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Biber's Corpus-based Multidimensional Analysis to Investigate Lexico-grammatical Patterns and the Underlying Communicative Functions

Woravit Kitjaroenpaiboon*[a], Benjamas Khamsakul[a], Samniang Fahkrajang[a], Sutan Mumdaeng[a], Prissana Fongsarun[a], Wilasinee Ploylermsaeng[a] & Witchaya Tiyapongprapbhan[b]

[a] *Faculty of Humanities and Social Sciences, Suan Dusit University, Bangkok, 10300, Thailand*
[b] *Research and Development Institute, Suan Dusit University, Bangkok, 10300, Thailand*

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Abstract

Douglas Biber is a veteran in corpus linguistics which is a field of linguistics studying natural written or spoken languages to better understand how the language is used and now is attracting numerous linguists' interests. One salient contribution of corpus linguistics for present linguistic studies is that it helps reveal lexico-grammatical patterns (or grammatical collocations) naturally used in the language together with their underlying communicative functions. Biber is said to be a pioneer in this field of study and to have employed a statistical approach (Multidimensional Analysis: MA) to investigate lexico-grammatical collocations in his corpus of written and spoken discourses. This paper thus elaborates to what extent Biber's Corpus-based Multidimensional Analysis has contributed to studies in the field. After reviewing literatures related to the topic, the writers of this paper found that numerous scholars have agreed that Biber's Corpus-based Multidimensional Analysis is relatively good for studying lexico-grammatical patterns and their communicative functions and can further be applied for other studies particularly in the corpus linguistics field.

Introduction

Numerous corpus scholars (e.g. Atkinson, 1999; Baoya, 2015; Biber, 1995, 2002; Biber & Finegan, 1994; Connor & Upton, 2013; Friginal, 2009; Getkham, 2010; Gozdz-Roszkowski, 2011; Kanoksilapatham; 2003; Kitjaroenpaiboon et.al., 2021; Kitjaroenpaiboon & Getkham, 2016a; 2016b) have mutually agreed that multidimensional analysis or MA assists in providing a more comprehensive linguistic description of texts and text varieties since it can help statistically reveal lexico-grammatical collocations with the underlying communicative functions in a corpus. This paper therefore aims at reviewing previous research studies having exploited Biber's corpus-based multidimensional analytical approach to study lexico-grammatical patterns as well as underlying communicative functions in different corpus.

Corpus linguistics, a field of linguistics studying collected samples of natural written or spoken discourses in order to better understand how the language is used is

* Corresponding Author
e-mail: woravit_kit@dusit.ac.th

now gaining popularity among several linguists (Fuchs & Schoenberg, 2020). This has been confirmed from an increasing number of research studies in the field. One key contribution of corpus linguistics for linguistic research studies is that it helps linguists reveal lexico-grammatical patterns (or grammatical collocations) naturally used in the language together with their underlying communicative functions. Douglas Biber is said to be a pioneer with high reputation in the field. He is known for being well versed at employing a multidimensional analysis (MA), a quantitative statistical approach, to investigate lexico-grammatical collocations with their underlying communicative functions in his corpus of written and spoken discourses.

A multidimensional analysis is a statistically corpus-based quantitative approach often used to analyze linguistic variation among registers or genres (Biber, 1995). Unlike ordinary grammatical analyses with focus particularly on single lexico-grammatical features, the MA takes a multivariate statistical approach (known as Factor Analysis) to study sets of lexico-grammatical features in texts. Methodologically, the MA comprises many phases such as developing a range of lexico-grammatical features for the analysis, computing frequencies of the lexico-grammatical features in a corpus by a concordance program, normalizing them to allow comparison between texts of different sizes, and performing a factor analysis to identify 'dimensions' (Arunmanakul, 2012).

After performing a multidimensional analysis, the analyzed lexico-grammatical features cluster in dimensions. The dimension usually contains positive loadings and negative loadings features. The positive loading features are complimentary to the negative loading features, whereas the higher the frequency of the occurrence of lexico-grammatical features in one set, the lower the regularity of the features appear in the other set and vice versa. Each lexico-grammatical feature has its own loading indicating density of co-occurrence on each dimension. The more the feature's loading value, the more likely the feature is sharing the same function with its co-occurring features (Ravat et.al., 2007).

Subsequently, the dimension is correlative to the shared communicative functions of its composing lexico-grammatical features (Biber, 1995). For example, as observed in Biber's (1995) study of a 48-spoken-and-written-text-corpus, 6 dimensions were identified. Also, past tense verbs, 3rd person pronouns, perfect aspect verbs, public verbs, synthetic negation, and present participial clauses simultaneously provide functions of 'Narrative versus Non-Narrative Concerns' Notwithstanding, a dimension score is calculated by summing up the frequencies of lexico-grammatical features, each of which has notable loading on a pattern. This average dimension score facilitates a comparison of relations among texts and text varieties with respect to each pattern (Ravat et.al., 2007).

Review of Literatures

A thorough search of the relevant studies revealed that many prior studies applied Biber's corpus based multidimensional analysis to investigate lexico-grammatical features with their underlying communicative functions in different corpus (e.g. Baoya, 2015; Biber, 1995, 2002; 2004; Biber et.al., 2002; 2006; Biber & Finegan, 1994; Connor & Upton, 2013; Friginal, 2009; Getkham, 2010; Gozdz-Roszkowski, 2011; Guinovart, 2000; Kanoksilapatham; 2003; Kitjaroenpaiboon et.al., 2021; Kitjaroenpaiboon & Getkham, 2016a; 2016b Kanoksilapatham, 2003; Louwerse et.al., 2004). Prior studies are reviewed as follows.

In 1995, Douglas Biber (1995) tried employing a statistically multidimensional analysis approach to investigate lexico-grammatical features in his corpus originating from LOB (Lancaster-Oslo-Bergen) corpus and the LLC (London-Lund Corpus) corpus, representing several registers (e.g. radio broadcasts, press reportage, fiction, academic prose, letters, conversations, public speeches, interviews, etc.). In the study, four dimensions with five underlying communicative functions were revealed and shown below.

1) 'Narrative and Non-narrative discourse' which comprises *past tense verbs, 3rd person pronouns, perfect aspect verbs, public verbs, synthetic negation, and present participial clauses.*

2) 'Involved and Informational Production' which consists of *that-deletions, contractions, present tense verbs, 2nd person pronouns, 'do' as pro-verb, analytic negation, demonstrative pronouns, general emphatics, 1st person pronouns, 'it', 'be' as main verb, causative subordination, discourse particles, general hedges, amplifiers, sentence relatives, 'Wh'-questions, possibility modals, non-phrasal coordination, 'Wh'-clauses, final prepositions, nouns, word length, prepositions, type-token ratio, attributive adjectives, and indefinite pronouns.*

3) 'Situation-dependent and Elaborated Reference' which contains *time adverbials, place*

adverbials, adverbs, 'Wh' relative clauses in object positions, pied piping constructions, 'Wh' relative clauses in subject positions, phrasal coordination, and nominalizations.

4) 'Overt Expression of Persuasion' which composes of *infinitives, prediction modals, persuasive verbs, conditional subordination, necessity modals, split auxiliaries,* and *possibility modals.*

In 2000, Xavier Gomez Guinovart (Guinovart, 2000) applied Biber's corpus-based multidimensional analysis to identify the stylistic variables influencing the nature of spoken and written-to-be-spoken English texts, compiling the corpus from the British National Corpus (BNC). The multidimensional analysis led to the distinction of three dimensions with three underlying communicative functions, consisting of:

1) 'Notional Richness versus Dynamic Deictic Reference' in which *possibility modals, relatives and interrogatives, adjectives modified by adverbs, adjectives/ nouns ratio, amplifiers, modal auxiliary, conditional adverbial subordinators, causative adverbial coordinators, infinitive forms, predictive modals, adverbs, necessity modal, type token ratio, place adverbials,* and *proper nouns* co-occur.

2) 'Explicitness versus Concision' in which *hapaxlegomena, relatives and interrogatives (infinitive forms), coordinating conjunctions, discourse particles, prepositions nouns ratio, negative constructions, adverbs, interjections, indefinite pronouns, adverbs prepositions ratio, personal pronouns, coleman-liau index, word length, attributive adjectives, nouns, prepositions plus nouns, prepositions plus phrases, adjectives, proper nouns, nominal pre-modifiers, determiners, past participles, and genitive markers* inhere.

3) 'Favored versus Disfavored' in which *sentence length in words, sentence length in characters, automated readability index, reflexive pronouns,* and *type token ratio* consist.

In 2002, Douglas Biber with Susan Conrad, Randi Reppen, Pat Byrd, and Marie Helt (Biber et.al., 2002) together explored the T2K-SWAL corpus (TOEFL 2000 Spoken and Written Academic Language) by using Biber's corpus-based multidimensional analysis to investigate lexico-grammatical features, finding the same five dimensions and five underlying communicative functions as Biber's 1995 and presented as follows.

1) 'Involved versus Informational Production' which comprises *private verbs, 'that' deletion, contractions, present tense verbs, second person pronouns, 'do' as pro-verb, analytic negation, demonstrative pronouns, general emphatics, first person pronouns, pronoun 'it', 'be' as main verb, causative subordination, discourse particles, indefinite pronouns, general hedges, amplifiers, sentence relatives, 'Wh' questions, possibility modals, nonphrasal coordination, 'Wh' clauses, final prepositions, nouns, word length, repositions, type/token ratio,* and *attributive adjectives.*

2) 'Narrative versus Non-Narrative Discourse' which composes of *past tense verbs, third person pronouns, perfect aspect verbs, public verbs, synthetic negation,* and *present participial clauses.*

3) 'Non-impersonal Style' in which *conjuncts, agentless passives, past participial adverbial clauses, 'by' passives, past participial postnominal clauses, and other adverbial subordinators cooccur.*

4) 'Overt Expression of Persuasion' in which *infinitives, prediction modals, suasive verbs, conditional subordination, necessity modals, split auxiliaries,* and possibility modals consist.

