, 6–12 years old who visit a pediatric ward of Praputthabat hospital for taking blood exam. Data were collected by using demographic questionnaire, and knowledge and self-care for Thalassemia questionnaire. Study data were analyzed using descriptive statistic and Pearson’s product moment correlation.

Results: The result showed as follow: 1) Child factors that affect self-care of a child with Thalassemia include age, sex, and education. Caregiver factor that affected levels of self-care of a child with Thalassemia was age, education, income, and marital status. Other factors that affect self-care of a child with Thalassemia include family characteristic, communication, and period of child perception about the disease, and 2) There were statistically significant correlations between child factors (age, and education), caregiver factors (education), and other factors (family characteristic, and communication) and levels of self-care of child with Thalassemia (p≤ .01-.05).

Implications: Formal and informal communication among child with Thalassemia, health care provider, relatives, and other people can affect both self-care of a child, and treatment of these patients. The significant disadvantage of unsuitable communication is the effect on the psychology of child that results in health status. Therefore, nurses should practice the skill to communicate with Thalassemia child for enhancing levels of effectiveness of care and self-care of the patient.

Keywords: Self-care, child with Thalassemia
RELATING, REALISING, REPEATING AND REINVENTING:
EXPERIENCES OF PSYCHIATRIC PATIENTS AND FAMILY
CAREGIVERS IN A THAI RURAL COMMUNITY

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Patients with psychiatric illnesses require a long-term management; however, disruptions in care and resultant relapse are often expected. Family caregivers of psychiatric patients often experience anxiety and stress related to caregiving and lack of appropriate understanding and skills to care for the patient. This qualitative research aimed to explore experiences of psychiatric patients and their caregivers. The participants included eight patients and nine family caregivers who were purposively recruited into the study. The authors conducted in-depth interviews and thematic analysis. Four themes reflected the experiences of the participants: 1) surviving family and social relationships, 2) never again slip away, 3) repeated daily routines, and 4) searching for a new me. Based on these themes, the authors formulated a model of culturally sensitive care for psychiatric patients represented in a 4 R’s model, that is, Relating, Realizing, Repeating and Reinventing. Relating deals with the relationships between patients and significant others which change over the course of illness and care management. Realization reflects the patients’ awareness of their illness as incurable and thus require continuous medical treatment. Repeating describes day-to-day routines including self-care and household chores. As a result of the changing self and landscape, some patients attempt to reinvent different aspects of their lives. This model guides the culturally sensitive humanistic care of psychiatric patients and their family.

Keywords: Psychiatric patients, caregivers, qualitative research, culturally sensitive care
FOUNDATIONAL COMPETENCIES FOR ENTREPRENEURSHIP AMONG THAI NURSING STUDENTS: A SURVEY STUDY

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In a time of socioeconomic changes and job competitiveness, many nursing and health sciences graduates choose to work in healthcare business or even embark on their entrepreneurship following their graduation. We take this positively as an opportunity to explore possible employment for our graduates and thus offering health entrepreneurship to our current students. This survey aimed to describe foundational competencies for entrepreneurship among Thai nursing students. The sample consisted of 567 undergraduate nursing students at Boromrajonani College of Nursing Nakhon Lampang. We used the self-rating questionnaire to assess foundational competencies which included 1) strategic thinking, 2) contemporary knowledge and skills, 3) relationship and networking, 4) persistence and perseverance, and 5) competitiveness. Descriptive analysis was performed. The results indicated that the overall competency was at a high level (X = 3.70, SD = .54). With regard to individual competency domains, strategic thinking competency, relationship and networking, and persistence and perseverance were high (X = 3.82, SD = .44; X = 3.90, SD = .45; X = 4.26, SD = .41 respectively). Contemporary knowledge and skills, and competitiveness competency were moderate (X = 3.10, SD = .62; X = 3.90, SD = .45 respectively). We recommend that teaching and learning strategies target improving contemporary knowledge and skills, and competitiveness among nursing students especially in health entrepreneurship subject taught at this college.

Keywords: Entrepreneurship, Competencies, Nursing Students
PREDICTING FACTOR OF SELF-MANAGEMENT ON HEALTH STATUS
OF TYPE II DIABETIC PATIENTS IN DISTRICT HEALTH PROMOTION HOSPITALS, MUANG LAMPANG, THAILAND

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The chronic metabolic disorder diabetes mellitus is a rapid-growing worldwide health problem. In Thailand, it has been shown that almost diabetic patients, up to 90%, are type II diabetes. The Bureau of Non-Communicable Disease, Ministry of Public reported the increasing number of diabetic mortality rate per 100,000 persons raises from 14.93 in 2013 to 17.83 in 2015. Among 670,000 diabetic patients, about 35-40% of those cannot control the level of blood sugar and consequently have chronic complications because of hyperglycemia; cardiovascular illness, retinopathy, nephropathy, and diabetic foot, for example. This study is descriptive design aimed to explain the predicting factor of self-management on health status among 380 type II diabetic patients using 5A's Behavior change model adapted for self-management support as a conceptual framework. The data was analyzed using multiple regression.

The results showed that the interaction between self-assessment of knowledge and behavior (Assess), received information and health care services (Advise), support from caregivers family and social (Assist) was a significant predictor of health status and explained 29.9% of the variance in health status. Those three predicting factor had a positive effect on health status. In order to maintain a functional health status and also control the level of blood sugar in type II diabetic patients, health care professions should take to mind that there are three main issues of self-management as followed: 1) the assess patient knowledge, conviction and confidence regarding target behavior, 2) advise them a critical information and share evidence-based guidelines with patients to encourage their participation, and 3) assist patient to address all barrios and create the strategies based on their background to achieve target behavior.

Keywords: Self-management, Health status, Type II diabetic patients
CONTRACT INQUIRY–AND ACTIVITY–BASED LEARNING (CIA LEARNING) IN ACTIVITY–BASED LEARNING COURSE

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BACKGROUNDs: Activity–based learning (ABL) aims to bridge gaps between technically specific knowledge and contextually specific knowledge and sensitize learners to the discrepancy between these two when they apply academic knowledge into practice. ABL is therefore an integral part of learning in nursing programmers due to its position as a practice–based profession. At BCNLP, ABL course is offered to first–year students to prepare them for this method of learning in the following years which involve more complicated courses. To foster the higher–order thinking skills among learners, we integrate an inquiry process into the ABL course.

OBJECTIVE: We present (1) a philosophical foundation and methodologies informing the design of ABL course, learning design principles, and steps of integrated inquiry and activity–based learning (CIA), and (2) lessons learned and guidelines for CIA.

RESULTS: The philosophy underpinning the CIA was Buddhist enactive transformation which emphasized learning through self–engaging in real–life practice within one’s social environments. Based on this philosophical foundation, four existing learning methodologies were integrated to foster enactive transformative learning. These included: activity–based learning, inquiry–based learning, contract learning, and group–based learning. These methodologies provided seven principles for designing learning activities which included real–life practice, self–directedness, expert consultation, effective teamwork, inquiry process, reflection, and facilitation. We then designed steps of learning and tools as well as similar learning outcomes. The course evaluation revealed that CIA raised awareness of learners about the importance of learning by doing, sensitized them to gaps between classroom knowledge and real–world contexts, and fostered skills in applying knowledge into practice. CIA learners achieved not only specified learning outcomes but also acquired other higher learning skills. Guidelines for designing and efficiently implementing CIA included: the guiding
philosophy, well-integrated learning methodologies, corresponding learning/teaching principles, effective learning steps and tools, evaluation of learning outcomes as well as learners’, teachers’ and experts’ preparation about the above.

CONCLUSION & RECOMMENDATION: CIA which integrated inquiry process, learning contract and group process into ABL was effective in fostering course’s specified learning outcomes and higher learning skills among first-year nursing students. The recommended guidelines should be adopted in designing future ABL course.

**Keywords:** Enactive transformation, Activity-based learning, Inquiry-based learning, Contract learning, Group-based learning, Nursing students
HEALTH STATUS OF DEPENDENT OLDER PEOPLE AND EXISTING MODELS OF CARE: A CASE STUDY OF HONG HA HEALTH PROMOTING HOSPITAL, LAMPANG, THAILAND

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Caring for dependent older persons pose many challenges to both families and government as the number of dependent older persons is on the steady increase amidst the lack of government resources and the weakening of Thai family systems. This mixed method descriptive research aimed to survey health status of dependent older persons in a rural community in the northern province of Thailand. The participants consisted of 62 dyads of older persons and primary family caregivers (totaling 124) in Hong Ha Health Promoting Hospital, Lampang, Thailand. We assessed older persons on health status and activities of daily living (ADL), and caregivers were assessed on health status and stress. Both the older persons and caregivers were interviewed about their experiences with caregiving. The results showed that, most of the older samples were female with an average age of 78.15 years. Based on ADL assessment, 50 of the 62 older persons were home-bound while the rest were bed-bound. The majority had chronic or long-term conditions which required hospitalization from time to time. Frequent reported health problems of dependent older people included oral disorder, reduced sight, psychological disorder, knee pain and risk of fall, low BMI, risk of malnutrition, and urinary leakage and incontinence (58.06%, 66.13%, 62.90%, 70.97%, 38.71%, 66.13%, and, 37.10% respectively). Usual care provided by the family included personal hygiene care, food preparation, medication management, environmental design and management, and supplying equipment, prevention of falls, help with travel to medical treatment, and companionship. Families experienced shortages of medical and equipment supplies, lack of employment, inadequate income, difficulty accessing...
health services due to lack of transportation. Some caregivers experienced caregiving-related stress as a result of lacking social interactions and constant caregiving. It is clear that families need different types of support to promote the wellbeing of family and caregivers as well as the quality of life of older persons. This highlights the need for a community participatory model of dependent older persons care that delivers sustainable long-term outcomes.

Keywords: dependent older people, health status, model of care
COMMUNITY ENGAGEMENT AND NON-COMMUNICABLE DISEASES (NCDS) MANAGEMENT USING COMMUNITY DIAGNOSIS PROCESS IN LAMPANG, THAILAND

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Morbidity rate of non-communicable diseases (NCDs) in Thailand has been dramatically increasing. The statistics reported by the Bureau of Policy and Strategy, Ministry of Public showed that the crude death rate of Thai population in the year 2015 was 6.9 per 1000 persons and NCDs are the leading cause of mortality and have become a severe public health threat.

This study aimed to synthesize 15 papers of the communities in Lampang province which identified NCDs as a priority health problem and ran the projects on NCDs management in the Academic year 2016 (August 2015 – June 2016). These papers were based on a real practice of the 4th year nursing student in Family and Community Practicum II subject. The primary focus was on methods and models as well as factors having impacted the success upon community engagement for NCDs management via community diagnosis process. The one-month practice of community diagnosis consisted of 4 steps: assessment, planning, implementation and evaluation. The concept of community engagement to manage NCDs in such a process is that the community belongs to people so that they should play a meaningful role in the discussions, deliberations, decision-making and implementation of projects to solve their health problem together with the support by responsible local organizations.

The study concluded that the success of NCDs management by engaging community involvement depended on the factors as followed: 1) the empowerment of community leadership, 2) the local organization cooperation and funding backup, 3) the practical projects to manage NCDs was based on their reality of community background and culture.

**Keywords:** community engagement, community diagnosis, non-communicable diseases (NCDs)
HIDDEN CURRICULUM AND ENGLISH LEARNING: A CASE STUDY OF A THAI NURSING COLLEGE

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The Hidden curriculum helps the learners in acquiring values, attitudes and knowledge more than what we expect from the formal curriculum. It is considered significant in language learning such as English because learners get to acquire the skill during their exposure to the hidden curriculum. Learners realize that the values, attitudes and skills they practice are the results of the unintended purpose of their exposure to the hidden curriculum. This paper identifies the hidden curriculum and distinguishes the support of it in English learning in Boromarajonani College of Nursing, Nakhon Lampang, Thailand. The methods were observations, documentation, face to face interview with ten students & 4 teachers, and comparative analysis of data.