5) 'Situation-dependent versus Elaborated Reference' which *time adverbials, place adverbials, adverbs, 'Wh' relative clauses on object positions, pied piping constructions, 'Wh' relative clauses on subject positions, phrasal coordination,* and *nominalizations inhere.*

In 2003, Similarly though, Bussaba Kanoksilapatham (Kanoksilapatham, 2003) applied Biber's corpus-based multidimensional analysis to investigate research articles from international journals in biochemistry and found seven lexico-grammatical dimensions with seven underlying communicative functions and presented as follows.

1) 'Evaluative Stance' which comprises *extraposed 'it', 'that' clause controlled by adjectives, predicative, adjectives,* and *'to' clause controlled by adjectives.*

2) 'Expression of Purpose' which contains *'to' infinitives, whether/if, 'to' clause controlled by verbs, first person pronouns, 'to' clause controlled by adjectives, prepositions,* and *type / token ratio.*

3) 'Framing Claims' which composes of *demonstratives, quantifiers,* and *'that' clause controlled by verbs.*

4) 'Conceptual versus Specific References' in which *word length, attributive adjectives, nouns, numerals,* and *technical jargon* are found.

5) 'Attribute Knowledge and Current Findings' where *present tense verbs, references, type / token ratio,*

common nouns, past tense verbs, pointers, and *prepositions* co-occur.

6) 'Concreate Action versus Abstract Notion' in which *passives, coordinating conjunctions, nominalization, past tense verbs, definite articles, prepositions,* and *modals* inhere.

7) 'Expression of Contradiction' which composes of *concession, pointers, 'not' negation,* and *adverbs.*

In 2004, Max Louwerse, Phillippe McCarthy, Danielle McNamara, and Arthur Graesse (Louwerse et.al., 2004) attempted to prove whether Biber's corpus-based multidimensional analysis is effective. These four researchers thus similarly applied the same corpus and methods as Biber (1995) had done, revealing six dimensions as well as six underlying communicative functions. All six dimensions are similar to Biber (1995), Therefore, confirming that a Biber's corpus-based multidimensional analysis is reliable, useful and effective for investigating language in the corpus and presented as follows.

1) 'Informational and Declarative' where *positive temporal connectives, polysemy (adjectives), meaningfulness, LSA paragraph to paragraph, familiarity, LSA sentence to sentence, negative temporal connectives, paragraph length, argument overlap, LSA sentence to paragraph, LSA paragraph to text, ratio of causal particles to causal verbs, LSA paragraph to paragraph, type-token ratio for nouns, LSA paragraph to text, imageability, concreteness, LSA sentence to sentence, LSA sentence to sentence, concreteness, negative causal connectives, frequency, (verbs), causal particles, average syllables per word, positive causal connectives,* and *age of acquisition* are found.

2) 'Speech and Writing' where *frequency, concreteness, imageability, meaningfulness, polysemy, flesch reading ease, ambiguous quantification, pronoun density, higher level constituents per word, abstract nouns, hypernym, polysemy, LSA sentence to sentence, ratio of causal particles to causal verbs, LSA paragraph to paragraph, paragraph to text, vague adverbs, type/token ratio for nouns, concreteness, argument overlap, average paragraph length, age of acquisition, average syllables per word, mean number of modifiers per noun-phrase, stem overlap,* and *flesch kincaid grade level* co-occur in.

3) 'Topic Consistency and Topic Variation' where *frequency conditionals, frequency negations, causal verbs, positive additive connectives, polysemy, LSA paragraph to paragraph, positive causal connectives, LSA sentence to text, LSA paragraph to paragraph, LSA paragraph to text, type-token ratio,* and *noun density* are found.

4) 'Factual and Situational' which comprises *clarification connectives, causal particles, negative causal connectives, noun overlap, ratio of causal particles to causal verbs, vague adjectives, negative additive connectives, positive causal connectives, ambiguous quantification, argument overlap, vague verbs, vague nouns, polysemy, imageability, causal verbs,* and *mean hypernym of verbs* inhere in.

5) 'Narrative and Non-narrative' which comprises *ambiguous temporal relation, vague nouns, positive connectives, temporal connectives, LSA sentence to text, LSA paragraph to text,* and *LSA sentence to sentence.*

6) 'Elaborative and Constrained' in which *type-token ratio, negative additive connectives, vague adjectives, vague verbs, positive additive connectives, LSA paragraph to text, LSA paragraph to paragraph,* and *LSA sentence to text* consist.

In 2006, Douglas Biber, Mark Davies, James Jones, and Nicole Tracy-Ventura (Biber et.al., 2006) investigated lexico-grammatical features in a Spanish language corpus, revealing six dimensions with six underlying communicative functions and are shown below.

1) 'Oral and Literate' discourse' which contains *indicative mood, causal subordinate clauses, time adverbs, first person pronouns, copula SER, demonstrative pronouns, specific single-word conjuncts. first person pro-drop, mental verbs, place adverbs, existential haber, que verb complement clauses, tag questions, present tense, future ira, perfect aspect, communication verbs, third person pronouns, progressive aspect, yes-no questions, que relative clauses, manner adverbs, augmentatives. quantifiers. CU verb complement clauses, pre-modifying demonstratives, conditional subordinate clauses, nu listed, desire verbs, general single-word conjuncts. verbs of facilitation, simple occurrence verbs, singular nouns, postmodifying adjectives, definite articles, prepositions, plural nouns, simple NPs (without determiners, etc.), derived nouns, type token ratio. postnominal past participles, pre-modifying attributive adjectives, long words, other adjectives,* and *se passives.*

2) 'Spoken 'Irrealis' Discourse' which comprises *subjunctive verbs, que relative clauses (subjunctive), que verb complement clauses (subjunctive), verb+infinitive, conditional verbs, obligation verbs, future tense, infinitives without preceding verb or article, que verb*

complement clauses (indicative), verbs of facilitation, progressive aspect, conditionals in dependent clauses, and que noun complement clauses.

3) 'Narrative Discourse' which *clitics, imperfect tense, possessives. third person pronouns, se (not passive or reflexive), preterit tense, aspectual verbs, se (reflexive), se (emocion). infinitives without preceding verb or article, verb+infinitive, derived notins,* and *postmodifying adjectives* are in.

4) 'Addressee Focused Interaction' which *third person pro-drop, tu. exclamatives, Ct/questions, simple NPs (without determiners, etc.), yes-no questions, diminutives, que relative clauses (indicative),* and *other -merUe adverbs* co-occur in.

5) 'Informational Reports of Past Events' in which *proper nouns, preterit tense, long words, prepositions, pre-modifying attributive adjectives, present tense, predicative adjectives,* and *verb+infinitive* inhere.

6) 'Formal' Written Style' which includes *relative clauses,* and *other clauses.*

In 2013, Jocelyne Daems, Dirk Speelman, and Tom Ruette (Daems, Speelman, & Ruette, 2013) studied language in weblogs and identified with four patterns with four underlying communicative functions. Daems, Speelman, and Ruette reported that their revealed patters are quite identical to Biber's (1995, 2004, 2006) and Biber et al.'s (2002) and argued that Biber's patterns proved predominantly universal, not only with the 'entire' spectrum of registers within a language, but also when inspecting a specific register. The revealed dimensions are as follows.

1) 'Narration and Instruction' where *third person pronouns, past tense verbs, possessive pronouns, adverbs, particles, word length,* and *proper noun* occur in.

2) 'Formal and casual' in which *subordinating prepositions and conjunctions, determiners, past participles, 'Wh'-determiners,* and *adjectives* consist.

3) 'Diary and Background Story' which is compounded from first person pronouns, personal pronouns, and nouns.

4) 'Reflection and Report' which comprises of *second person pronouns, third person singular, present tense verbs, modals, base form verbs, 'Wh'-adverbs, and 'Wh'-pronouns.*

Again in 2013, Allar Connor and Thomas Upton (Connor & Upton, 2013) investigated lexico-grammatical features in three hundred and sixteen mail letters taken from a hundred and eight organizations. Their results displayed four dimensions and four underlying communicative functions and are shown as follows.

1) 'Narrative and Non-Narrative Concerns' which composes of past *tense verbs, third person pronouns, perfect aspect verbs, public verbs, synthetic negation, present participle clauses, present tense verbs, attributive adjectives, past participles, whiz deletion,* and *word length.*

2) 'Involved and Informational Production' in which *private verbs, 'that' deletion, contractions, present tense verbs, second person pronouns, 'do' as pro-verb, analytic negation, demonstrative, pronouns, general emphatics, first person pronouns, pronoun 'it', 'be' as main verbs, causative, subordination, discourse particles, indefinite pronouns, general hedges, amplifiers, sentence relatives, 'Wh' questions, possibility modals, non-phrasal coordination, 'Wh' clause, final prepositions, nouns, word length, prepositions, type token ratio,* and *attributive adjectives* inhere.

3) 'Overt Expression of Persuasion Reference' in which *'Wh' relative clauses on object position, pied piping constructions, 'Wh' relative clauses on subject position, phrasal coordination, nominalizations, time adverbials, place adverbials,* and *adverbs* co-occur.

4) 'Explicit and Situation Dependent' where *'to' infinitives, prediction modals, suasive verbs, conditional subordination, necessity modals,* and *split auxiliaries* are found.

In 2009, Eric Friginal (Friginal, 2009) employed Biber's corpus–based multidimensional analysis to investigate spoken discourse from outsourced call centers. Three dimensions were discovered. All revealed dimensions mark characteristics distinguishing the functional attribute of speakers' discourse. The dimensions are as follows.

1) 'Addressee-Focused, Polite, and Elaborated Information versus Involved and Simplified Narrative' which compounds of *past tense verbs, third person pronouns, non-factual /communication verbs + that-clause, communicative verbs, 'that' deletions,* and *present tense verbs.*

2) 'Planned, Procedural Talk' which consists of *pronoun 'it', first person pronouns, past tense verbs, 'that' deletion, private verbs, 'Wh' clauses, perfect aspect verbs, verb 'do', second person pronouns, word length, please, nouns, possibility modals, nominalizations, length of turns, thanks,* and *ma'am/ sir.*

3) 'Managed information flow' in which *word count, length of turns, type / token ratio, second person pronouns, next/then, word length, time adverbial,*

prepositions, please, present tense verbs, nominalizations, and *because/so* inhere.