There are seven hidden curriculums of the college appeared in the results. 1) Physical Environment which includes the visual (images) and the Auditory (sounds) 2) Teachers’ Role Modeling in English communication and use of English in subjects. 3) Peers’ Role Modeling and Influence. 4) The Hidden English Learning in Formal Curriculum in English subjects and non-English subjects. 5) Extra-curricular activities. 6) Exposures to academic and non-academic events using English medium. 7) Clinical and Community Placement Practicum. The results imply that the hidden curriculum of the college lacks support to stimulate the learners’ English skill due to lack of English integration. Educators, environment, activities, and even the formal curriculum play an important role in English learning. The authors recommend that hidden curriculum can be augmented in four ways. First, the environment must include more English words in the surroundings for more exposure of the students to the language. Second, educators must be a role model by trying their best to use the language during interactions with students. Third, formal curriculum must integrate English language in and outside the classroom. Lastly, the extra-curricular activities and non- academic events which involve English must be done continuously and variously.

Keywords: Hidden Curriculum, Nursing College, and English Language Learning
CONCEPTS AND APPROACHES TO PROMOTING HAPPY AGEING IN LAMPANG, THAILAND

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Background: Many changes are taking place constantly as we age—be it physiological, physical, social, cultural and economic changes. These changes happen at the expenses of quality of life of older persons being negatively affected in certain extent.

Objective: To develop the concepts and approaches to promoting happiness, a more culturally sensitive description of the quality of life, in Thai older persons.

Method: We followed the knowledge management process to exchange experiences about aging and care of the older persons in Thailand, especially in the Province of Lampang. The participants included 20 older persons from senior citizen club, and ten health professionals and lecturers who had experiences with aging and aged care. We organized the knowledge and conducted a literature review and integrate the findings into these concepts.

Results: Five concepts describe happy aging from Thai perspectives. These include 1) Karmic dependence origination, 2) Independence, 3) Dependence, 4) Interdependence, and 5) Transcendence. These concepts are translated into nine approaches to promote happy ageing as follows: 1) Healthy body and mind, 2) Ability to support family, 3) Merit making, 4) Transfer of wisdom, 5) Volunteering, 6) Saving, 7) Family success, respect and caring, 8) Contemporary living, and 9) Letting go. These concepts and approaches to happy aging have been implemented at two senior citizen clubs, and are used to guide community services and research in the area of aging and aged care.

Keywords: Older persons, Quality of life, Happy aging, Knowledge management
THE DEVELOPMENT OF SMOKING CONTROL IN COMMUNITY USING ECONOMIC SUFFICIENCY THEORY OF THE KING RAMA IX MODEL ON LEARNING EXPERIENCE OF COMMUNITY RESIDENTS

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Background: In Thailand, smoking is harmful to smokers by many aspects such as health, social, culture, economy, and spiritual. Economic sufficiency theory is suitable to solve the problem because it affects all perspective of human well-being.

Purpose: This participatory two-year longitudinal study aimed to develop the model of smoking control in the community using economic sufficiency theory of the King RAMA IX.

Method: The study used PDCA cycle to guide the research process which included; 1) analyzed the problem situation of smoking, 2) cooperated with peoples in community to plan for problem-solving, 3) Implemented the plan for control smoking by cooperated with Primary Care Unit, community leaders, smokers, families, people, health volunteers and municipality of Tambon Bookrang.

Data were collected using participation learning record, in-depth interview, participant observation, focus group, field note and content analysis related community documents. The data was analyzed by categorizing data and concluding significant knowledge issues from each step of the learning process.

Result: Finding revealed experience and knowledge emerging through research process due to reflecting problems in the real situation. Furthermore, people learn to solve the problem by themselves and work together that is consistent with lifestyle and contexts of community-based on economic sufficiency theory including as follow 1) self-analysis for identifying smoking situation 2) performing wisdom lifestyle and smoking control 3) be healthy living without smoking and have a mutual goal of well being.

Implication: Other communities can use results of this study to implement for smoking control for enhancing health and well being.

Keywords: smoking control, economic sufficiency theory
Respect of human is stated in professional nursing codes of conduct which reflects the need for developing humanistic learning among nursing students as soon as they enter the nursing education system. The Office of the Higher Education Commission (OHEC) mandates this learning outcome in its Thailand Qualification Framework (TQF). Boromarajonani College of Nursing Nakhon Lampang (BCNLP) recognizes this in its vision statement. This article presents a model to develop humanistic learning outcomes among undergraduate nursing students throughout its curriculum at BCNLP. We reviewed literature, conducted focus group discussions with teaching staff and students, organized workshops, drafted a framework for humanistic learning development, developed guidelines for implementing this framework and evaluation plan. The model consists of two frameworks: 1) a general supporting framework based on the work of Aloni (2011) and 2) a specific humanistic learning framework. The supporting framework deals with a system approach to support humanistic learning development. It addresses seven aspects of the systems: student personality development, social climate, empowering dialogues, family and community involvement, general education foundations, learning to live and living to learn, and aesthetic and hospitable environments. The specific framework deals with developmental approach to humanistic learning. It addresses learning outcomes specific to nursing students in different years of learning. For first year nursing students, the focus is on developing awareness and respect toward oneself and the others. Building on previous learning, we add knowledge skills about human integrity into learning in the second year. The third and fourth year students will add holistic humanistic nursing and humanistic leadership to their learning respectively. The two frameworks are being implemented at BCNLP and evaluation is pending.

**Keywords:** Humanistic learning, nursing students, Thailand
A LITERATURE REVIEW TO DEVELOP A GUIDELINE TO PROMOTE APPROPRIATE TECHNOLOGY USE IN EARLY CHILDHOOD LEARNING AND DEVELOPMENT FOR PARENTS AND NURSERY WORKERS

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Significance: Technologies have become an inextricable part of today’s life and living for people of all ages. In younger ages or early childhood, use of technologies can have both positive and negative impacts and therefore warrants a guideline to maximize the benefits of these technologies.

Objective: This article presents a guideline to promote appropriate use of technologies for early childhood learning and development for parents and nursery workers in a childcare center setting.

Methods: The authors reviewed the literature regarding technologies involving early childhood learning and development and identified benefits and risks associated with the use of such technologies. We consulted the parents with regards to how parents and other significant adults played roles in promoting appropriate use of technologies for learning. The authors developed a guideline and assessed for its feasibility by five experts, and 11 nursery workers.

Results: Technologies involved in early childhood learning and development include, but not limited to, smart phones, computers, television, digital toys, applications, online games, videos and entertainments, and social media. The literature suggests that these technologies have both negative and positive impacts on the children and their learning and development. These impacts involve social, physical, emotional, creativity, intelligence, autonomy, and language development. The guideline to maximize the benefits of technologies for learning and development include: 1) Strategic selection of technologies, 2) Minimization of technology-associated risks, and 3) Parent and adult’s involvement in active early childhood learning and development. The experts and nursery workers agreed that this guideline is feasible. Parents suggested that adult’s involvement include: technology selection, playing with
the child while playing, supporting the child to play with friends, safety monitoring, teaching discipline, giving praise, teaching the child how to play or use the technologies, maintaining cleanliness, intervening conflicts between children, and teaching the child to share with others.

**Keywords:** Early childhood development, Technologies, Guideline, Parents, Nursery workers
Anecdotal encounters and popular press such as newspapers and televisions suggest the worrying increase of incidents involving children with manipulative and sometimes violent behaviors towards parents and others. This phenomenon is has been described in different terms and languages, and recently branded as entitlement syndrome. This article seeks to identify various terms used to describe entitlement syndrome in both popular press and academic papers, behaviors associated with this syndrome, causes of the syndrome, and preventive and management strategies. Results of the literature review indicate that entitlement syndrome is described in various terms including, but not limited to, spoiled brat, narcissistic, manipulative, and pampered child. There can be as many as 36 behaviors that indicate entitlement syndrome. Childrearing and parenting styles contribute significantly to the likelihood of childhood entitlement syndrome. Preventing childhood entitlement syndrome therefore involves healthy childrearing and parenting practices. It begins with parents knowing childhood entitlement syndrome, and its immediate and long-term impacts on childhood development and adult outcomes. Parents must be aware of their parenting practices that can lead to the syndrome and assisted with necessary changes.

**Keywords**: Entitlement syndrome, childhood, parenting
ASSOCIATION OF BODY MASS INDEX AND GLYCATED HEMOGLOBIN (HBA1C) AMONG ELDERLY PATIENTS WITH TYPE 2 DIABETES MELLITUS

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The increasing number of the elderly population especially who have lived with a non-communicable disease is challenging the health care system in Thailand. Persons living with diabetes mellitus (DM) are more likely prone to premature death. The prevalence of type 2 diabetes in elderly persons has increased from 5% in 1994 to 18.2% in 2015, and about 72 percent of these persons do not achieve diabetes control. Body mass index and glycated hemoglobin (HbA1C) are considered as diabetes outcomes. This study measured an association of body mass index and glycated hemoglobin (HbA1C) among elderly persons living with type2 DM. A total of 177 elderly persons with type 2 DM were recruited from health care centers of Lampang Hospital, a primary care unit in an urban city. Data were collected through patient records and self-administered questionnaires. The study results showed that most of the samples were female, completed primary school, self-employed, living with DM and two more diseases, receiving universal care coverage, and living with type 2 DM more than ten years. Body mass index was significantly associated with glycated hemoglobin. To improve diabetes outcomes, Thai guideline for treating diabetes should emphasize body mass index and glycated hemoglobin.

**Keywords:** Diabetes Mellitus, Elderly patient, primary health center
A CULTURALLY SENSITIVE TRAINING MODEL FOR HEALTH VOLUNTEERS IN THE MANAGEMENT AND SUPPORT OF FAMILY CARING FOR PEOPLE UNDERGOING CONTINUOUS AMBULATORY PERITONEAL DIALYSIS

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Caring for patients with chronic kidney disease who received Continuous Ambulatory Peritoneal Dialysis (CAPD) at home affects the quality of life of patients and caregivers. Public health volunteers play an essential role in supporting patients with CAPD and their caregivers. This article presents a contextually and culturally sensitive training model for health volunteers to support family caring of patients receiving CAPD. The authors reviewed the local situations regarding home-based CAPD care, roles of family and volunteers, as well as relevant literature. We drafted a model of competency development, and consulted the model with experts, public health volunteers and family caregivers of patients undergoing CAPD. It was found that a culturally sensitive training model consists of two components: required CAPD care competencies, and competency development strategies. The required competencies for CAPD care for health volunteers included: CAPD knowledge and skills, stress management of patients, stress management of caregivers, and coordination of service and care. Competency development strategies include educational interventions to develop knowledge and skills for home-based CAPD care, and continuous support for the learning process. Experts, public health volunteers, and the families agreed that this culturally sensitive training model is appropriate.

Keywords: Public health volunteers, CAPD, training
ASSESSING NURSING STUDENTS’ LEARNING BASE USING A
BUDDHIST FRAMEWORK OF FIVE ENERGIES OF LEARNING

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The rationale of the study: The Buddhist Five Energies of Learning consisting of Faith, Wisdom (Knowledge Acquisition, Knowledge Refinement and Knowledge Utilisation), Persistence, Concentration, and Mindfulness. This framework of learning is culturally meaningful for Buddhist followers. However, the use of this framework in nursing education and a more inclusive predominantly Buddhist Thai society is insufficient. Research Objective: We assessed nursing students’ five energies of learning as baseline data for student development purpose. Methods: We asked three cohorts of the first year nursing students in 2015, 2016 and 2017 (144, 154 and 177, 475 total), respectively to rate their five energies during the first week of their enrolment in a nursing college using a 32-item, 5-point Likert scale of Five Energies of Learning. Descriptive analysis was performed.

Results: The mean scores of faith, Wisdoms (Wisdom1: knowledge acquisition, knowledge refinement, knowledge utilization), that are Wisdom 1 by listening studying (Wise 1), Wisdom 2 by invigorating thought (Jin’s wisdom) and Wisdom 3 by mental training growth (Pray for wisdom), persistence, concentration and mindfulness were 4.03 (SD 0.38), 3.68 (SD 0.54), 3.62(SD 0.64), 3.54(SD 0.55), 3.91(SD 0.72), 3.29(SD 0.9) and 3.97(SD 0.86) respectively. We identified three levels of performance of those about, level C: to be improved (≤ 3.49) 6.7%, 35.6%, 29.7%, 45.9%, 27.4%, 60.8%, 22.3 level B: Good (3.50 – 3.99) 35.8%, 25.1%, 27.2%, 27.4%, 0%, 0%, 10.7% and level A: high performance (4.00 – 5.00) 57.5%, 35.6%, 43.2%, 26.7%, 72.6%, 39.2% and 69.6% of newly enrolled students with high level of mindfulness, faith and Wisdom. Of note of the students had a low to moderate level of persistence and concentration. Conclusion and recommendation: The first year nursing student cohorts were relatively well equipped with faith and mindfulness. However, some aspects of learning energies needed to be improved such as persistence and concentration that may be concerned with a new problem with in the 21st century.

Keywords: Five Energies of Learning, Buddhism, Nursing Students, Thailand
RELATIONSHIP BETWEEN CAREGIVING MOTIVATION, CAREGIVING PARTICIPATION AND WELL-BEING OF ELDERLY PEOPLE WHO CARED FOR THEIR PRESCHOOL GRANDCHILDREN IN LAMPHANG PROVINCE, THAILAND

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Working outside home inevitably forces parents to leave their children under the care of others either at home or in a childcare center. Elderly grandparents contribute significantly to the care of their grandchildren left at home while their parents are out at work. Little is known whether and how this grandparenting affects their wellbeing. This descriptive research studied the relationship between caregiving motivation, caregiving participation and well-being of the elderly in taking care of their preschool grandchildren in Lampang Province. The sample included 318 older adults who cared for their grandchildren at home. The questionnaire collected data on: General Information; Caregiving Motivation; Caregiving Participation; and Well-being of the Elderly. The content validity index of the instrument was 0.86 with the reliability coefficient alpha Cronbach of 0.76. Data were analyzed using descriptive statistics and Pearson Correlation Coefficients.

The results showed that level of caregiving motivation was very high (X = 3.52, SD = 0.74). Caregiving participation was high (X = 3.22, SD = 0.84) and well-being was very high (X = 3.52, SD = 1.06). Caregiving motivation was positively correlated with caregiving participation (r = 0.63, p = 0.00). Caregiving participation was positively correlated with the well-being of the elderly (r = 0.187, p = 0.001), whereas caregiving motivation and well-being of the elderly were not significantly correlated (r = -0.44, p = 0.430). Future research should look at examining the complex relationship between caregiving participation and well-being of grandparents to recommend ways to promote caregiving participation and wellbeing. This is in the pursuit of maximizing the benefit of grandparenting for both the children and their grandparents.

**Keywords:** Grandparenting, motivation, participation, wellbeing
EFFICIENCY OF PATIENT INFORMATION HAND-OVER

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Background: Handover is an essential activity in nursing because it is the communication between nurses from the previous shifts to the next shifts. It is the transfer of patients’ information accurately. Efficient data forwarding will provide patients with continuous and quality of care.

Aims: To develop SBAR hand over the model and to study the completeness of SBAR hand over regarding the communication error in SBAR hand over and the satisfaction of professional nurses at the operational level who use SBAR.

Methods: This was a research and development method (R&D) conducted in Lampang Hospital, Thailand. The study samples were 102 registered nurses working in 8 patient wards. The samples were chosen through purposive sampling. The research tools were 1) SBAR hand over model developed by researcher 2) Questionnaire for using SBAR hand over model. The data were collected through a questionnaire, which included the SBAR timing record format and satisfaction questionnaire via used SBAR. Data were analyzed by descriptive statistics (percentage, mean, and standard deviation).

Results: Participants who used SBAR for hand over reported the completeness of data 79.06%. The reported incidents of miscommunication were three times, decrease to 42.86%. The average satisfaction level was 76.75%, increased from 10.67%. The average spend time was 3.26 minutes per person and 46.03 minutes per shift. This is not different from the original model.

Conclusion and Recommendations: SBAR can reduce the discrepancy of communication during hand over. However, it is not possible to reduce the transmission time including overall satisfaction. Quality assurance must be managed using the PDCA Demand Cycle to study the results in the long run as well as extending the results to another ward.

Keywords: SBAR hand over, Communication, Nursing care
MENTAL HEALTH LITERACY OF SCHOOL-AGED CHILDREN, LAMPANG PROVINCE

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Background: Mental health literacy (MHL) is associated with the likelihood of sustaining mental health illness, and ability to prevent and reduce the severity of mental health problems. School-age children experience physical and cognitive changes which can affect their psychological well-being. Promoting mental health literacy among school-age children is therefore essential to promote psychological well-being and prevent mental health problems.

Objective: To describe mental health literacy among school-age children in Lampang province and to compare mental health literacy among children living with their biological parents and children living with other people.

Methods: The sample consisted of 406 primary school students aged 10–12 years old in Lampang province. The study took place between January–March 2017. The instrument was self-rating mental health literacy consisting of three domains: mental health knowledge, mental health attitude, and mental health efficacy. Descriptive statistics and independent t-test were used for data analysis.

Results: Mental health literacy among school-age children in Lampang province was at a moderate level. With regards to individual domains, mental health knowledge, mental health attitude, and mental health efficacy were at a moderate level (X = 0.72, S.D = 0.129; X = 2.43, S.D = 0.28; and X = 2.21, S.D = 0.29 respectively). There was no significant difference in overall mental health literacy between children living with parents and those living with others.

Conclusion and Recommendations: The results of this study which revealed the moderate level of mental health literacy among school-aged children warrant educational interventions to promote mental health literacy among this population. These interventions may target the children, parents and teachers.

Keywords: Mental health literacy, School-aged Children, Thailand
EFFECTS OF THE PROMOTIONAL PROGRAM FOR DRUG-RESISTANT ORGANISM TRANSMISSION PREVENTIONS ON KNOWLEDGE AND PRACTICES AMONG NURSES IN MEDICAL DEPARTMENT, NAKORNPING HOSPITAL

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Multidrug-resistant (MDR) infections are a serious problem, it affects many aspects. The research aimed to compare knowledge and practice for the prevention of MDR transmission among professional nurses before and after using the promotional program.

The quasi-experimental (pre-test & post-test with only one group design) was conducted in the medical department of Nakornping Hospital dated December 2016 - June 2017. The respondents consisted of 177 professional nurses and patients with MDR infections cases during the study period. The nurse’s sample size was selected by using the criterion, which was 30% of the total population = 53. The number of observations of patient care practice covering at least 25 events per activity was calculated by using independent compare ratio with 95% confidence level and 80% test power. The Research instruments were a questionnaire, knowledge-based questionnaires and observation checklist. The content validity, verified by five experts, was 0.86, 0.89, respectively, and the reliability of Kuder-Richardson (KR-20) was 0.70. Equal to 1.0. 2.). Data were analyzed by using descriptive statistics, t-test statistics, and McNemar statistics. The results showed that after using the promotional program The knowledge and practice of the sample size increased from 64.6% to 80.8% (p <0.01) and 48.7% to 88.2% (p <0.01). The promotional program significantly improved the knowledge and practice of professional nurses in prevention of MDR transmission. Therefore, the program should be applied to decrease the MDR infections.

Keywords: MDR, Promotional program, knowledge and practice
DEVELOPMENT OF A TRAINING PROGRAM FOR HEALTH VOLUNTEERS IN THE MANAGEMENT AND SUPPORT OF FAMILY CAREGIVING OF STROKE PATIENTS IN A THAI CULTURAL CONTEXT

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Caring for stroke patients is usually long-term, and in the case of Thailand is carried out by family members. To a certain extent, caregiving affects the quality of life of patients and family caregivers especially when the patients experience long-term complex care needs. Alternative support from community resources such as health volunteers is therefore essential to maintain the quality of care and quality of life. This paper proposes a training program for health volunteers in supporting family caregiving of stroke patients which is suitable for the Thai cultural context. The researcher reviewed relevant literature, formulated a competency-based training program, and consulted with specialists, health volunteers, and family of patients with stroke. The results revealed that the model consisted of three main components: 1) required competencies for family caregiving support, 2) competency development strategies, and 3) support for efficient continuous learning. The required competencies for stroke care consist of direct physical care, patient stress management, stress management for the family caregiver, environmental management, and coordination of services. Competency development strategy involves knowledge and skill development. Support mechanisms are outlined to promote continuous learning and efficient role performance. According to specialists, health volunteers and family of patients, this training program is deemed appropriate.

**Keywords:** Health volunteers, Family caregivers, Stroke patients
POSTPARTUM HEALTH LITERACY AMONG TEEN MOTHERS IN LAMPANG PROVINCE, THAILAND

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Introduction: Postpartum is a period after childbirth that mothers need to develop and adapt themselves to take care of their babies. Health literacy after childbirth is a crucial element to help mothers especially teen mothers. However, there is a limit number of health literacy studies in teen mothers. Objectives: To describe postpartum health literacy among teen-postpartum mothers in Lampang province, Thailand.

Methods: A descriptive study was conducted during January, 2016–August, 2017. All 126 teen-mothers were contacted and asked to fill out the questionnaires and mailed back. The Postpartum Health Literacy for Teen Mother Questionnaire was developed and validated. Cronbach alpha reliabilities were .87 and .81 for postpartum knowledge and understanding part and postpartum behaviors part respectively.

Results: the results showed that teen mothers had a mean score in the part of postpartum knowledge and understanding at good level (X = 3.02, SD = .45), and a mean score in the part of postpartum practices at good level (C = 2.98, SD = .38). For the means score of postpartum knowledge and understanding, there were no significant differences between the groups of teen mothers who received and not receive the advice from their parent. For the means score of the postpartum practices part, teen mothers who received advice from their parents had significantly higher of the mean score than who did not receive advice from their parents (p = .009).

Conclusion and Suggestion: teen mothers had postpartum knowledge and understanding about how to take care themselves and their babies very well. However, teen mothers who received advice from their parents had higher postpartum practices than who did not receive the advice. Therefore, parent support or family support could help the well-being of teen post-partum mothers.

Keywords: teen postpartum mothers, health literacy, knowledge, understanding, behavior
CORRELATION BETWEEN FAMILY SUPPORT AND WELL-BEING OF POSTPARTUM TEENAGERS

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Introduction: Becoming a new mother, teenagers may confuse between their teen roles and maternal roles leading to conflict and anxiety. Sometime teen mothers could not achieve their roles. Family support may be a benefit for the well-being of teen mothers. However, there are a limit number of studies about the correlation between family support and well-being of teenaged mothers.

Objectives: To determine the correlation between family support and well-being of teenaged mothers.

Methods: this correlational study was conducted between during January–August, 2017. All 80 teenaged mothers were contacted and asked to fill out the questionnaires and then mailed back to the authors. The Family Support and Well-being Questionnaires were developed and validated. Cronbach’s alpha reliabilities were .881 and .764 respectively.

Results: the results showed that an average score of teen mothers’ ages was 18.34 years. All teen mothers received family and social support at good level (X = 2.83, SD = .48), and a mean score of the well-being of teenaged mothers at good level (X = 2.98, SD = .38). Correlation between family support and well-being was positively significant and at high level (r = .73, p > .01)

Conclusion and Suggestion: family support and well-being of teenaged mothers was significantly positive correlate at a high level. Providing high family support could help the well-being of teenaged mothers.