In 2010, Kanyarat Getkham (Getkham, 2010) studied co-occurring patterns of lexico-grammatical features in applied linguistic research article, unveiling six dimensions with six underlying communicative functions which are as follows.

1) 'Expression of Purposes' *where suasive verbs, 'that' clause controlled by adjectives, public verbs, 'that' clause controlled by verbs, 'that/which' relatives, predicative adjectives, 'that' clause controlled by nouns,* and *extraposed 'it'* are found.

2) 'Established Knowledge and Expression of Ownership' *where 'to' infinitives, coordination, concessive connectors, whether/if, perfect, references, 'that' clause controlled by verbs, extraposed 'it', passives,* and *pointers* co-occur.

3) 'Expression of Generality' which composes of *private verbs, hedges, other connectors, public verbs,* and *cause connectors.*

4) 'Evaluative Stance' which comprises *word length, attributive adjectives, nouns, synthetic negations,* and *participial modifiers.*

5) 'Conceptual Complexity' which contains *present tense verbs, extraposed 'it', 'that' clause controlled by nouns, first person pronouns, place adverbials, result connectors,* and *past tense verbs.*

6) 'Framing Claims' in which *passives, coordinating conjunctions, nominalization, whether/if, references, prepositions, type/token ratio, first person pronouns, analytic negation, amplifiers,* and *pointer* inhere.

In 2015, Zhang Baoya (Baoya, 2015) utilized Biber's (1995) corpus-based multidimensional analysis to investigate his Educational Research Article Corpus (ERC), finding seven dimensions and seven underlying communicative functions as presented as follows.

1) 'Current Information versus Procedural Concerns' which comprises *word length, present tense, nominalization & gerunds, attributive adjectives, phrasal coordination,* and *past tense.*

2) 'Evaluative Stance versus Past Actions and States' which consists of *'be' as main verbs, predicative adjectives, pronoun 'it', present tense, pragmatic expressions, complements,* and *past tense.*

3) *'Logical Probability versus Integrated Information'* which composes of *dispreferred forms, modals, passives, adverbs, pronoun 'it', to-infinitives, nouns,* and *prepositional phrases.*

4) 'Commentary' which contains *complements, public verbs, suasive verbs, private verbs,* and *pragmatic expressions.*

5) 'Personal Engagement versus Modified Information' which composes of *personal pronouns, to-infinitives, present tense, proverb 'do', relative clauses, nouns,* and *participial clauses.*

6) 'Unsatisfactory Status Quo Versus Research Conduct' which includes *present tense, existential 'there', adverbial clauses, present tense aspect, negations, adverbs, and past tense.*

7) 'References to Present Research versus Information Relevant to the Past' which contains *demonstratives, prepositional phrases, independent clause coordination, past tense,* and *type/token ratio.*

In 2016, Woravit Kitjaroenpaiboon and Kanyarat Getkham (Kitjaroenpaiboon & Getkham, 2016a) presented the results of a multidimensional analysis investigating patterns of linguistic features in nursing research articles from the top 5 international leading journals. The study revealed, four lexico-grammatical patterns with four underlying communicative functions and are presented as follows.

1) 'Evaluative Stance Focused' where *predicative adjective, verb to 'be', adverbs, analytic negations, emphatics, 'that' verb complement, prepositional phrases, public verbs, adverbial subordinators,* and *present tense* are found.

2) 'Established Knowledge Focused' which comprises *present tense, average word length, attributive adjectives, present perfect aspect, demonstrative adjectives, nominalizations, split auxiliary,* and *phrasal co-ordination.*

3) 'Claim Focused' where *possibility modals, first person pronoun, conjuncts, pronoun 'it', 'that' verb complement, that relative clauses on subject position, sentence relative, 'that' deletion, causative adverbial subordinator, demonstrative pronouns, private verbs, predictive modals,* and *pire-piping relative clause* are found.

4) 'Intention Focused' where *'to' infinitive, time adverbial, suasive verbs, third person pronouns, gerunds,* and *'Wh' relative clauses on subject positions* co-occur.

Later in 2016, Woravit Kitjaroenpaiboon and Kanyarat Getkham (Kitjaroenpaiboon & Getkham, 2016b) together again applied Biber's corpus-based multidimensional analysis to investigate stylistic patterns and communicative functions in language teaching research articles. The findings were that language teaching research articles contained six stylistic patterns and six underlying communicative functions as shown below.

1) 'Persuasion Focused' which *present perfect aspect verbs, split auxiliary, type/token ratio, possibility modals, adverbs, 'to' infinitive,* and *'that' relative clauses on subject position* are found.

2) 'Evaluative Stance Focused' where *predicative adjectives, verb to 'be', analytic negations, hedges, emphatics, demonstrative pronoun,* and *predictive modal* together cooccur.

3) 'Claim Focused' which composes of *suasive verbs, pronoun 'it', 'that' verb complements, private verbs, 'Wh' relative clause on subject position, 'that' deletion, and adverbial subordinator.*

4) 'Established Knowledge versus Past Action Focused' in which *present tense verbs, conjuncts, attributive adjectives, phrasal coordination, past participial WHIZ deletion relative, past tense verbs, and agentless passive* inhere.

5) 'Ownership Focused and Result Focused' which comprises *first person pronouns, public verbs, third person pronouns,* and *causative adverbial subordinator.*

6) 'Modified Information Focused' which compounds of *gerunds, present participial WHIZ deletion relative, average word length, present participial clauses, and demonstrative adjectives.*

Recently as of 2021, Woravit Kitjaroenpaiboon, Benjamas Khamsakul, Samniang Fahkrajang, Sutthasinee Kesprathum, and Prissana Fongsarun (Kitjaroenpaiboon et.al., 2021) analyzed co-occurring patterns of lexico-grammatical features and their underlying communicative functions in applied linguistic research abstracts corpus. Biber's corpus-based multidimensional analysis revealed four dimensions with four different underlying communicative functions and are presented below.

1) 'Showing Significance and Clearly Specifying' where *present tense verb, verb to 'be', predicative adjectives, 'that' verb complement, suasive verbs, adverbs, prepositional phrases,* and *nouns* are found.

2) 'Providing Comments' which comprises *past tense verbs, type / token ratio, public verbs, present tense verbs, and nominalizations.*

3) 'Focusing on Actions' where average *word length, nominalizations, past tense verbs, agentless passives,* and *nouns* co-occur.

4) 'Evaluating Value' which *possibility modals, attributive adjectives, average word length, verb to 'be',* and *predicative adjectives* inhere in.

As can be seen, several corpus linguists applied the Biber's corpus-based multidimensional analysis to investigate co-occurring patterns of lexico-grammatical features in their corpora. The dimensions were seen to be named differently. The name given to the dimension is based on the researchers' own interpretation of mutual communicative functions of the co-occurring lexico-grammatical features. For example, in Woravit Kitjaroenpaiboon and Kanyarat Getkham's (2016a) dimension I, both interpreted that *predicative adjective, verb to 'be', adverbs, analytic negations, emphatics, 'that' verb complement, prepositional phrases, public verbs, adverbial subordinators,* and *present tense* cooccur to communicatively function as 'Evaluative Stance Focused' while in the other research of theirs within the same year (Kitjaroenpaiboon & Getkham, 2016b), they interpreted that *present perfect aspect verbs, split auxiliary, type/token ratio, possibility modals, adverbs, 'to' infinitive,* and *'that' relative clauses on subject*

Table 1: *Recapitulation of the Revealed Dimensions in the 10 Previous Research of Written and Spoken Corpus*

Research	Corpus	Dimension
Biber (1995)	Spoken, fiction, magazines, newspapers, and academic language corpus (LOB corpus and LLC corpus)	1. Narrative and Non-narrative discourse 2. Involved and Informational Production 3. Situation-dependent and Elaborated Reference 4. Overt Expression of Persuasion
Guinovart (2000)	Spoken, fiction, magazines, newspapers, and academic language corpus (BNC corpus)	1. Notional Richness and Dynamic Deictic reference 2. Explicitness and Concision 3. Favored and Disfavored (sentential length)
Biber, Conrad, Reppen, Byrd, and Helt (2002)	TOEFL 2000 Spoken and Written Academic Language Corpus (T2K-SWAL corpus)	1. Narration and Instruction 2. Formal and casual 3. Diary and Background Story 4. Reflection and Report
Biber (2004)	Korean and Somali language corpus	1. Information-focused versus Interactive discourse 2. Stance vs. Context-focused discourse 3. Narrative-focused discourse

Table 1: *(Continue)*

Research	Corpus	Dimension
Louwerse, McCarthy, McNamara, and Graesser (2004)	Spoken, fiction, magazines, newspapers, and academic language corpus (LOB corpus)	1. Informational and Declarative 2. Speech and Writing 3. Topic Consistency and Topic Variation 4. Factual and Situational 5. Narrative and Non-narrative 6. Elaborative and Constrained
Biber, Davies, Jones, and Tracy-Ventura (2006)	Spanish Spoken and Written Language corpus	1. Oral and Literate Discourse 2. Spoken 'Irrealis' Discourse 3. Narrative Discourse 4. Addressee Focused Interaction 5. Informational Reports of Past Event 6. Formal Written Style
Friginal's (2009)	Outsourced call center corpus	1. Addressee-Focused, Polite, and Elaborated Information vs. Involved and Simplified Narrative 2. Planned, Procedural Talk 3. Managed Information Flow
Connor and Upton (2013)	Mail letter corpus	1. Narrative and Non-Narrative Concerns 2. Involved and Informational Production 3. Overt Expression of Persuasion 4. Explicit and Situation Dependent Reference
Daems, Speelman, and Ruette (2013)	eblogs	1. Narration and Instruction 2. Formal and casual 3. Diary and Background Story 4. Reflection and Report
Kanoksilapatham (2003)	Biochemistry research article corpus	1. Conceptual and Specific Reference 2. Concrete Action and Abstract Notion 3. Evaluative Stance 4. Framing Claims 5. Attribute Knowledge and Current Findings 6. Concreate Action versus Abstract Notion 7. Expression of Contradiction
Getkham (2010)	Applied linguistic research article corpus	1. Expression of Purposes 2. Established Knowledge/Expression of Ownership 3. Expression of Generality 4. Evaluative Stance 5. Conceptual Complexity 6. Framing Claims
Baoya (2015)	Educational research article corpus	1. Current Information versus Procedural Concerns 2. Evaluative Stance versus Past Actions and States 3. Logical Probability versus Integrated Information 4. Commentary 5. Personal Engagement versus Modified Information 6. Unsatisfactory Status Quo versus Research Conduct 7. References to Present Research versus Information Relevant to the Past
Kitjaroenpaiboon and Getkham (2016a)	Nursing research article corpus	1. Evaluative Stance Focused 2. Established Knowledge Focused 3. Claim Focused 4. Intention Focused
Kitjaroenpaiboon and Getkham (2016b)	Language teaching research article corpus	1. Persuasion Focused 2. Evaluative Stance Focused 3. Claim Focused 4. Established Knowledge versus Past Action Focused 5. Ownership Focused and Result Focused 6. Modified Information Focused
Kitjaroenpaiboon et.al. (2021)	Applied Linguistics research abstract corpus	1. Showing Significance and Clearly Specifying 2. Providing Comments 3. Focusing on Actions 4. Evaluating Value

position occur together in dimension I to signify 'Narrative-focused discourse'.