Keywords: teenaged mothers, family support, well-being
ROLES OF FAMILY IN THE PREVENTION OF CHRONIC KIDNEY DISEASE AND STROKE AMONG FAMILY MEMBERS AT RISK OF DEVELOPING THE DISEASES

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Chronic kidney disease (CKD) and stroke are on the rising trend worldwide including Thailand due to the increasing prevalence of risk factors such as diabetes, hypertension, and hyperlipidemia. Existing population and community-based prevention programs do not seem to be effective in delaying the progression of at-risk people to a disease state. By recent national policies on family health which call for a more active role of the family in preventive health, a family-centered approach to prevention of CKD and stroke is considered. This article presents the findings from field experiences by relevant literature and proposes a family-centered model to CKD and stroke prevention among at-risk family members within Thai contexts. Findings suggest that people who develop the diseases often live in environments that promote unhealthy behaviors, do not have a good role model at home, lack of motivation for healthy behaviors and family support. Based on these findings, a system approach was used to design a model. The resultant model addresses the following aspects: 1) Healthy home environments, 2) Family role modeling, 3) Advice and informational support, 4) Motivational support, and 5) Improvement through Plan-Do-Check-Act. Family members rated the model as likely feasible.

Keywords: Chronic kidney disease, Stroke, Preventive health, Family role
WHY DO TEENAGE GIRLS CONTINUE THEIR PREGNANCIES DESPITE BEING UNPLANNED? THAILAND

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Background: The termination of unplanned pregnancies sometimes leads to serious health consequences. However, some teenage girls decide to continue their pregnancies despite unplanned.

Aims: This qualitative study aimed to explore why do teenage girls continue their pregnancies despite being unplanned?

Methods: Purposively selected participants were 13 teenage girls aged below 20 years old who received antenatal care at a community hospital in Lampang province, Thailand. Data were analyzed by thematic analysis.

Results: Four major themes that emerged were 1) reactions toward unplanned pregnancy 2) Hiding and communication 3) Deciding to continue pregnancies and 4) Bonding. Reactions toward unplanned pregnancy composed of three subthemes included confusion, fear of blames, and unexpected gift. Hiding and communication composed of two subthemes included hiding and breaking the news. Deciding to continue pregnancies composed of six subthemes included do not want to commit a sin, husband support, family support, family–family agreement, fear of congenital disabilities, and moral responsibility. Bonding composed of two subthemes included bonding with baby and bonding with families.

Conclusion and Recommendations: Moral responsibility and support from husband and families can help teenage girls to continue their unplanned pregnancies. Understanding reasons to continue unplanned pregnancy could promote healthy decision making of these teenage girls.

Keywords: teenage pregnancy, unplanned pregnancy
HEALTH–RELATED BUSINESSES: OPPORTUNITIES FOR THAI NURSES

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Significance: A decrease in employment in government sectors in Thailand is both a threat and challenge to new nursing graduates. As a threat, nurses employed in a non-permanent position may experience job insecurity and low morale. Under this situation, many nurses begin to explore opportunities outside traditional nursing jobs and career.

Objectives: This article outlines selected health–related business opportunities for nurses as well as describes expectations required to exploit these opportunities successfully.

Methods: The author reviewed related documents and conducted field visits to selected business operations which involved interviews with business owners.

Results: The paper identifies six business opportunities as follows: private nursing clinic, childcare services, aged care service, care assistant training, health spa service, and private health and life insurance. In some cases, nursing qualification is required in order to operate the business (for example, private nursing clinic and aged care services). Although nursing qualification is not required for other types of businesses, it offers excellent value for the business operation. Owning a business offers nurses a sense of freedom, self–worth, and financial security. However, this may come at the expense of business owner’s stresses due to a high level of competitiveness and the lack of business management knowledge and skills. Post–graduation formal or informal training in business planning and management can help build confidence among nurse business operators.

Recommendations: Findings from this article should be introduced into learning experiences of nursing students to familiarize them with possible business ideas for nurses and promote a positive attitude toward opportunities outside traditional nursing jobs.

Keywords: Health–Related Businesses, Opportunities, Nurses
EVALUATION OF CHILD BIRTH PREPARATION CLASS IN KOKHA HOSPITAL, THAILAND

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Introduction: Pregnant women usually experience anxiety about the birth of their babies. Research evidence suggests that childbirth preparation class could help reduce the women’s anxiety and have positive maternal and child outcomes. At Kokha Hospital, a childbirth preparation class has been offered to pregnant women, their husband and relatives for over five years. Women participating in childbirth preparation class were taught birthing skills and asked to practice these skills throughout their pregnancy. They were instructed to use the skills during birthing. However, there was no study to evaluate the effectiveness of this childbirth class.

Objectives: We aimed to assess the effectiveness of childbirth class in term of knowledge retention, the antenatal practice of taught pregnancy and birthing skills, and use of taught birthing skills during labor. Also, we reported the type of labor and satisfaction of the women participating in the childbirth preparation class.

Methods & Participants: This is an evaluation study using a descriptive research design. Participants were 46 pregnant women, 26 husbands, and seven relatives. Data on antenatal birthing skill practice was retrieved from childbirth preparation class manual, whereas satisfaction and use of birthing skills during labor were collected from a separate questionnaire. Birthing data were retrieved from electronic hospital record. We performed descriptive statistical analysis and Chi-square.

Results: The women’s mean of age was 26.63 years at the time they first enrolled in the class. Half of them had a first-time pregnancy, 44.4% finished junior high school/beginning vocational education, and 80% of the women had their husbands participating in the class. Immediately after the class, 91.3% of the women reported a high level of knowledge and 93.5% reported high confidence in using the taught skills during pregnancy and labor. The majority of the women consistently practiced taught skills at least
three times a week, except crawling and mindfulness–based pain management which were least practiced. They reported the active involvement of husband and other relatives during practicing skills. During birthing, the majority women used the taught birthing skills, except mindfulness–based pain management which were not used. Thirty-four women (73.9%) had a normal birth. 95.7% reported a high level of satisfaction toward the childbirth preparation class.

**Keywords:** Childbirth preparation class, Evaluation, Thailand
DEVELOPMENT AND EVALUATION OF A TRAINING PROGRAMME ON HEALTH SERVICE REDESIGN AND MANAGEMENT FOR HEALTH CARE MANAGERS, MAE HONG SON, THAILAND

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Background: We continue to see the effect of the rapidly changing society and economy on the health status of people. With value-based healthcare movement, health care system needs to be redesigned to efficiently respond to health dynamics of population and deliver best values to healthcare clients and the systems by considering outcomes about costs of care.

Aims: To develop and evaluate a training programme for healthcare managers about health service system redesign and management.

Methods: Research and development design was used for implementing and developing the programme. We conducted a situation analysis to find problems and competency gap, then identified concepts mapping of the training programme, and developed a training programme. We implemented the training with 90 health service managers in Mae Hong Son Province with four face-to-face contacts over the course of 6 months. Evaluation included: strategic thinking, leadership and management, project output, and quality improvement research output.

Results: The philosophy informing this training programme was enactive transformative learning. The conceptual framework of the programme included efficient team building, system thinking, leadership, research and innovation, information management, health service system redesign and health service system management. Project-based and flipped classroom were used as learning strategies. Strategic thinking and leadership and management skills improved at the end of this project. Seven health services were redesigned and implemented. Seven quality improvement research projects were conducted and presented.

Keywords: Value-based health care, Health service redesign, Training programme
KNOWLEDGE, ATTITUDES, AND HEALTH-PROMOTING BEHAVIORS OF MENOPAUSAL WOMEN IN TASAWANG SUB-DISTRICT, MUANG DISTRICT, SURIN

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This study was a descriptive research and aimed to study knowledge, attitudes, and health-promoting behaviors of menopausal women in Tasawang Sub-District, Muang District, Surin. The sample consisted of 83 people derived from purposive sampling and collected data between October - November 2016. The instruments used for the research were the questionnaires consisting of four parts: Part 1 demographic data for menopausal women, Part 2 knowledge assessment for Menopausal women with reliability of 0.728, Part 3 attitude assessment for menopause and health promotion of menopausal women with reliability of 0.732, and Part 4 health-promoting behaviors of menopausal women with reliability of 0.89. Data were analyzed by using frequency, percentage, Mean, and Standard Deviation.

The results showed the samples had overall knowledge about menopause and health promotion of menopausal women at a good level (84.34 percent), moderate level (13.25 percent), and low level (2.41 percent). On the other hand, when considering each part menopausal women knew about menopause and knowledge of stress management at a moderate level (71.57 and 72.67 percent) respectively. Attitudes towards menopause and health promotion of menopausal women were at a good level (92.77 percent), moderate level (6.03 percent), and low level (1.20 percent). Also, overall health-promoting behaviors of menopausal women were at a good level (M=3.19, SD=0.58). There were 5 components of health-promoting behavioral of menopausal women at a high level including relationship between individuals (M=3.38, SD=0.61), the activity and exercise (M=3.34,
SD=0.62), the spiritual development (M=3.32, SD=0.59), the stress management (M=3.19, SD=0.52), and nutrition (M=3.08, SD=0.43) respectively. However, health promoting-behaviors of menopausal women about health responsibility had a fair level (M = 2.82, SD = 0.70).

Based on the findings, health care providers should educate menopausal women about menopause and stress management. Moreover, they should emphasize the promotion of health behaviors in health responsibility to help menopausal women to self-care and promote better health-promoting behaviors.

**Keywords:** Knowledge, Attitudes, Health-promoting behaviors, and Menopausal
A STUDY OF SELF-CARE BEHAVIORS AMONG POST – PARTUM WOMEN AT FAMILY PLANNING CLINIC, SURIN HOSPITAL

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The purpose of this research aimed to study self-care behaviors among postpartum women at family planning Clinic, Surin Hospital. The sample consisted of 74 patients in postpartum women after childbirth between 6-8 weeks which was derived from random system sampling. The instrument in this study used was the self-care behaviors among postpartum women consisting of two parts: Part 1 general information, Part 2 self-care behaviors among postpartum women divided into 6 components: 1) nutrition 2) elimination process 3) rest and sleep 4) social interaction 5) prevention of hazards to human life and 6) promotion of human well-being. The reliability by using Cronbach’s alpha coefficient was .90. Data were analyzed using statistical hypothesis which was mean (\( \bar{x} \)) and standard deviation (SD.)

The research found that the overall self-care behaviors of postpartum women was in moderate levels (Mean = 3.44, SD. = 0.25). Considering the self-care behaviors of postpartum women in each component found that were the self-care behaviors about nutrition were at good level (\( \bar{x} = 4.28, \text{SD.} = 0.33 \)), the self-care behaviors about elimination process were at a moderate level (\( \bar{x} = 3.33, \text{SD.} = 0.43 \)), the self-care behaviors about rest and sleep was moderate (\( \bar{x} = 3.35, \text{SD.} = 0.33 \)), the self-care behaviors social interaction were at a moderate level (\( \bar{x} = 3.08, \text{SD.} = 0.44 \)), the self-care behaviors prevention of hazards to human life were at moderate level (\( \bar{x} = 3.26, \text{SD.} = 0.34 \)) and the self-care behaviors promotion of human well-being were at a moderate level (\( \bar{x} = 3.36, \text{SD.} = 0.32 \)).

Keywords: self-care behaviors, postpartum, self-care behaviors of women after childbirth.
INTRODUCTION

Organization development (OD) has been used as a strategy to promote organizational learning, improve employees’ efficiency, and maximize organizational outcomes. It also serves as a retreat of the organization and helps bring about staff awareness of needed changes and how these changes can happen. Sometimes, OD’s goal is to promote change leadership among staff in response to needed organizational changes. When this is the case, OD practitioners should consider concepts and theories related to change in designing their OD program and implementation.

OBJECTIVE

This paper reports our experiences with the use of change intelligence quotient (CQ) by Barbara Trautlein in designing our OD program.

METHODS

We designed an OD program based on change intelligence quotient, implemented the program with five organizations/groups, and evaluated the outcomes regarding participant satisfaction.