All mentioned above are a review of research studies exploiting Biber's corpus-based multidimensional analysis approach to analyze lexico-grammatical patterns as well as their underlying communicative functions. For ease of understanding, all aforementioned research studies together with their revealed lexico-grammatical patterns as well as their underlying communicative functions are chronologically presented in Table I.

Table 1 recapitulates the aforementioned reviewed research studies and shows that numerous corpus linguists applied Biber's corpus based multidimensional analysis as a key approach to reveal lexico-grammatical patterns and their communicative functions in their different corpus each of which contains different languages, styles, genres, and registers. Each study revealed lexico-grammatical patterns which are both different from and identical to others. This might be due to some lexico-grammatical patterns are found to be universally used in the languages. For instance, adjective and verb to 'be' is usually collocated to function as evaluation (e.g. It is difficult). However, when adverbs are added in between verb to 'be' and an adjective, the structure becomes showing attitude of the writers or speakers (e.g. it is extremely important). Also, when 'to' infinitive is put in a sentence, it implies an intention (e.g. I want to conduct a research study). Simply put, it is usual that a pattern with a communicative function is specifically found in a genre not in others while some is plausible to be found in languages, styles, registers, and genres and provide similar underlying communicative function.

Conclusion

Grounded on Biber's (1995, 2004) assumption that some lexico-grammatical features, co-occurring in one dimension, could have some shared communicative functions, Douglas Biber is the first linguist to apply a multidimensional analysis (MA) to his corpus studies. The MA takes a multivariate approach to study language in a corpus. Lexico-grammatical features are tagged and analyzed by a factor analysis to disclose some co-occurring patterns, which are then called dimensions. The dimension is then interpreted in relation to the shared communicative functions of its composing features. Numerous linguists have applied the Biber's corpus-based multidimensional analysis to analyze co-occurring patterns of lexico-grammatical features in their corpora and confirmed that Biber's corpus-based multidimensional analysis approach is effective for analyzing lexico-grammatical patterns and their underlying communicative functions in corpora (Baoya, 2015; Biber, 1995, 2002; 2004; Biber et.al., 2002; 2006; Biber & Finegan, 1994; Connor & Upton, 2013; Friginal, 2009; Getkham, 2010; Gozdz-Roszkowski, 2011; Guinovart, 2000; Kanoksilapatham; 2003; Kitjaroenpaiboon et al., 2021a, 2021b; Kitjaroenpaiboon & Getkham, 2015, 2016a; 2016b; Louwerse et.al., 2004). In summary, the insight given by multidimensional analysis is the individuation of the space of variation for these texts and their role within the ecosystem of the English language. An interested linguist is now able to predict which lexico-grammatical features patterns to expect in texts and what their underlying communicative functions are. Such knowledge, for instance, can empower forensic linguists who are interested in base-rate knowledge of forensic lexico-grammatical patterns. Similarly, for more theoretical purposes, analyses as the one presented constitute another piece of the puzzle in search for a comprehensive descriptive and predictive framework of the registers of English and for the understanding of the nature of the linguistic features, their extra-linguistic predictive factors, and their history and evolution (Nini, 2019).

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Factor that influencing tourist behavior intentions of health tourism in the Nanning City of China

Liling Pu[a], Prayong Kusirisin*[b], Winitra Leelapattana[b] & Jirachai Yomkerd[b]

[a] *Master Student in Tourism Management (International Program) International College, Maejo University, Chiang Mai 50290,Thailand*

[b] *Lectuler of International College, Maejo University, Chiang Mai 50290,Thailand*

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A b s t r a c t

In 2017, Nanning was designated by the National Tourism Administration and the State Administration of Traditional Chinese Medicine as one of the first 15 national TCM health tourism demonstration zones in the country. How to rely on the relevant government policies to enhance the development of Nanning's health tourism industry is a topic worthy of research. Therefore, this study takes Nanning City as the research scope, takes Hierarchy of Needs and Marketing Mix as research variables, explores the influence of tourists' behavior intentions in Nanning's health tourism, and then puts forward suggestions for the development of Nanning's health tourism industry. The travel willingness and feedback of health tourism customers are important reference factors for business operation and profitability. Government departments can use these results to improve policies related to health tourism. By strengthening policy implementation, promoting and attracting enterprises to develop the health tourism industry in the local area will help promote the development of “health tourism”. The research sample group is domestic tourists traveling to Nanning City. The questionnaire method was used to conduct a questionnaire survey of 500 domestic tourists to Nanning, and the data obtained were analyzed using SPSS statistical procedures. Data analysis is mainly divided into two parts. First, use the method of descriptive statistics to quantitatively describe the Demographic Characteristics of the Respondents (features). Secondly, through reliability analysis, validity analysis, difference analysis, correlation analysis and regression analysis to determine the relationship and meaning of each concept. At the same time, the research hypothesis is tested. The results show that the physiological needs, safety needs, respect needs and self-realization needs of tourists have a significant positive impact on the willingness of Nanning's health tourism behavior. Tourist locations, production services, product prices and marketing methods also have a significant impact on Nanning's health tourism. Willingness to behave has a significant positive impact. Based on the conclusions drawn from SPSS data analysis, the author puts forward the following suggestions for the development

* Corresponding Author
e-mail: puliling3@gmail.com

of the large health tourism industry in Nanning: (1) The government should improve the relevant policy system and optimize the development plan for the large health tourism industry. (2) Actively expand the promotion of Nanning's health tourism and increase investment promotion. (3) Innovate the large health tourism industry model and build a large health tourism brand. (4) Improve the service management system and improve the quality of supporting services for health tourism.

Introduction

Since the end of 2019, a new type of coronavirus pneumonia broke out globally, which has had a serious impact on people's lives. According to domestic authoritative media such as CCTV News, official websites of overseas health departments, and mainstream media, as of December 19, 2021, there were 274,822,060 confirmed cases worldwide, 5,358,541 deaths, and 50,966,468 confirmed cases. Health issues have once again become a hot spot and are paid attention to and valued by people all over the world. At the beginning of the new year of 2020, the sudden outbreak of new coronary pneumonia threatened lives and impacted the economy, seriously affecting my country and the world. For several months, in order to prevent and control the spread of the epidemic, many airports at home and abroad have been suspended, almost all tourist attractions in my country have been closed, all large-scale events have been forced to cancel, and cultural venues have had to close. However, tourism consumption and income have shown a "cliff-like" decline, a large number of cultural and tourism enterprises have fallen into a crisis of survival, and the cultural and tourism industry has been hit unprecedentedly. It is estimated that during the Spring Festival holiday alone, the loss of my country's cultural tourism industry will exceed 500 billion yuan. According to data from the National Bureau of Statistics, in the first half of 2020, the operating income of cultural and related industries above designated size in the country decreased by 6.2% compared with the same period of the previous year 2020 (Jing, 2021)

Secondly, since 2012, the Chinese government has attached great importance to health issues, and the construction of a healthy China has become a national strategy. Furthermore, Guangxi is a multi-ethnic province. Since 2019, Guangxi has issued a number of policies related to the development of the health industry. A new driving force for Guangxi's economic growth.

In 2017, Nanning, the capital of Guangxi, was designated by the National Tourism Administration and the State Administration of Traditional Chinese Medicine as one of the first 15 national TCM health tourism demonstration zones in the country. According to statistics, from January to September 2019, the total number of tourists in Nanning increased by 14.34% year-on-year, and tourism consumption increased by 23.58% year-on-year. Therefore, as the permanent venue of the China-ASEAN Expo, Nanning faces opportunities and challenges in the development of the health tourism industry. In the post-epidemic period, how Nanning can seize the good opportunities for the development of the large health tourism industry and promote and enhance the organic integration of the large health industry and the tourism industry is a problem worthy of study.

Objectives

1. To provide data reference for the construction of health tourism in Nanning City for government departments and investors.

2. Explore the impact of Maslow's hierarchy of needs theory and marketing mix on the willingness of domestic tourists to travel to Nanning for health.

3. Put forward some suggestions for the promotion and development of Nanning's large health tourism industry.

Literature Review

The health industry is a collection of production activities based on medical and health, biotechnology, and life sciences, with the purpose of maintaining, improving and promoting the health of the people, and providing the public with products and services directly or closely related to health.