RESULTS

Change intelligence quotient (CQ) delineates the interactions among seven types of people or CQ positions, that is, coach, executor, visionary, driver, champion, facilitator, and adaptor. The CQ describes how individual people with a unique character would experience and react to different types of changes. Understanding these unique characters help promote one’s awareness of oneself, others and the team that one belongs to, therefore helps them respond more efficiently to the situations that require changes. In our program, the participants worked in the small group of 5–10. First, we asked each participant to identify himself/herself according to the CQ position, and reflect on it. We then asked the participants to pair with the others who had different CQ and discussed their experiences about interaction for change and how to make it better. The whole group then got together and exchanged their experiences and ideas. They identified effective communication strategies required for different CQ positions. Following this, all the participants were asked to stand on their CQ marks on a CQ triangle to form the whole
organization from which they were made aware of how their organization might perform when dealing with changes. We concluded with highlighting the issues and change management strategies to the managers pointing to the fact that change management required interventions at individual, team and organization levels. Our evaluation of a series of five OD’s revealed that participant satisfaction was high.

Keywords: Change intelligence quotient, Team building, Organization development
THE COACHING MODEL DEVELOPMENT FOR NURSING PERSONAL DEVELOPMENT

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Coaching is one of the most effective staff development strategies used in many disciplines including nursing. Coaching was based on the collaboration between the coach and the one being coached, using creative thinking process to motivate and bring out the potential of the one being coached. It helps improve staff performance, interpersonal relationships, and patient outcomes. In order to assist novice nurses with knowledge, skills, confidence and performance development at Lampang Hospital, we developed a coaching model called “COACHEE—PDCA”. The principles underpinning the COACHEE model include: 1) Context, 2) Openness, 3) Aim, 4) Choice, Creativity, Change, 5) Help, 6) Empowerment, and 7) Evaluation. The COACHEE process was implemented through the PDCA cycle. The model tried out in June 2017 at Lampang Hospital. Eight nurses with 8–10 year work experience were trained to coach 17 novice nurses. We evaluated the use of the COACHEE—PDCA at the end of this trial. The results showed that: (1) COACHEE—PDCA model was suitable and sufficient for novice nursing staff development in Lampang Hospital context. Coaches could use this model as a framework for coaching. However, before using this model, coaches need to undergo skill training to be able to coach effectively. We concluded that the COACHEE—PDCA model was effective for coaching novice nurses in Lampang Hospital context, but still needs to be proved through the use of further studies.

Keywords: COACHEE model, Nursing personnel development, Nursing
PROMOTING NURSING WORKPLACE HAPPINESS THROUGH PEER DEBRIEFING: A SHARPER MODEL

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Background: Nurses experience constant stresses due to high expectations from their clients, many quality control, and tensions from working with the interdisciplinary team. Shift works resulting in disruptions of sleep and social patterns inevitably affects nurse’s quality of life and increases the chance of clinical errors. A survey of nurse satisfaction between 2015-2017 revealed that only 58.06%, 53.93% and 74.65% of nurses felt they were satisfied with their work. It is therefore urgent that workplace happiness be put in place to reduce stresses among nurses. Peer support has shown to be valid with workplace stress reduction and team learning promotion.

Objectives: We developed and evaluated the peer debriefing or a SHARPER Model

Methods: Based on SHARP Model, we developed a SHARPER Model for peer debriefing, and piloted it with 16 nurses who identified themselves as needing an emotional support. We conducted baseline and post-implementation assessments of nurse satisfaction and workplace happiness.

Results: The SHARPER Model consists of 7 steps: Set objective, How did it go?, Address concern, Review point, Plan, and Emotional Release. Nurses reported much higher satisfaction and happiness regarding the emotional release, express of concerns/needs, interpersonal relationships, teamwork, competency development/learning, and workplace happiness.

Keywords: Peer debriefing, SHARPER, Workplace happiness
COMMUNITY–BASED PAIN MANAGEMENT FOR PEOPLE AT RISK OF OSTEARTHRITIS, THOEN, LAMPANG PROVINCE: PROCESSES AND RESULTS OF THE THREE PILOT PROGRAMS

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We report the processes of developing a community–based management for people at risk of osteoarthritis (OA) in Thoen District, Lampang, Thailand, and the results of three pilot pain relief programs developed by a multidisciplinary care team. We first initiated the project by consulting with the community. Together with the community, problems and factors related to the problems were identified. We then proposed guidelines and approaches to managing OA in the community. Taking a preventive approach, we designed three interventional programs: 1) Quadriceps Board, 2) Thai Herbal Ball Compress, and 3) Combined Quadriceps Board and Herbal Ball Compress. The three programs were implemented with 15 people who experienced knee pain (5 people in each program). All programs were found to be effective in reducing pain in all patients. These programs will be replicated with a more significant number of patients at risk of OA.

Keywords: Osteoarthritis, Pain relief program, Multidisciplinary team
A DEVELOPMENT OF NURSING CARE SYSTEM FOR EARLY PREVENTION OF POSTPARTUM HEMORRHAGE IN PUA CROWN PRINCE HOSPITAL, NAN PROVINCE

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Introduction: Postpartum hemorrhage is a high risk and leading cause of maternal death in Thailand with an incidence rate 18 % of maternal death. The postpartum hemorrhage happened because of the under standard of care and readiness for taking care of the mothers with excessive blood loss (more than 500 ml for vaginal delivery, and 1,000 ml for Cesarean section). In Pua Crown Prince Hospital, the incidence of postpartum hemorrhage in the year 2557 and 2558 B.E. were 8 cases, and 5 cases respectively. A development of nursing care system for early prevention of postpartum hemorrhage is needed.

Objective: To develop a nursing care system for early prevention of postpartum hemorrhage in Pua Crown Prince Hospital, Nan Province.

Methods: This project used a continuing quality improvement process divided into 3 phases: Situational Analysis, Planning and Implementing, and Evaluation.

Results: A nursing care system was developed and implemented. There were 250 pregnancy women participated in the study. The mean of ages was 27 years. Postpartum hemorrhage incidence rate (year 2557, 2558, and 2559 B. E) were 1.13%, 0.67 % and 0.84 % respectively.

The healthcare providers reported their satisfaction 85% and could practice as the guidelines 91 %.

Conclusion and Suggestion: Providing care as the Clinical Practice Guidelines could reduce the incidence rate of PPH, continuing care as Clinical Practice Guidelines are benefited for pregnant women with high risk.

Keywords: Postpartum hemorrhage, PPH, Nursing Care System, CPG, Clinical Practice Guidelines.
IMPROVING TUBERCULOSIS DISEASE SURVEILLANCE AND MANAGEMENT IN NAN HOSPITAL

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Background: Delay in diagnosis and treatment of tuberculosis (TB) disease contributes to the spread of the disease among other people as well as healthcare workers who come into contact with the patients. This is especially worrying when unidentified TB patients are mingling with other patients while waiting for OPD services. In 2014, an average waiting time for OPD services at Nan Hospital was 8.9 hours. In this same year, two health care workers contracted TB. Once diagnosed, TB patient had to wait for 4.9 days on average to start their treatment.

Objective: We conducted a quality improvement project on tuberculosis disease and surveillance and management to improve quality of TB care.

Methods: We developed interdisciplinary practice guideline for TB surveillance and management which addressed 1) TB care team and committee, 2) staff education and training, 3) TB screening, 4) public education about TB, 5) TB fast track, 6) environment management, and 7) support of personal protective devices. The guideline was implemented and outcomes evaluated.

Results: OPD waiting time has been reduced to 4.3 and 3.8 hours in 2015 and 2016 respectively. Rates of patients who missed TB screening also decreased from 11.43% in 2014 to 4.69% in 2015. Waiting time for starting the treatment was reduced from 3.5 to 2.4 days respectively. There was no report of TB disease in healthcare workers in 2015 and 2016.

Impression: A multidisciplinary continuous quality improvement effort appeared to help improve outcomes of TB care at Nan Hospital.

Keywords: Tuberculosis disease, waiting time, Tuberculosis disease screening, Out-patient department
ASSOCIATION BETWEEN USE OF CRITICAL CARE PAIN OBSERVATION TOOL (CPOT) AND SELF-REMOVAL OF ENDOTRACHEAL TUBE IN PATIENTS SUSTAINING HEAD INJURY

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Background: The Male Surgical Ward at Mae Sot Hospital reported 2–4 self-removals of the endotracheal tube (ET) per month in patients sustaining a head injury. Patient agitation related to suboptimal pain management resulting from inadequate pain assessment might have contributed to self-removal of ET.

Aim: We aimed to examine the association between the use of CPOT and self-removal of ET.

Design: Intervention with historical control design was used. We reviewed a control group of 44 male patients who sustained a head injury and required ET between August–October, 2014. The treatment group consisted of 44 male patients sustaining a head injury and requiring ET between November, 2014–January, 2015. The control group did not receive CPOT; whereas the treatment group received CPOT. Chi-square was used for data analysis.

Results: Seven self-removals of ET were reported in the control group for its 1,359.9 ET hours—making the incidence of 0.50 times per 100 ET hours. Two self-removals of ET were reported in the treatment group for its 2,523.2 ET hours—making the incidence of 0.079 times per 100 ET hours. Self-removal of ET in the treatment group was 0.15 time to that of the control group. In other words, the treatment group experienced 85% less of self-removal of ET than the control group (p = 0.013).

Conclusion: The use of CPOT may help reduce self-removal of ET as it improves pain assessment and pain management.

Keywords: Pain assessment, Critical Care Pain Observation Tool (CPOT), Head Injury
OUTCOMES OF THE CLINICAL PRACTICE GUIDELINES FOR POSTPARTUM HEMORRHAGE PREVENTION IN WOMEN WITH VAGINA DELIVERY, WIENGSA HOSPITAL, NAN PROVINCE

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Introduction: Postpartum hemorrhage is defined as mothers had excessive blood loss during the process of labor more than 500 ml for vaginal delivery, and 1,000 ml for Cesarean section. This high risk and the leading cause of maternal death in Thailand with an incidence rate 18 % of maternal death. The Postpartum incidence rates at Wiengsa Hospital during years 2556, 2557, and 2558 were 0.63%, 1.26% and, 0.65% respectively. Therefore, there is a need for Clinical Practice Guideline development to prevent postpartum hemorrhage for women with vaginal delivery, and to ensure the standard of care and clients safety.

Objective: To develop a Clinical Practice Guideline for prevention of postpartum hemorrhage in Women with Vagina Delivery, Wiengsa Hospital, Nan Province during October, 2558–September, 2559 B.E.

Methods: This project used a continuing quality improvement process divided into 3 phases: Phase 1, before the development, the researchers developed knowledge, skill about postpartum assessment for nurses, and manual for postpartum prevention Clinical Practice Guideline (CPG), Phase 2, implementation of a CPG in labor room, Phase 3, Evaluation Results: A Clinical Practice Guideline for Postpartum Prevention was developed and implemented. Clients’ satisfaction with care was 80 %. There was no incidence rate of postpartum hemorrhage and no incidence rate of the maternal death rate in the year 2559 B.E.

Conclusion and Suggestion: Providing care as the Clinical Practice Guidelines could reduce the incidence rate of PPH, continuing care as Clinical Practice Guidelines are benefited for postpartum women and increased clients’ satisfaction.

Keywords: Postpartum hemorrhage, PPH, Clinical Practice Guidelines, CPG, women
SATISFACTION WITH INTERDISCIPLINARY POST OPEN
CHOLECYSTECTOMY PAIN MANAGEMENT PROTOCOL: PERCEPTION
OF NURSES, PATIENTS, AND THEIR FAMILIES

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Background: Inadequate open cholecystectomy pain management can result in delayed ambulation related complications and increase the length of stay of the patients.

Aims: This interdisciplinary quality improvement project at Thoen hospital, Lampang province, Thailand aimed to 1) develop a combined pharmacological and nonpharmacological post open cholecystectomy pain management protocol by interdisciplinary team including surgeon, nurse anesthetist, and in-patient department nurses and 2) determine the effectiveness of the developed protocol on pain level, postoperative complications, duration of post operation to early ambulation of the patients, satisfaction of the patients and their families, and satisfaction of in-patient department nurses.

Methods: The Previous post open cholecystectomy pain management process was evaluated for its results. The issues addressed were then discussed among surgeon, nurse anesthetist, and in-patient department nurses and a literature search was conducted to develop the new combined pharmacological and nonpharmacological post open cholecystectomy pain management protocol. The new protocol was later implemented by surgeon, nurse anesthetist, and in-patient department nurses with 21 post open cholecystectomy patients. The effectiveness of the new protocol was evaluated by the pain level, postoperative complications, duration of post operation to early ambulation of the patients, satisfaction with the new pain management protocol of the patients and their families and of in-patient department nurses.
Results: The new combined pharmacological and nonpharmacological post open cholecystectomy pain management protocol was implemented with 21 patients. Within the first 24 hours post operation all patients reported pain scores lower than five marks (controllable pain). Duration from post operation to early ambulation was less than 12 hours. Satisfaction of the new protocol was reported at a high level both in 21 patients and by seven out of eleven nurses. No delayed ambulation related complications were reported. The effectiveness of this new post open cholecystectomy pain management protocol led to policy adjustment of the hospital to implement it to all post open cholecystectomy patients.

Conclusion and Recommendations: The interdisciplinary developed combined pharmacological and nonpharmacological post open cholecystectomy pain management protocol is feasible and effective in improving pain management. Similar interdisciplinary quality improvement projects should be conducted to improve satisfaction among patients and their families and nurses.

Keywords: postoperative pain management, interdisciplinary, satisfaction
USING CLINICAL AUDIT TO IMPROVE PRE-OPERATIVE SAFETY IN PATIENT TRANSPORT BETWEEN INPATIENT WARDS AND OPERATION ROOM: A STUDY AT A TERTIARY HOSPITAL

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Background: Patient safety is one of the quality indicators that healthcare providers strive to achieve. About surgical services, operating on the right patient with the right procedure is a priority and considered a SIMPLE RISK. A review of hospital data in 2016 showed that two patients were wrongly transported to the operating room. Among 22,089 surgical patients, there were 762 errors, incompleteness in patient information handover and patient transport between ward and operating room and equipment preparation due to the lack of agreed guidelines.

Objective: We aimed to develop a guideline for patient transport between inpatient wards and operation room and evaluate the outcomes.

Method: We conducted a situational analysis and formulated a guideline. A clinical audit was used to assess and plan for structures and processes required for successful implementation of the guideline. The guideline was implemented in 7 wards and involved 287 surgical patients over a period of one month.

Results: The guideline consists of patient preparation, document preparation, equipment preparation, and coordination of care. Completeness and correctness of patient information handover and patient transport between ward and operating room was reported to be 99.65%. There was no patient mistakenly transported between wards and operating room. 97.40% of the nurses who used the guideline were highly satisfied with the guideline.

Conclusion: Clinical audit can systematically help clinician plan when implementing a practice guideline as it takes into account structures and processes required for guideline implementation.

Keywords: Clinical audit, Patient safety, Pre-operation, Patient transport
SLUM AREAS IN BATTAMBANG AND CLIMATE RESILIENCE

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As the second most populous province in Cambodia, deprived urban areas in the province are increasing. This research focuses on the economic situation of slum areas in Battambang and how those people in slum areas are affected by climate change. This research report described socioeconomics of people living in slum areas in 4 villages in Battambang city. These included the reasons forced the people to move to slum areas, access to water, access to sanitation, access to electricity, transport and delivery, access to health care, access to education, security of tenure, cost of living in slum, literacy, access to finance. We also explore a policy of public sector toward climate change in Cambodia.

This research is granted by the Urban Climate Change Resilience in Southeast Asia (UCRSEA) project, which is funded by the Social Sciences and Humanities Research Council of Canada and the International Development Research Centre (IDRC)

Keywords: climate change, poverty, income
EXPERIENCES OF EXCLUSIVE BREASTFEEDING IN FULL-TIME WORKING MOTHERS

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The purpose of this descriptive qualitative research was to study the experiences in exclusive breastfeeding in full-time working mothers before and after returning to work who living in Muang district, Surin province. The key informants were selected by purposive sampling which consisted of 7 post-partum mothers who gave birth during May to June, 2016 and stated requirements to give exclusive breastfeeding which using Snowball sampling technique. The research instruments were used semi-structured and validated by three experts. Data were collected by informal and in-depth interview during October–November, 2016. The interviewers were tape recorded and filed note. Data were analyzed by using content analysis regarding Colaizzi’s method.

The findings showed that there were eight issues of the experiences in exclusive breastfeeding of full-time working women. The findings were as follow: 1) Happiness and deep relationship, 2) Delivering and receiving good things, 3) Intentions of exclusive breastfeeding, 4) Planning on exclusive breastfeeding consisted of preparing themselves, preparing materials, preparing assistants in parenting, and searching information for breastfeeding, 5) Solidarity among family members, 6) Supervisors and colleagues’ assistance, 7) Limitations such as distances, working periods, infants’ heaths, flat or short nipples, cracked nipples, inconvenient places, and stresses and exhaustion, and 8) Problems realization and solutions.

Recommendations: Creating a program on promoting exclusive breastfeeding in full-time working mothers was needed. This program should be emphasized on the dealing with small-scale of milk secretion, stresses, health problems that caused exclusive breastfeeding, encouraging family participating by given advantage information of exclusive breastfeeding,
and cooperated with organizations that institutes should prepare places and time for the mothers who gave breastfeeding and intensive policies that encourage breastfeeding to get more successful.

**Keywords:** Experiences, Exclusive breastfeeding, Full-time working mothers
THE EFFECT OF STOP–MOTION LEARNING MEDIA ON SYSTEM THINKING OF NURSING STUDENTS AT BOROMARAJONANI COLLEGE OF NURSING, CHANGWAT NONTHABURI

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This research aimed to compare the nursing students’ system thinking before and after using stop–motion learning media. The research population included first–year nursing students from Boromarajonani College of Nursing, Changwat Nonthaburi. Thirty participants were selected using purposive sampling from the first–year nursing students. The research instrument was composed of a three–module learning media about patient safety: safe sex and social media, a system thinking questionnaire and a satisfaction toward stop motion learning media questionnaire including demographic information form and an instrument for measuring system thinking and nursing students’ satisfaction. Three content experts considered and agreed on Index of Item – Objective Congruence content validity of the learning media and questionnaires. Cronbach’s alpha reliability was estimated from the questionnaire trial run. The system thinking questionnaire and the satisfaction questionnaire alpha coefficient were .971; and .886 respectively. This experiment was carried out among 30 nursing students in May 2016. The data were collected and analyzed by frequency, percentage, mean, standard deviation, and dependent t–test. The results suggest that the nursing students’ satisfaction toward stop motion learning media mean score were the highest level after participating in stop–motion learning media, the nursing students had a significantly higher mean score of system thinking than that of using the learning media (p < .05).

Keywords: stop–motion learning media, system thinking
Towards the 2000s, airlines have achieved record levels of profitability. A sharp decline in profitability has been observed since 2000. This can be caused by a variety of reasons. The September 11 attacks, high fuel prices, economic stagnation, terrorism, wars, viral diseases in various countries, severe competition conditions, passenger decline and poor governance are the main reasons.

When the aviation industry is examined, it appears that more than 200 airline operations have stopped their activities as result of bankruptcy. The pressure of legal regulations, the introduction of many new actors in the sector, the high volume of investment capital as well as investment capital has made it more difficult for airlines to maintain their assets in these overwhelming competitive conditions. Apart from these, fuel, maintenance, insurance expenses, interest expenses and foreign exchange risk, which has been working in the 1980s, have emerged as significant threats to the enterprises to sustain their assets. This change has affected the stability of the businesses in the negative direction and the amount of risk faced by firms has increased in significant amounts.

Many studies have been done using the Altman Z-Score. It was determined that Altman Z-Score be successful in determining firms’ bankruptcy risks. The Altman model was revised in 1993. It turns out that this revised model gave more successful results.

In this study, the financial status of the Turkish Airlines which Turkey’s flag carrier airline company was examined using the data z score on the 2012–2016 financial statements.

**Keywords:** Financial distress, bankruptcy, aviation sector
NETWORK PUBLIC OPINION MOBILIZATION IN SOCIAL MEDIA ENVIRONMENT ——THE CONFLICT BETWEEN SUN YANG AND MACK HORTON IN RIO OLYMPIC GAMES

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This paper quotes the theory of public opinion and network mobilization, taking the conflict between Sun Yang and Mack Horton in Rio Olympic Games as an example, which triggers the network public opinion in China, to analyze the characteristics and mechanism of the network public opinion mobilization. By clarifying the process of this network public mobilization, it can be proved that the formation of network public opinion. Besides, this paper is focused on critical factors which contribute to the network public opinion mobilization. The first, social media user enjoys such a high degree of autonomy that becomes a new agenda setter. Second, social media acts as a bridge between official and civil due to the diversity of social media user. Third, the inequality among social media users promoting the formation of public opinion. In the end, the problem in the network public opinion mobilization has been discussed. Overall, the paper contributes to providing a possible path of the network public opinion mobilization in social media environment.

Keywords: Social media, Network public opinion mobilization, Agenda setting, Sun Yang, Mack Horton, Rio Olympic Games
SIGNIFICANT FACTORS IMPACTING TO THE DEVELOPMENT OF NURSING PROFESSION: AN OPINION SURVEY

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This opinion survey aimed to determine significant factors that have an impact on the development of nursing professionals. The survey was conducted with nurses working at primary care unit. The questionnaire was developed by reviews literature and was sent to three experts for determined the validity of the questionnaire. After revised, a questionnaire was tried out with 30 nurses before used collected the data. Descriptive statistics were utilized for described the findings.

The findings were as followed. Majority of participants were aged between 31-40 years old, female, bachelor degree in nursing and worked as a nurse for more than ten years. Regarding required factors that have an impact to the devilment of the nursing profession, they stated that good attitude toward on nursing profession and role model were quite important (M=3.75, SD=0.45; M=3.75, SD = 0.62). Significant factors were from the nursing role which was nurses have to use media as a means of promoting health practice (M=4.17, SD = 0.72); followed by teaching and inform people for to perform health behaviors (M=4.00, SD = 0.60). Regarding the health management, they stated that nurses have to plan for promoting health (M=3.75, SD = 0.62). More importantly, nurses have to motivate people to get involved in health behaviors (M=3.92, 0.51). A least essential factor was conducting a research aiming at promoting health (M=3.08, SD = 1.00).

Findings from this study were useful for policymakers to implement to make nursing professional more advancing. Moreover, nursing college can utilize the findings for changing the nursing curriculum to make it fit with the current situations.

Further study should be conducted surveys with the aim of to determine the opinion of nurses who work at secondary care level and tertiary care level toward on the significant factors that have an impact on the development of the nursing profession.

Keywords: Nurse, Nurse Profession, Nurse Development
SUPPORTING FACTORS CONTRIBUTING TO NURSES’ ROLES:
AN OPINION SURVEY

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This opinion survey aimed to determine the opinion of nurses toward on supporting factors contributing to nurses’ roles. Supporting factors in this study composed of policy, environment, and nurses’ competency. The survey was conducted with nurses working at primary care unit. A self-administered questionnaire was developed by reviews literature and was sent to three experts for determined the validity of the questionnaire. After revised, a questionnaire was tried out with 30 nurses before used collected the data. Descriptive statistics were utilized for described the findings.