The development of the domestic health industry

The domestic health industry is still in its infancy. Compared with the United States, the structure of the health industry is relatively simple, with hospitals and medical services accounting for 95%. The refinement and rationalization of the industry needs to be further improved and perfected. Through the collection and analysis of past academic achievements, the characteristics of the development of the domestic health industry can be summarized. The details are as follows: 1. The broad health industry has broad prospects for development. The reason is that the national strategy of "building a healthy China" and the current market are facing market conditions such as population aging, environmental pollution, economic development, increased health awareness, and changes in medical costs. (Yu, 2005) 2. The scale of the elderly care industry market has increased. By 2020, the elderly population of 66 years and over will account for 10.1% of the country's total population, which is approximately 137 million. (National Bureau of Statistics, 2020) 3. The scale of the health tourism market will reach hundreds of billions. In 2015, the total transaction size of China's tourism market was 4,130 billion yuan, and that of health tourism was about 40 billion yuan. 4. The country has begun to attach importance to the construction of health industry parks, especially in developed areas. For example, Suzhou City, Zhejiang Province has built a global international health industrial park, which is the only international industrial park in China with the theme of health industry chain integration. In Nanning, Guangxi, Evergrande Cultural Tourism Health City has been completed. It is located in the national airport economic zone, close to Wuxu Airport. Covers an area of 500,000 square meters. It is a comprehensive cultural tourism health resort integrating hot springs, gourmet food, themed cultural park, health valley, and modern wisdom agricultural science academy.(Qian Yan, 2021) (Lin, 2017)

The status quo of overseas development of health tourism

In most developed countries such as the United States, Britain, France, Liangpanya, and Germany, sports tourism and rehabilitation tourism that use natural resources to treat diseases are very popular. According to statistics, in 2001, there were about 20,205 health tourism residential or non-residential sites in the UK, and about 71,000 other infrastructures to support health tourism. In France, it is estimated that there will be about 1.3 million domestic health tourism every year, with a continuous increase of 4-5% per year.(Da Yong & Fang, 2015) However, developing countries where health tourism has gradually emerged, such as Cuba, India, Thailand, the Malay Islands, Singapore, South Korea, etc., mostly focus on medical tourism research and unique physical therapy projects.(Hao & Qing Lei, 2019; Rui, 2018) Medical tourism in these countries is based on low prices and quality. High characteristics attract more and more foreign tourists, while special physiotherapy or health care projects rely on different cultural backgrounds.

Types of Health Tourism

In recent years, many tourist destinations have provided health care facilities and services to help customers rejuvenate and maintain physical and mental health. McIntosh, Goeldner & Ritchie (1995) classified tourism motivation into four types: physical health motivation, cultural motivation, interpersonal motivation, status and prestige motivation. The motivation of physical health is related to physical and mental recovery, health care, sports and entertainment. People pay attention to relaxing the body and mind during travel and avoiding stressful and stimulating activities. Then, the combination of health motivation and tourism form—the type of tourism that aims at health is called health tourism.

At present, there are many expressions on the classification of health tourism in the literature. Representatives such as Li Huifang, etc., divide health tourism into three types: restoration of health, continued health, and enrichment of health based on tourism motivation. (Hui Fang, Xiao Zhong, & Hui, 2017; Yongwen, Yuan, & Rui, 2021) After analyzing the origin and evolution of the concept of health tourism at home and abroad, Li Peng and others put forward that health tourism can be divided into two types: health tourism and medical tourism.(Peng, Yongming, & Huiyue, 2020)

Theory

Maslow's Hierarchy of Needs Theory

American psychologist Maslow is the founder of humanistic psychology. He put forward the hierarchy of needs in his book "Theory of Human Motivation" published in 1943. In order to understand people's behavior in society, Maslow believes that it is necessary to do some preliminary understanding of people's basic needs and internal driving forces. Therefore, he divides people's basic needs into several levels, that is, from elementary needs to advanced needs, in order of echelon: physiological needs, safety needs, social needs, respect needs and self-realization needs. Maslow's theory was fully expressed in his 1954 book Motivation and Personality. These five levels can be classified in this way. Physical needs and safety needs are basic needs, social needs and respect needs are psychological needs, and the last level is Self-Fulfillment needs needs. The hierarchy remains a very popular framework in sociology research, management training (Kremer & Hammond,

2013) and secondary and higher psychology instruction. Therefore, the introduction of this theory in this study helps to understand the needs of consumers. Consumer needs reflect the needs of the tourism market to a large extent. This is self-evident for the development of the health tourism industry. By analyzing the tourism market demand, understanding tourists' travel motives and interest preferences, combining the health tourism resources and environmental status, clarifying the influencing factors of the health tourism industry, and optimizing the future development path of the health tourism industry.

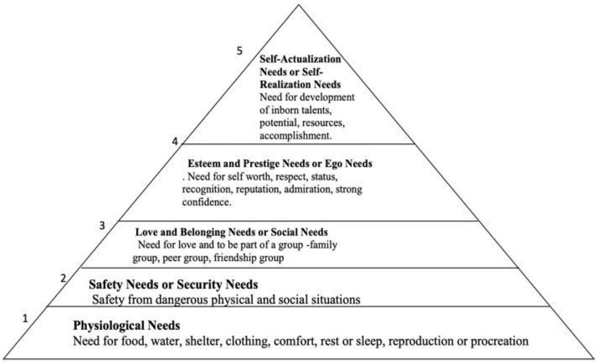

Figure 1 Maslow's Hierarchy of Needs Theory (Maslow, 1943)

Marketing Mix 4ps Theory

The 4Ps of marketing is a model for enhancing the components of your "marketing mix"-the way in which you take a new product or service to market. It helps you to define your marketing options in terms of price, product, promotion, and place so that your offering meets a specific customer need or demand.(Chen Hui, Hui, Juan, & Xiang, 2019)

The marketing mix and the 4Ps of marketing are often used as synonyms for one another. In fact, they are not necessarily the same thing.

"Marketing mix" is a general phrase used to describe the different kinds of choices organizations have to make during the process of bringing a product or service to market. The 4Ps is one way-probably the best-known way-of defining the marketing mix, and was first expressed in 1960 by E. J. McCarthy in his book, "Basic Marketing-A Managerial Approach." (Cohen, 2008)

The 4Ps are:
1. Product (or Service).
2. Place.
3. Price.
4. Promotion.

Conceptual Framework

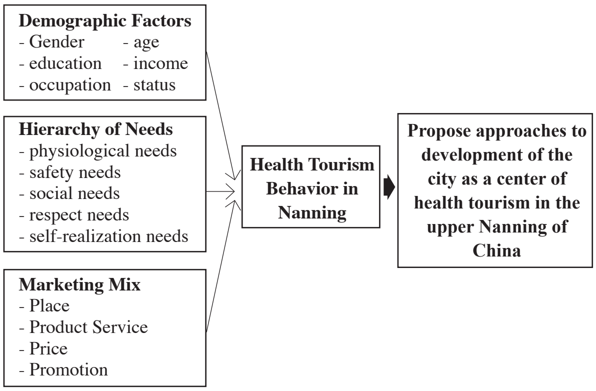

Figure 2 Conceptual Framework

Research Methodology

1. Population and Samples

This study mainly surveys about 500 domestic tourists who travel to Nanning City for health tourism.

This study uses a simple random sampling method to collect data on domestic tourists who go to Nanning to participate in health tourism. Due to the large number of tourists, it is impossible to estimate accurately, therefore, the cochran formula is selected to calculate the sample size and collect data from the sample. Investigators have access to information on people of different ages and levels, sampling error can be estimated, and survey results can be used to infer the overall situation.

2. Research Instrument

In the initial stage of the research, exploratory methods are used to describe the research questions, that is, to answer the research questions. Secondly, before the theory is formed, collect data and use explanatory methods to answer "how to carry out" and "why to study". Finally, use descriptive methods to present information about the research phenomenon. Therefore, this research mainly adopts exploratory methods, collecting raw data in the form of questionnaire survey.

3. Collection of Data

In this study, researchers used sampling methods to collect data and conducted research in the form of questionnaire surveys. Specific steps are as follows:

3.1 Contact the school and instructor to consult the rationality of the design content of the questionnaire.

3.2 Distribute the questionnaire to domestic tourists in Nanning. Using the Cochran method to measure the number of questionnaires, the researchers sent a total of 535 questionnaires and collected data for research.

3.3 Analyze the data in the evaluation form.

4. Data Analysis

In terms of data analysis, this study uses SPSS (Statistical Product and Service Solutions) software for descriptive data analysis, T test, regression analysis and validity analysis. (1) Perform descriptive statistical analysis on the basic demographic characteristics of the interviewees in six aspects: gender, age, education level, income, occupation and status, variables of tourists' demand for health tourism, and variables of marketing mix. (2) Through factor analysis, analyze the physiological needs, safety needs, social needs, respect needs, self-realization needs of tourists' needs, as well as the reliability and validity of location, production services, prices, and marketing methods in the marketing mix. (3) Use t-test (full name independent sample t-test) to study the differences in tourism demand and marketing mix of different genders, and use analysis of variance (full name one-way analysis of variance) to test the demographic characteristics of tourists and healthy tourism needs relation. The demographic characteristics involved include age, occupation, education level, income, etc. (4) Through correlation analysis, study the correlation between health tourism willingness and tourists' demand level and marketing mix. (5) Taking Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs as independent variables, and Tourism behavior as dependent variables for linear regression analysis, to study the 4 aspects of health tourism demand and marketing mix for tourist health tourism The degree of influence of willingness.

Results

In this research, there are 535 tourists as a sample. The analysis of the sample mainly includes: frequency analysis, descriptive analysis, reliability analysis, validity analysis, difference analysis, correlation analysis and regression analysis.

1. Frequency analysis

It's more than 50% of the sample persons in the sample are women. Another 45.61% of the sample persons are men. In terms of age, 18.13% of the age distribution in the sample is concentrated in “46-60 years old”. In terms of education level, 15.51% of the sample personnel are “master students”. In terms of income, the highest proportion of “over 20,000 yuan” is 14.21%. In terms of occupational distribution, most of the samples are “freelancers (such as writers/artists/photographers/guides, etc.)”, with a total of 57.0, accounting for 14.02%. More than 20% of the travel times selected the "4th time". From the perspective of travel companions, there are relatively more people with "friends", the proportion is 28.97%.20.75% of people learned travel information from “friends”.

Table 1 Descriptive Analysis

Items	N of samples	Min	Max	Mean	Std. Deviation	Median
Physiological needs	535	1.000	5.000	3.460	1.152	4.000
Safety needs	535	1.000	5.000	3.409	1.185	3.000
Social needs	535	1.000	5.000	3.350	1.025	3.500
Respect needs	535	1.000	5.000	3.379	1.029	3.500
Self-fulfillment needs	535	1.000	5.000	3.346	0.932	3.333
Place	535	1.200	5.000	3.266	0.871	3.400
Product service	535	1.000	5.000	3.302	0.947	3.333
Price	535	1.000	5.000	3.314	0.929	3.333
Promotion	535	1.000	5.000	3.331	0.932	3.333
Tourism behavior	535	1.000	5.000	3.369	0.910	3.500

2. Descriptive analysis

Through descriptive analysis, among the dimensions in the above table, the sample size is 535, the dimension with the largest average value is Physiological needs, and the average value is 3.460; the dimension with the smallest average value is Place, and the average value is 3.266. This measurement form requires the respondent to provide an answer in the range of 5 points from 1 to 5 on each item. Based on the average score of each item, respondents tend to strongly agree that sanitary conditions affect tourists' satisfaction with healthy tourist attractions (mean 3.460, SD1.152),-This is most likely due to the impact of the new crown epidemic in 2020 and people's emphasis on health. Among the above factors, the one that respondents paid the least attention to was the place-related elements.

Table 2 Cronbach Alpha

Items	N of Items	n	Cronbach α
Social needs	2	535	0.823
Respect needs	2	535	0.841
Self-fulfillment needs	3	535	0.854
Place	5	535	0.900
Product service	3	535	0.868
Price	3	535	0.857
Promotion	3	535	0.863
Tourism behavior	2	535	0.787

3. Reliability Analysis

It can be seen from the table that the Cronbach's Alpha coefficient values corresponding to the eight dimensions of the scale are all greater than 0.7, indicating that the internal consistency of the questionnaire is good, so the reliability of the results of this survey is very good. At the same time, the deleted Cronbach's Alpha value of most items is lower than the overall Cronbach's Alpha reliability coefficient. Therefore, all the questions are the measurement of the same concept, and there is no need to delete the question items.

Table 3 KMO and Bartlett test

KMO		0.906
Bartlett test	Approx. Chi-Square	7640.507
	df	300
	p value	0.000

4. Validity Analysis

Use factor analysis for information enrichment research, first analyze whether the research data is suitable for factor analysis. It can be seen from the above table: KMO is 0.906, which is greater than 0.6, Meeting the prerequisites of factor analysis means that the data can be used for factor analysis research. And the data passed the Bartlett sphericity test (p<0.05), indicating that the research data is suitable for factor analysis.

Table 4 Total Variance Explained

Foctor	Eigen values			% of variance (Initial)			% of variance (Rotated) Factor		
	Eigen	% of Variance	% of Variance	Eigen	% of Variance	Cum. % of Variance	Eigen	% of Variance	Cum. % of Variance
1	9.360	37.440	37.440	9.360	37.440	37.440	3.759	15.036	15.036
2	2.023	8.092	45.533	2.023	8.092	45.533	2.822	11.287	26.323
3	1.592	6.369	51.902	1.592	6.369	51.902	2.635	10.540	36.863
4	1.475	5.901	57.803	1.475	5.901	57.803	2.602	10.410	47.273
5	1.268	5.071	62.874	1.268	5.071	62.874	2.514	10.057	57.330
6	1.258	5.030	67.904	1.258	5.030	67.904	1.915	7.660	64.989
7	1.096	4.385	72.289	1.096	4.385	72.289	1.825	7.300	72.289
25	0.184	0.736	100.000	-	-	-	-	-	-

The above table analyzes the factor extraction situation and the amount of factor extraction information. It can be seen from the above table that the factor analysis has extracted a total of 7 factors, and the characteristic root values are all greater than 1. The variance interpretation rates of the 7 factors after rotation are 15.036%, 11.287%, 10.540%, 10.410%, 10.57%, 7.660%, and 7.300%, respectively. The cumulative variance interpretation rate after rotation is 72.289%.

Table 5 Factor loading (Rotated)

Items	Factor loading							
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Communalities
Q9	0.097	0.280	0.258	0.234	0.218	0.163	0.131	0.300
Q10	0.142	0.319	0.207	0.285	0.134	0.141	0.219	0.332
Q11	0.147	0.116	0.128	0.100	0.173	0.073	0.870	0.854
Q12	0.192	0.143	0.194	0.137	0.084	0.086	0.845	0.843
Q13	0.189	0.103	0.118	0.111	0.111	0.878	0.044	0.858
Q14	0.202	0.157	0.151	0.113	0.136	0.838	0.103	0.833
Q15	0.119	0.147	0.109	0.065	0.881	0.077	0.097	0.843
Q16	0.186	0.160	0.136	0.128	0.780	0.082	0.143	0.731
Q17	0.188	0.073	0.167	0.161	0.802	0.141	0.053	0.760
Q18	0.890	0.103	0.054	0.136	0.084	0.094	0.085	0.847
Q19	0.785	0.127	0.085	0.126	0.102	0.171	0.058	0.699
Q20	0.739	0.177	0.113	0.108	0.192	0.102	0.116	0.663
Q21	0.765	0.117	0.159	0.166	0.111	0.127	0.138	0.700
Q22	0.786	0.130	0.154	0.116	0.129	0.069	0.089	0.701
Q23	0.161	0.882	0.077	0.100	0.062	0.072	0.083	0.836
Q24	0.186	0.798	0.149	0.185	0.118	0.092	0.049	0.752
Q25	0.134	0.807	0.117	0.178	0.158	0.102	0.113	0.762
Q26	0.110	0.097	0.860	0.164	0.106	0.087	0.095	0.815
Q27	0.155	0.125	0.779	0.163	0.133	0.146	0.100	0.722
Q28	0.169	0.172	0.800	0.174	0.167	0.080	0.163	0.790
Q29	0.124	0.134	0.149	0.874	0.100	0.134	0.045	0.849
Q30	0.213	0.196	0.147	0.775	0.151	0.056	0.144	0.752
Q31	0.210	0.194	0.220	0.774	0.097	0.073	0.080	0.750
Q32	0.180	0.328	0.290	0.316	0.253	0.280	0.190	0.502
Q33	0.269	0.332	0.317	0.237	0.256	0.341	0.241	0.579

Note: Blue indicates that the absolute value of loading is greater than 0.4, and red indicates that the communality is less than 0.4.

Overall, the results obtained by rotating the component matrix are consistent with the scale and dimensions of the research design division. At the same time, the load value of each item of each dimension is greater than 0.5. Therefore, the validity of the questionnaire is high, the questionnaire is valid, and subsequent research and analysis can be carried out.

Table 6 Independent t test

	Gender (Mean±Std. Deviation)		*t*	*p*
	male (*n*=244)	Female (*n*=291)		
Physiological needs	3.23±1.18	3.65±1.09	-4.302	0.000***
Safety needs	3.17±1.19	3.61±1.15	-4.388	0.000***
Social needs	3.22±1.04	3.46±1.00	-2.795	0.005**
Respect needs	3.19±1.06	3.54±0.97	-3.953	0.000***
Self-fulfillment needs	3.16±0.93	3.50±0.91	-4.261	0.000***
Place	3.13±0.84	3.38±0.88	-3.397	0.001***
Product service	3.20±0.98	3.39±0.92	-2.323	0.021*
Price	3.17±0.92	3.44±0.92	-3.361	0.001***
Promotion	3.16±0.88	3.47±0.95	-3.900	0.000***
Tourism behavior	3.25±0.85	3.47±0.95	-2.769	0.006**

* $p<0.05$ ** $p<0.01$ *** $p<0.001$

5. Variation Analysis

As can be seen from the above table, we use t test (the full name is independent sample t test) to study Gender for Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, Place, Product service, Price, Promotion, Tourism behavior total 10 The difference of items, It can be seen from the above table that different gender samples are all significant for Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, Place, Product service, Price, Promotion, Tourism behavior ($p<0.05$) , Means that different gender samples have differences in Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, Place, Product service, Price, Promotion, Tourism behavior.

The summary shows that different Gender samples show significant differences for Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, Place, Product service, Price, Promotion, Tourism behavior.

The different Age samples do not show significant differences in the 7 items of Physiological needs, Safety needs, Social needs, Respect needs, Product service, Price, and Tourism behavior. In addition, Age samples have a total of Self-fulfillment needs, Place, and Promotion. Three items showed significant differences.

The different Education samples show consistency for Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, Product service, Price, Tourism behavior, and there is no difference. In addition, the Education sample is significant for two items of Place and Promotion ($p<0.05$), which means that different Education samples are different for Place and Promotion.

The t different Income samples do not show significant differences for the total of 2 items of Physiological needs and Product service. In addition, the Income samples have a total of Safety needs, Social needs, Respect needs, Self-fulfillment needs, Place, Price, Promotion, Tourism behavior. 8 items showed significant differences.

The different Status samples do not show significant differences for the 7 items of Physiological needs, Safety needs, Respect needs, Self-fulfillment needs, Product service, Price, and Promotion. In addition, Status samples have a total of Social needs, Place, Tourism behavior. Three items showed significant differences.

6. Correlation Analysis

As can be seen from the above table, use correlation analysis to study the correlation between Tourism behavior and Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, and use the

Table 7 Pearson Correlation-1

	Mean	Std. Deviation	Tourism behavior	Physio-logical needs	Safety needs	Social needs	Respect needs	Self-fulfillment needs
Tourism behavior	3.369	0.910	1					
Physiological needs	3.460	1.152	0.386***	1				
Safety needs	3.409	1.185	0.430***	0.291***	1			
Social needs	3.350	1.025	0.422***	0.274***	0.312***	1		
Respect needs	3.379	1.029	0.456***	0.280***	0.279***	0.279***	1	
Self-fulfillment needs	3.346	0.932	0.470***	0.327***	0.299***	0.348***	0.342***	1

* $p<0.05$ ** $p<0.01$ *** $p<0.001$

Pearson correlation coefficient to indicate the strength of the correlation. Specific analysis shows that: Tourism behavior and Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs are all significant, the correlation coefficient values are 0.386, 0.430, 0.422, 0.456, 0.470, and the correlation coefficient values Are greater than 0, It means that there is a positive correlation between Tourism behavior and Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs.