The findings were as followed. Majority of participants were aged between 31–40 years old, female, bachelor degree in nursing and worked as a nurse for more than ten years. Regarding supporting factors that can contribute to nurses’ role on policy factors, participants stated that nurses should be more participants on identifying the accessibility ways for nurses to launched the policy (M=3.42, SD = .90). Moreover, nurses should be a plan or develop health database that executive can use for deciding on policy launching (M=3.33, SD = 0.89). Regarding the environmental factors, participants stated that nurses should develop or participate program and evaluate any program that has an impact on the environment (M=3.50, SD = 0.67). Moreover, nurses should develop or participate in any program that modified the lifestyle of people leading to the satisfaction of their working life (M = 3.50, SD = 0.67). Regarding the nurses’ competency factors, participants stated the significant factors that are contributing to nurses’ roles was interprofessional skills (M=3.92, SD = 0.51) and have characteristics of positive thinking, humor, and happy (M= 3.92, SD = 0.51).

Findings from this study were useful for policymakers and nurses themselves. To make nurses more profession, nurses should be more participate in policy launching. Moreover, to make nurse more professional, nurses themselves should have good behavior.

Further study should be conducted surveys with the aim of to determine the opinion of nurses who are working at secondary care level and tertiary care level. Moreover, nursing students who become a nurse in the future should be studying their opinion toward on nurse profession.

Keywords: Nurse, Nurse Policy, Nurse Profession
A STUDY ON ACCESS BARRIER TO PRENATAL CARE AMONG PREGNANT WOMEN

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Prenatal care at one tertiary care hospital does not meet with the target, pregnant women who have the first visit at the prenatal clinic before their 12 weeks of gestation was below the expectation. This descriptive study aimed to determine access barrier to prenatal care among pregnant women. Sample was purposive samplings from pregnant women who visit the prenatal clinic at one tertiary care hospital. The questionnaire was translate and back-translated from Access Barrier to Care Index which was developed by Rosama Torres (2015). Descriptive statistic including frequency, mean and standard deviations were utilized to describe the findings.

The results were as followed. Participants were age between 14–42 years (M=23.08, SD=7.17) in which teenage pregnant women were 16.67% and elderly pregnant women were 12.87%. Moreover, 97.5% were Buddhist and half were married without marriage identification. One-third completed primary school and had no job. Family income were 1,000 – 45,000 Baht/month (M = 9,047.52 Baht/month, Median = 9,000 Baht/month). Two-fifth had enough income but no saving and used universal health care scheme.

Regarding the prenatal service, 39.5% were primigravida, 12.6% experience abortion and 11.8% ever used prenatal care at this hospital. Access barrier to prenatal care was fatigue (72.4%), has to wait very long at the clinic (57.1%), lots of pregnant women who wait for the service (47.9%), and prenatal service was closed at the weekend 23.6%.

To make client more satisfaction on the healthcare service, midwifery should develop health teaching during their waiting for the service. Moreover, the friendly environment may be another way to make stakeholder want to visit the clinic; useful entertainment can be added. Further study is a research and development in developing the friendly prenatal clinic aiming for enhancing the visit of the prenatal clinic; especially before 12 weeks of gestation.

Keywords: Access Barrier, Pregnancy, Prenatal Care
PERCEPTION OF PRACTICUM ENVIRONMENT IN NURSING PRACTICAL SUBJECTS THAT PROMOTE CULTURAL COMPETENCE OF NURSING STUDENTS, PRACHOMKLAO COLLEGE OF NURSING, PHETCHABURI PROVINCE

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This study was based on a survey research design with the objective of studying. It aimed to examine the perception of practicum environment in nursing practical subjects that promote cultural competence of nursing students, Prachomklao College of Nursing, Phetchaburi Province. The sample was the students who attended the practicum for at least one year and enrolled in the academic year 2015. The sample used for this study was composed of 296 persons including 88, 91 and 117 students of the second, third and fourth year, respectively. The research tool was the questionnaire, which had two parts: Part 1 – students’ general profile and Part 2 – questions on the practicum environment that enhances cultural competency. According to the study results, a majority of the sample (94.93 %) was female with an average age of 21.34 years. Meanwhile, all samples (100%) were single and had friends of other religions. Buddhist was the most followed by them. 12% of them had friends with other races. People or patients whom the care was provided to or employed in case studies were mostly Thai Buddhists. Most of the sample had direct experience with culturally diverse patients either by giving care to them or employing them in case studies. Also, the population was experienced in the practicums of ‘Principles and Techniques in Nursing Practicum’ and ‘the Nursing Care of Persons with Health Problems Practicum’. About the practicum environment that enhances cultural competency, a moderate level of perception was found (mean = 3.21, S.D. = .46). In particular, ‘the instructor’s
provision of support for students to learn with patients or clients’ was the aspect found to
have the highest level of perception (mean = 3.28, S.D. = .63) because the individual
patients had different context of though, belief, attitude and culture regarding the family,
group, community and society. In contrary, the one with the lowest level of perception was
‘the instructor’s expression of frustration or dissatisfaction during the cultural issue discussions’
(mean = 3.12, S.D. = .46). The findings of this research should be applied in the future
study for the development of an approach to enhance nursing students’ cultural competency
in nursing practicum.

**Keywords:** Perception, Cultural Competence, Nursing Practical Subjects, Practicum
Environment, Nursing Students
THE DEVELOPMENT OF EXECUTIVE INFORMATION SYSTEM OF PRABOROMARAJCHANOK INSTITUTE, MINISTRY OF PUBLIC HEALTH, THAILAND

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Data, through the analyzed process, information for decision making, is crucial for feasible efficacy and effectiveness of leading organization development. The Prboromarajchanok Institute is responsible for large scale of education and training by 35 Colleges all over Thailand under The Ministry of Public Health. The Institute needs to develop an information system to updated information for organizational decision making and development. Thus, the institute supported by one information system institute to set up information processing system to draw data from all level and division. The information system: Praboromarajchanok Institute Executive Information System (PIEIS) process and present country information to many organizations which need to use such information to their plan and missions. The organizations which are employed this information system were the Ministry of Public Health nursing council, Universities and Colleges related to health, University which College affiliated and other health organization. The information system benefits the Institute for three focuses: minimize time, decrease redundancy, and facilitate a higher quality of information completeness. A system is a useful tool for mission completion which is essential for Executive decision making and organization development. Praboromarajchanok Institute Executive Information System (PIEIS) composed of 6 elements: 5 support systems and one file. The supports are 1) administration, 2) higher education, 3) academic and research, 4) academic service, art and culture, and 5) academic quality assurance. One file is staff record. The system is continuously developed. Currently, the system is used for effective decision making. The system, however, needs to develop the report form of these support systems for both inside and outside of the Colleges Quality Assurance Reports both as evidence-based for evaluation from professional accreditation.

**Keywords:** Information system development, education administration
PERCEIVED WARNING SIGNS OF CEREBROVASCULAR DISEASE AND SELF - MANAGEMENT BEHAVIORS AMONG OLDER ADULTS WITH UNCONTROLLED HYPERTENSION DISEASE IN SRINARONG HOSPITAL, SRINARONG DISTRICT, SURIN PROVINCE

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The purpose of descriptive research aimed to study perceived warning signs of cerebrovascular disease and self-management behaviors among older adults with uncontrolled hypertension disease in Srinarong Hospital, Srinarong District, Surin Province. The sample group consisted of 90 older adults with uncontrolled hypertension disease were randomly selected by simple random sampling without replacement. The collecting of data had been done during October 2016 to December 2016. The research tool included 1) The perceived warning signs of cerebrovascular disease interview form 2) The self-management behaviors for older adults with uncontrolled Hypertension disease questionnaire and tested for reliability using Cronbach’s alpha coefficient was 0.81 and 0.80 respectively. Descriptive statistic was used for data analysis including frequency, percentage, mean and standard deviation.

The results of the study showed that: 1) Overall perceived warning signs of cerebrovascular disease among older adults with uncontrolled hypertension disease were at the high level (M = 1.57, S.D. = 0.68) 2) Overall self-management behaviors among older adults with uncontrolled hypertension disease were at the high level (M = 3.56, S.D. = 0.59) and self-management behaviors in each aspect were at the high level included 2.1) roles management behavior (M = 3.73, S.D. = 0.57) 2.2) medical management behavior (M = 3.47, S.D. = 0.65) and 2.3) emotion management behavior (M = 3.47, S.D. = 0.55).
The finding of the study suggested the health care providers should follow up the older adults with hypertension disease who had perceived warning signs of cerebrovascular disease of the sample was at the moderate level because they were a group of high risk to cerebrovascular disease. There should be the activities to exchange the experience and learning together between the patients who had a moderate and high level of self-management behaviors. Proactive services to develop the health promotion self-management behaviors consistent with the lifestyle of the older adult.

**Keywords**: Perceived warning signs, Cerebrovascular disease, Self–management behaviors, Uncontrolled Hypertension disease
PASSIVE COMMUNICATORS: INVESTIGATING CHINESE SCIENTISTS’ INTERACTION WITH MEDIA

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Examining scientists’ interaction with media is a key theme of science communication scholarship. However, so far none systematic research has investigated how Chinese scientists deal with media. Through an online survey responded by more than 500 Chinese scientists, we found that although nearly all of them considered public science communication important, only a small portion of Chinese scientists regularly had media contacts. Chinese scientists’ low media interaction is both a result of the lack of incentives in their assessment system and related to their distrust of media, the perceived limited role of media in Chinese science policymaking, and insufficient institutional supports to help them a link to and deal with media. More specifically, 52% of surveyed scientists did not have media contact in the past year, and receiving media interviews was the least popular science communication activity listed by surveyed scientists, accounting for only 8.6%.

Scientists’ low evaluation of the media’s role and capacity in reporting science seems to be a significant reason. More than 56% surveyees agreed or extremely agreed to the statement that science journalists often neglected important information in science and over 54% thought science journalists often used sensational way to report science. The passive media behavior of Chinese scientists was worsened by the underperformance of the PR staffs, or public information officers (PIOs), of their institutions. Some 47.6% scientists said in the past year, the PR persons have never contacted them while only 3.2% of surveyed scientists said their PIOs moderately reached them.

Our result highlights not only the necessity to we urgency to narrow the gap between science and media through various interactive activities. Research institutions’ publicity function must also be enhanced to help scientists better cope with media.

Keywords: Science communication, media relationship, interaction
THE ROLE OF CHINESE MEDIA IN TWITTER DISCUSSION OF CHINA’S BELT AND ROAD INITIATIVE

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The Belt and Road Initiative put forward by President Xi Jinping in 2013 will have a tremendous impact on the world. Given the opposition and skepticism over the Initiative from some other countries, the Chinese government is trying to increase the communicative power of Chinese media in selling the idea of “One Belt and One Road” (OBOR) to gain trust and support for this Initiative. Through social network analysis of Twitter discussion on China’s Belt and Road Initiative, this study aims to examine the role of Chinese media in the global information flow of this policy and discuss the communication strategies Chinese media can develop to disseminate the information of OBOR around the world.

This study collected OBOR-related tweets posted between May 7 and May 22, 2017, including two days of the Belt and Road Forum for International Cooperation on May 14-15, one week before and one week after the Forum. A sample of 38,259 tweets (21% of total 184,687 tweets) was used for social network analysis. The findings show that among the top 10 most influential uses by in-degree centrality (users with high in-degree scores in Twitter network are those who get most retweets or mentioned by other others) in the OBOR information network, six Twitter users are located in China and five of them, except the South China Morning Post, is state-owned mainstream media. The top three are Xinhua News Agency, followed by the People’s Daily, and China Global Television Network (CGTN), China’s new international media organization owned and operated by CCTV.

On the contrary, nine of the top 10 most influential users by betweenness centrality (in other words, the top 10 opinion leaders) in the OBOR information network were found to be individual Twitter accounts. The most salient node is @CPEC15, which is owned by Amjad Farooq Ch., Chief Executive Officer of Super Care Pharmacies in Pakistan. He plays as the leading opinion leader and the main bridge between the China cluster and the Pakistan cluster in the whole network. He uses @CPEC15 to post friendly tweets about CPEC, which
refers to China Pak Economic Corridor, a collection of infrastructure projects that are currently under construction throughout Pakistan.