Table 8 Pearson Correlation-2

	Mean	Std. Deviation	Tourism behavior	Place	Product service	Price	Promotion
Tourism behavior	3.369	0.910	1				
Place	3.266	0.871	0.473***	1			
Product service	3.302	0.947	0.502***	0.394***	1		
Price	3.314	0.929	0.516***	0.376***	0.370***	1	
Promotion	3.331	0.932	0.511***	0.429***	0.447***	0.467***	1

* $p<0.05$ ** $p<0.01$ *** $p<0.001$

From the above table, we can use correlation analysis to study the correlation between Tourism behavior and Place, Product service, Price, Promotion, and use the Pearson correlation coefficient to indicate the strength of the correlation. Specific analysis shows that:

All 4 items of Tourism behavior and Place, Product service, Price, Promotion are significant, the correlation coefficient values are 0.473, 0.502, 0.516, 0.511, and the correlation coefficient values are all greater than 0, which means Tourism behavior and Place There is a positive correlation among the four items, Product service, Price, Promotion.

7. Regression Analysis

It can be seen from the above table that Physiological needs, Safety needs, Social needs, Respect needs, Self- fulfillment needs are used as independent variables, and Tourism behavior is used as the dependent variable for linear regression analysis. As can be seen from the above table, the model formula is: Tourism behavior=0.503 + 0.111*Physiological needs + 0.155*Safety needs + 0.158*Social needs + 0.208 *Respect needs + 0.216*Self-fulfillment needs, The model R square value is 0.427, It means that Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs can explain 42.7% of the changes in Tourism behavior. When performing F test on the model, it is found that the model passes F test (F=78.846, p=0.000<0.05), which means that at least one of Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs will affect Tourism behavior Have an impact relationship, In addition, the test for the multicollinearity of the model found that all the VIF values in the model are less than 5, which means that there is no collinearity problem; and the DW value is near the number 2, thus indicating that the model does not have autocorrelation. There is no correlation between them, and the model is better.

It can be seen from the above table that Place, Product service, Price, Promotion are used as independent variables, and Tourism behavior is used as the dependent variable for linear regression analysis. As can be seen from the above table, the model formula is: Tourism behavior=0.448 + 0.203*Place + 0.231*Product service + 0.256*Price + 0.194*Promotion, the model R square value is 0.449, It means that Place, Product service, Price, Promotion can explain 44.9% of the reasons for the change in Tourism behavior. When the F test is performed on the model, it is found that the model passes the F test (F=107.928, p=0.000<0.05), which means that at least one of Place, Product service, Price, and Promotion will have an impact on Tourism behavior. In addition, a test for the multicollinearity of the model found that all the VIF values in the model are less than 5, which means that there is no collinearity problem; And the D-W value is near the number 2, which shows that the model does not have autocorrelation, and there is no correlation between the sample data, and the model is better.

Discussion

This study firstly studies the domestic and foreign related literature of health tourism, and analyzes the mode of developing health tourism in domestic and foreign cities. Secondly, through a questionnaire survey of tourists in the health tourism market of Nanning City, Guangxi, China, to further understand the influencing factors of tourists' behavioral intentions in the health tourism market of Nanning City, China. Finally, the countermeasures and suggestions related to the development of healthy tourism in Nanning are put forward.

This study applies Maslow's hierarchy of needs theory and marketing mix theory to the research in the field of health tourism, and analyzes the impact on tourists' health tourism willingness from 9 dimensions, namely, physiological needs, safety needs, social needs, respectful needs, and self-realization Demand, location, production service, price, marketing method. From the perspective of the 9 dimensions of the impact on tourists' health tourism willingness, tourists' physiological needs, safety needs, respect needs and self-realization needs have a significant positive impact on the willingness of Nanning's health tourism behavior, tourism locations, production services, Product prices and marketing methods also have a significant positive impact on the willingness of Nanning's health tourism behavior.

In recent years, more and more tourists have come to Nanning to experience health and wellness tourism services. The travel willingness and feedback of health tourism customers are important reference factors for business operation and profitability. (Chuanchom, Popichit, Tananchat, & Srisorn, 2021). Therefore, the government departments and enterprises related to the Kangyang tourism industry in Nanning City should pay attention to the Kangyang tourism customers. The research results will also be beneficial to relevant government departments and enterprises.

Government departments can use these results to improve policies related to large health tourism, and by strengthening policy implementation, to promote and attract enterprises to the local health tourism industry development, will help promote the development of "large health tourism".(Ruangkalapawongse & Ruangkalapawongse, 2016) Government departments, such as the Guangxi Tourism Bureau, can use the research results to create and build a Nanning health tourism brand, promote the health tourism service characteristics of Nanning in the tourism exhibition activities in Guangxi and even other provinces in China, and expand the health tourism industry in Nanning. Influence.

Investors should combine the characteristics of local health tourism, introduce professionals in the health industry, and provide professional services for tourists to participate in health tourism activities. According to the conclusions of the research, the marketing methods of health tourism service scenic spots can be determined, and the service management system and quality can be improved to gain the trust of tourists and attract more new customers to experience and travel. Investors' attention to tourists' travel willingness and feedback will help them make business decisions or adjust new marketing strategies and provide updated services.(Lu, 2020)

The research results will provide researchers with tourism-related information and lay the foundation for determining new research topics in the next step. These data results will also help investors and operators in the health tourism industry implement and optimize competitive marketing strategies to attract more tourists to travel and experience the high-quality services of health tourism brands.

Suggestion

In this research, we established a model to improve the development of Nanning's health tourism industry by investigating tourists' satisfaction with Nanning's health tourism, and discussed the status quo. The research results will help the government, tourism project investors and operators to jointly build and upgrade Nanning's health tourism industry.

1. The government should improve the relevant policy system and optimize the development plan for the large health tourism industry. (Cohen, 2008; Lan Yue, 2019) Especially in the development and construction of large health tourism projects after the new crown pneumonia epidemic covid-19, it is necessary to strengthen health and safety protection measures and establish a sound health and safety system. (Janchai, 2016)

Actively expand the promotion of Nanning's health tourism and increase investment promotion. Nanning city should strengthen publicity, expand publicity channels, organize high-end health tourism forums, seminars and other activities to attract investors in large health tourism projects and increase the popularity of Nanning health tourism.

2. Innovate the health tourism industry model and build a health tourism brand. (Cohen, 2008; Lan Yue, 2019) It is conducive to further exerting the advantages of local traditional Chinese medicine resources, promoting the inheritance, innovation and development of ethnic minority medicines such as Miao medicine, Zhuang medicine, Yao medicine, and helping to enhance the effect of Nanning's health tourism brand.

3. Improve the service management system, and improve the quality of supporting services for health tourism. (Yu Xuan, Min, & Chun, 2021)

4. In the process of developing large-scale healthy tourism projects, the government, investors and operators should implement a "triple-party linkage" mechanism to improve the service management system based on the needs and satisfaction feedback of tourists, including providing and improving direct transportation, information sharing, and convenience for the people. And other engineering projects to improve the level and quality of public services.

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Factors Affecting Local Tourist's Intention to Use Online Tourism Platform

Luo Haiyan, Jirachai Yomkerd*, Winitra Leelapattana & Prayong Kusirisin

International College, Maejo University, Chiang Mai, 50290 Thailand

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Abstract

This research takes users who use online travel platforms among tourists to Guangxi as the research object and studies the main factors affecting local tourists' intention to use online tourism platforms. Combining the theories of perceived usefulness, perceived ease of use, perceived entertainment, opinion leader, herd mentality, and the characteristics of online tourism platforms, an influencing factor model of local tourists' intention to use online tourism platforms was established. Five hundred twelve valid questionnaires were collected through a questionnaire survey, and SPSS24.0 data analysis software was used for data analysis.

This research uses age, gender, and income as control variables. The results show that perceived usefulness, perceived ease of use, perceived entertainment, opinion leaders, and herd mentality have a direct and positive impact on local tourists' intention to use online travel platforms. The most critical factor affecting local tourists' intention to use online travel platforms is perceived entertainment (β=0.194); Herd mentality (β=0.138) has a more significant impact on local tourists' intention to use online travel platforms than opinion leaders (β=0.129). Given the above research conclusions, this paper proposes two ideas of "focusing on perceived usefulness, perceived ease of use, and perceived entertainment" and "extensive use of opinion leaders and herd mentality" to improve tourists' intention to use online travel platforms, hoping to provide reference for decision makers of online travel platforms and government tourism departments.

Introduction

The advent of the Internet era is an opportunity for all walks of life. The high coverage and intense Internet penetration have brought new opportunities for the tourism industry. In particular, the development of integrated tourism marketing in the era of new media has become a new way to promote the development of the tourism industry (Zhou Junzhi, 2019). With the maturity of mobile Internet technology, online tourism has been increasing year by year (Qiu liliu, 2021). The development of mobile devices has started to show its impact. Smartphones allow high levels of connectivity, communication, content consumption, and creation while traveling (Lalicic, L., & Dickinger, A. (2019). At present,

* Corresponding Author
e-mail: LuoHaiyan13878148028@gmail.com

most tourists collect tourism information through the Internet and mainly rely on major tourism platforms to realize related consultations and transactions. From 2017 to 2020, the transaction scale of the online travel market has increased from 738.41 billion yuan to 1,120.8 billion yuan. It can be seen that the development of China's online travel market is gratifying (Liang Aizhen, 2020). According to the World Tourism Organization (UNWTO), China will become the world's largest tourist country by 2020. Nearly 10% of the national tourism market will come from online tourism platforms.

With the development of Internet technology and the popularization of smart devices, online travel platforms have attracted the attention and favor of many netizens due to their rich content. The user scale and market share have continued to grow; many travel agencies, travel companies, and government tourism departments also make full use of online travel platforms to determine the factors that affect tourists' satisfaction to make further improvements (Elise Wong, 2019). However, as the types of online travel platforms have become more diverse, The competition is fierce, the early user dividends of the online travel platform market are gradually disappearing, and the user and market penetration rates of various online travel platforms are gradually approaching the critical value. Online travel platforms need to consider maintaining them in this significant change. Moreover, it opens up its users' user market to maintain its continuous development (Wu Yadi, 2019).