The findings from this study indicate that Chinese mainstream media as the official mouthpiece of the Chinese government serve as information providers and agenda setters in the OBOR information network; however, individuals as opinion leaders play an essential role in disseminating information and bridging between different groups in the network. This study suggests that one of the effective communication strategies Chinese mainstream media can use is to attract and influence the attitudes of those opinion leaders to spread the information of Chinese policy and shape the global public opinion toward the Belt and Road Initiative.

**Keywords:** Belt and Road Initiative, Chinese Media, Twitter, social network analysis
SMALL BUSINESS WITH UHC, AND SUFFICIENCY ECONOMY PHILOSOPHY IN THAILAND

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This qualitative research is aimed to study the impact of work and workplace of small business towards their quality of life with the UHC in Thailand. The research method used in-depth interview, participatory observation with more than 50 street food sellers in Bangkok. The results revealed: Most of them (more than 70%) were female, less than high school education, middle age (30–60 years old) with 2–3 children in the family. By significant debt from borrowed money from the illegal loan to invest and expenditure, they had to pay daily/monthly average of 20% of interest with the principle, because of no credit or any bank accounts. Their workplaces were along the street in downtown or crowded communities. They faced air pollution from nearby motorcycle queues, dusty streets, sometimes road accidents, noisy places, and heat. Sometimes, they moved to the other places and sometimes carrying heavy food containers to the place that may be, it could make more money. They got up very early in the morning to buy raw materials from the markets, prepared food and spent time to sell their food products almost the whole day with little time to rest. The impact to their quality of life; 1) physical health, back and knee pain, skin irritation from cooking food and heat etc, 2) emotional health, stress, worried about financial support and daily payment in the family, future strain, 3) social health, no social security, family disparities, because of no time to take care children., some of their partners were heavy drinkers, their children have to leave the schools and some were drug abused, etc. Universal health coverage in Thailand had been set up since 2001 from the concept of “Health for All”. As of now, 99% of the Thai population is covered through a comprehensive health care package that ranges from health prevention and primary care, to hospitalization such as, traffic accidents, cancer, renal replacement therapy, ART treatment for HIV, etc. This UHC has help people who have no security insurance to become more secure in their life. The suggestion of the research are to sustain the UHC policy, the government should have good strategies for health prevention and health promotion together with the financial support systems to stop the “shark loan” and the vicious cycle of their life.

Keywords: Small business, UHC, Sufficiency Economy Philosophy
THE IMPACTS OF UNIVERSITY SOCIAL RESPONSIBILITY IMPLEMENTATION ON THE STUDENTS

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This research aimed to study students’ impact from the university social responsibility and to study the factors that affect the student impact of the university social responsibility. This research was qualitative research by in-depth interview key informants who related operation about university social responsibility. Case study two universities which were social responsibility more than five years and to announced to university policy. Key informants included: lecturers who are responsible for the university responsibility projects, personnel and students. Research tool was an interview and analyzed data using content analysis by classification.

The research results found that university case study carries out University Social Responsibility (USR) through the extra-curricular activities such as the volunteer spirit projects more than teaching and learning activities. The impact of USR activities on students was as follows; the knowledge, understanding, and attitude associated with different social responsibilities; life skills development such as leadership, volunteerism, civic engagement; career development including a network of students and institutes.

The factors related to driving of USR that affect students including: corporate policy; understanding the context of society; USR was compliance based on assessment criteria for university quality assurance; designing learning activities; the commitment of all personnel; and social communication. Research recommendations were to understanding the concept and set to USR policy into the procedure of university by considering both internal and external stakeholders; designing learning activities according to student-centered and context through community participation.

Keywords: University social responsibility, impact to students
MINING SOCIAL MEDIA DATA IN PUBLIC OPINION: OPPORTUNITIES AND CHALLENGES

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The text has always been an important data source in public opinion research. Social media has provided public opinion researchers with more data than their predecessors could have imagined. Meanwhile, there have been increasing numbers of software packages for accessing and analyzing large-scale data. As a result, research on public opinion by analyzing text data extracting from social media such as Facebook, Twitter and Sina Weibo has become increasingly popular among public opinion researchers. This article first presents the procedure of conducting public opinion research through mining social media data, then review recent applications in public opinion research, at last explores methodological challenges caused by data mining method.

Keywords: Text mining, social media, public opinion
FACTORS INFLUENCING ON USING DENTAL SERVICES OF FOREIGN TOURISTS IN THAILAND

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This exploratory research investigated the factors that influence foreign tourists’ decision to use dental services in Thailand. Questionnaire was used to collect data from foreign tourists who used dental services in the hospital or dental clinic in Thailand. Data from 233 completed questionnaires were analyzed using frequency distribution, percentages, mean and standard deviation. The findings revealed that most of the respondents were Asian (54.5%), followed by European (33.9%), females (64.8%) aged between 26-35 years (39.1%), business owner (45.9%), came to Thailand with friends (47.6%). Regarding travel purposes and contact of the dental services, most of them travel for pleasure (52.89%) and self-contact through internet (63.95%). The health/medical service used included health check-up (34.48%), dental services (29.22%) and day spa/massage (23.23%). The dental treatment done or plan to do included dental check-up (29.87%), tooth cleaning (26.68%) and tooth whitening (11.41%). Based on the influence of 7P factors towards the respondents decision to use the dental service, it was found that the average mean score range from 4.33-4.15 which were at the high to very high level of influence to their decisions. The people factor had the highest average mean score (mean 4.33, SD=0.604) followed by the price factor (mean 4.32, SD= 0.651) which both had highest level of influence. The physical evidence factor had the lowest mean score (mean 4.15, SD=0.752) which was at the high level of influence. It should be noted that if consider in details of different sub-factors, the factor concerning the modern technology and dental equipment (mean 4.33, SD=0.606) and factor on quality of service (mean 4.43, SD=0.598) had the highest mean score followed by the total cost of the trip including services is reasonable (mean 4.37, SD=0.582). Regarding the factor on country, it was found that this factor also had highest influence level (mean 4.30, SD=0.67) and affordability had the highest mean score (mean 4.39, SD=0.614).

Keywords: Dental services, medical tourism, Thailand
DIABETES DISTRESS AMONG ADULT WITH DIABETES MELLITUS TYPE 2 IN INDONESIA

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Backgrounds: Diabetes distress refers to a condition from depression that is associated with diabetes outcomes. Diabetes distress can be defined as patient concerns about disease management, support, emotional burden, and access to care. Identification of diabetes distress can provide important informations to support specific intervention for adults with diabetes mellitus.

Purpose: This study aimed to determine diabetes distress condition among adult with diabetes mellitus type 2.

Methods: This study used a cross sectional survey. The population in this study was adults aged 20–59 years who have been diagnosed with type 2 diabetes mellitus and who are registered at a PHC in Malang City, East Java Indonesia. The sample size for this study comprised 127 participants

Results: The mean scores of participant’s diabetes distress was 3.03 (SD=0.86). More than half of participants (55%) had moderate distress level to diabetes mellitus. The mean score of diabetes distress in emotional burden domain was 3.24 (SD=1.10). The mean score regarding physician-related distress was 2.73 (SD=1.04), on regimen-related distress 3.03 (SD=0.89), and in the interpersonal distress 3.08 (SD=1.25).

Conclusion and Recommendation: Diabetes distress among adults needs to be considered among health provider. Early finding for this condition will help to prevent complication of diabetes mellitus

Keywords: Distress, Diabetes mellitus, outcomes, Adult, Indonesia
Towards the 2000s, airlines have achieved record levels of profitability. A sharp decline in profitability has been observed since 2000. This can be caused by a variety of reasons. The September 11 attacks, high fuel prices, economic stagnation, terrorism, wars, viral diseases in various countries, severe competition conditions, passenger decline and poor governance are the main reasons.

When the aviation industry is examined, it appears that more than 200 airline operations have stopped their activities as result of bankruptcy. The pressure of legal regulations, the introduction of many new actors in the sector, the high volume of investment capital as well as investment capital has made it more difficult for airlines to maintain their assets in these overwhelming competitive conditions. Apart from these, fuel, maintenance, insurance expenses, interest expenses and foreign exchange risk, which have been working in the 1980s, have emerged as great threats to the enterprises to sustain their assets. This change has affected the stability of the businesses in the negative direction and the amount of risk faced by firms has increased in intense amounts.

Many studies have been done using the Altman Z-Score. It was determined that Altman Z-Score was successful in determining firms’ bankruptcy risks. The Altman model was revised in 1993. It turns out that this revised model gave more successful results.

In this study, the financial status of the Turkish Airlines which Turkey’s flag carrier airline company was examined using the data z score on the 2012–2016 financial statements.

**Keywords:** Financial distress, bankruptcy, aviation sector
MEDIA CONVERGENCE OF CHINESE BROADCAST TV INDUSTRY:
PRACTICE AND THEORY

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Media convergence is a happening reform across the world. There is no success mode that is proved applicable everywhere. In China, the profits of broadcast TV industry is dropping due to the influence of internet. Technology companies began to enter the industry of news, literature, film, animation and other content production. The media convergence of Chinese broadcast TV industry began at the end of last century and the beginning of this century. It has experienced four stages, including large-scale, interaction, all-media production and entire transition. Entire transition means all personnel shift to the new media platform. The driving forces of media convergence not only include technology and market, but also include policy and government. Media convergence is a part of the comprehensive deepening reform in China. The convergence of traditional media and new media deeply integrated.

Keywords: media convergence entire transition policy driven deeply integrated
INFLUENCING FACTORS ANALYSIS FOR RESPONSE RATES IN
CHINESE TELEPHONE SURVEY

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Nowadays, one of the most problematic features of telephone surveys is their low response rates. This problem applies to both landline phone surveys and mobile phone surveys. As the recent 20 Chinese telephone survey projects which contained 21,630 mobile phone samples and 3,533 landline phone samples shows, the average response rate is 4.9%, specifically, the rate of mobile phone is 6.1%, higher than the average landline phone rate (2.5%). The longer Survey duration and the more difficult questions have a significant negative impact on the response rate. At the same time, the number of questions, diversity of the respondents and sensitive political themes had no significant effect on the response rate.

Keywords: telephone survey, response rate, respondent characteristics
China is in a critical period of social transformation. People’s perceptions of social justice and political trust are facing unprecedented challenges. This study investigated how people’s media use influences their political trust. This study focused on the mediating effect of social justice perception between media use and political trust. A nationwide telephone survey of 1080 residents in 36 major Chinese cities showed that traditional media and new media differ in their impact on social justice perception and political trust. Specifically, newspaper use was not related to social justice perception and political trust, whereas television use was positively associated with individuals’ social justice perceptions and political trust, and Internet use was negatively linked to social justice perceptions and political trust. In particular, people’s social justice perceptions mediate the relationship between media use and political trust. Theoretical and political implications of these findings are discussed.

**Keywords:** media effects, social justice, political trust
ONLINE POLITICAL PARTICIPATION IN CHINA: 
EXPLORING THE SOCIAL MEDIA USERS’ ONLINE INFORMATION 
TRANSMISSION BEHAVIORS DURING PUBLIC EMERGENCY EVENTS

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In recent years, China has been in a period of social transition. Public emergency events have occurred frequently, and social media have developed rapidly. Social media users in China not only represent traditional audiences but also play an increasingly important role in crisis communication during public emergency events by expressing their views, discussing events with others and sharing information both online and offline. According to national telephone survey data from China, nearly two-thirds of the respondents engaged in communication behaviors during public emergency events, and more than forty percent of those users communicated by social media. Hundreds of millions of Chinese social media users are becoming the driving force of the public opinion field. Then we developed the Regression Model and observed that demographic variables, social media use, people’s concerns regarding public emergencies and people’s need to monitor the government’s performance during public emergencies significantly influence online information dissemination behaviors.

Keywords: public emergency events, social media, online communication, political participation