Internet technology is a powerful driving force for the online travel industry (Yang Yanfeng, 2021). The tremendous significance of the emergence of online travel platforms is to shorten the distance between travel-related industries and travel consumers. In addition to realizing transactions, online travel can also realize platform subscription, sharing and evaluation, and information sharing and communication between different tourists (LiangAizhen, 2020). Therefore, the emergence of online travel platforms plays a vital role in users' consumer navigation and even emotional communication. At the same time, the construction of many online travel platforms in China is still immature. They also show insufficient personalized strategies and a lack of emotional resonance. Problems such as strong and over-commercialization (Sun Jin, 2019.) Therefore, it is necessary to effectively combine the characteristics of online travel platforms and seize the user market to enable the sustainable development of the tourism industry. In the future, the development of tourism platforms may present three significant trends: personalized, customized services, competitive image, and service to increase user stickiness and packaging products in the form of leisure and vacation. Therefore, analyzing the influencing factors of users' attention to use will be a significant issue faced by various tourism departments and enterprises. (Chen Xi, 2019).

In 2020, China transformed from poverty alleviation to rural revitalization. As an underdeveloped area in western China, Guangxi has achieved good results in poverty alleviation; many impoverished areas get rid of poverty through rural tourism and become rich. Various tourism resources in Guangxi have attracted much attention. We should combine the advantages of Internet development, study the influencing factors of Guangxi local tourists' intention to use online tourism platforms, and do an excellent job in the publicity and promoting local online tourism platforms in Guangxi. Therefore, this research has a specific necessity.

From the current situation, the Guangxi online travel platform has increased the promotion of featured tourism programs, created the “Zhuang Nationality March 3” cultural tourism brand, provided multi-language switching methods, covering festivals preferential information. Tourist destination information, tourism experience, memory, and sharing (Li Xiaoqing, 2017) have achieved specific promotion effects. However, after detailed statistics of several popular online travel platforms, it is found that the impact is not significant, and the audience is limited. For example, in the popular travel WeChat public account platform “Tour around Nanning,” the data during the seven-day tour during the Spring Festival in 2017 showed that the number of readings was minimal. The day with the most was a tweet on January 31, 2017, and the number of readings was only 21,233 times. The number of likes is only 208 times. According to the statistics of “Spring issued by Guangxi Holiday Office” According to the statistics of Guangxi Tourism Development Committee, the total number of tourists in Guangxi during the seven days of the Spring Festival in 2017 reached 14.9919 million, while the reading of the public account of “Nanning Tour” was only 115,359, accounting for less than 1%. (Li Xiaoqing, 2017). Therefore, decision-makers of Guangxi online travel platforms need to consider which factors will affect users' willingness to use. This research is imminent.

According to the statistics of the Guangxi Tourism

Development Committee, Chinese tourists use various online travel platforms in Guangxi, mainly including the platforms of the Guangxi government tourism department (the video account of the “Guangxi Culture and Tourism Department,” the Guangxi Tourism Government Affairs Network, etc.), Guangxi Scenic Spots Platform (Qingxiushan official account, Fangte Tourism official account, etc.), Travel agency platform (Guangxi International Travel official account, Liuzhou Dream International Travel Network, etc.), Travel mobile payment APP (Ctrip APP, Mafengwo APP, etc.). The platform of the tourism department of the Guangxi government mainly focuses on cultural publicity and promotion, the scenic spot platform mainly provides scenic spot services, the travel agency platform mainly focuses on formulating travel routes and services, and the mobile payment APP mainly provides various online payment services for tourism. The proportion of tourists’ usage is relatively average, and local tourists have no apparent preference for online travel platforms. The reason is that each platform performs its duties, and there is no online travel platform that integrates multiple functions.

From the perspective of online travel platforms used in Guangxi, there are significant commonalities. First, the platform has distinctive local characteristics and can integrate national or rural culture(Lin Na, 2018; Huang Li’an, 2019). Second, the problems are relatively consistent: the usage rate of tourists is not high, and the willingness to promote is not strong. (Li Xiaoqing, 2017); the entertainment and personalization of the platform are insufficient, and the interaction is insufficient; the function is relatively single, and it cannot meet the diversified needs of users (Liu Bo, 2017); content settings bring weak emotions and perception to users; older tourists have a high threshold for use (Zhang Dingkun. 2020), etc.

The development opportunities and challenges of online travel platforms coexist. Due to the relatively average choice of online travel platforms by local tourists in Guangxi, and the high homogeneity of each platform, In order to comprehensively study the usage behavior and intention of local tourists in Guangxi to the platform, this research will study the factors affecting local tourist’s intention to use online tourism platform in Guangxi, and target all online travel platforms used by Chinese tourists in Guangxi, so as to be able to summarize common laws with general guiding significance.

Literature review:

Perceived usefulness is the degree of improvement in personal work performance or learning efficiency that users feel after adopting a specific information system (Davis, 1989). Perceived usefulness is a critical factor in information system user satisfaction and continual use intention (Bhattacherjee, 2001; Bhattacherjee et al., 2008). Pan Lan, Lin Bishu (2016), and others divided perceived usefulness into two measures of information and service and studied its impact on travel APP users’ intention to use. The results proved a significant positive effect.. Zhang Dingkun (2020) added several measures of knowledge, timeliness, and impact on this basis.Yang Yinfu's (2016) study found that perceived usefulness directly impacts users' intention to continue using the online learning platform MOOC. Liu Zhu (2018) found that in the context of online shopping in China, emotions and comments can directly affect perceived usefulness and thus have a significant impact on users' intention to use online shopping platforms. Thus, it can be expected that perceived usefulness will influence the attention of local tourists to use online travel platforms:

H1. Perceived usefulness has a significant positive effect on local tourists' intention to use online tourism platforms.

Perceived ease of use is the ease with which an individual learns a particular information system (Davis, 1989). Workman (2014) found that users think new media is valuable and easy to use in the study of the acceptance of new media technology, then users' attitude towards new media is positive. Wei Jianping (2020) divided perceived ease of use into several measures of stability, operability, and convenience, and the results verified that perceived ease of use had a significant positive impact on the intention to use online travel sales APPs. There are also many scholars who use platform page design as a measurement (Lalicic, L., & Dickinger, A., 2019).Fu Ying (2020) and others believe that perceived ease of use significantly impacts users' attention to using the “Douyin” APP. Quan Yuping (2018) found that when users use an online payment platform, they generally use the perceived ease of use as one of the weight measures. Thus, it can be expected that perceived ease of use will influence the attention of local tourists to use online travel platforms:

H2. Perceived ease of use significantly affects local tourists' intention to use online tourism platforms.

Webster (1992) defined perceived entertainment as the degree of pleasure in the process of human-internet interaction. Gao Rui (2020) believes that perceived entertainment refers to the pleasure an individual feels subjective when he takes a specific behavior or participates in a specific activity, including focus, curiosity, and interest (Gao Rui, 2020). Davis (1992) introduced perceived entertainment as an influencing factor into the TAM model and confirmed that perceived entertainment would positively impact consumers' intention to use. Venkatesh's (2003) research shows that perceived entertainment is an internal driving factor that affects acceptance. Zhong Xiajiao (2017) builds a user acceptance behavior model of travel apps from the perspective of technology acceptance, confirming that tourists have both utility and hedonic needs for travel apps. Liu Wenchang (2018) proposed and confirmed in the study that Perceived entertainment positively impacts cross-border e-commerce app users' continued attention to use; Zhao Xueqin (2019) and others found that perceived entertainment has a positive impact on users' continued willingness to use WeChat app. Zhang Zhijie (2012) believe that when the information pushed by the platform is highly interactive, it tends to feel happy, which in turn positively affects users' intention to use, that is, perceived entertainment has a positive impact on user attitudes. Thus, it can be expected that perceived entertainment will influence the attention of local tourists to use online travel platforms:

H3. Perceived entertainment has a significant positive effect on local tourists' intention to use online tourism platforms.

Opinion leaders are active in interpersonal communication networks, often providing information, opinions, or advice to others and exerting a personal influence (Guo Qingguang, 2011). Opinion leaders have rich experience and product knowledge and can provide platform users with advice and consulting services, thus making it easier to achieve users' willingness to use (Salah S. Hassan, 2010). Liu Junyue (2020) also believes that online opinion leaders have strong information judgment, screening, and interpretation capabilities. The product-related information they provide is conducive to reducing information asymmetry among consumers, so it is easier to encourage users to use when recommending products to users. The research of Chen Xiaoyu (2020) found that the characteristics of opinion leaders, including professionalism and popularity, have a positive impact on the attention of travel app users to use. Xu Lizhi's (2019) study also showed that opinion leaders significantly impact " Zhihu" App users' intention to pay. Thus, it can be expected that Opinion leaders will influence the attention of local tourists to use online travel platforms:

H4. Opinion leaders have a significant positive effect on local tourists' intention to use online tourism platforms. Banerjee (1992) believes that herd mentality refers to the social phenomenon of doing things according to the behavior of others. Behind this phenomenon of following the actions of others, it reflects the "herd mentality," also called the "herd effect" (Sun H, 2013). Based on this concept, scholar Sun H (2013), in the study of herd behavior, "Imitate others" is newly constructed to explain that users imitate others to make the same decisions when adopting information technology. Liu Caixia et al. (2020) found that herd mentality positively impacts users' attention to use cross-border online shopping platforms. Tan Yao (2018) believes that users of online hotel booking platforms will be influenced by the platform's reputation and professional reviews, resulting in a herd mentality, which will affect their intention to use. Wu Jianyu (2010) regarded "informational influence" as one of the dimensions of herd mentality; that is, users will be influenced by the information provided by the people around them. Zhu Chunbin 2020) found that herd mentality positively impacted users' purchase intention and divided conformity psychology into evaluation conformity, behavior conformity, and opinion conformity. Thus, it can be expected that herd mentality will influence the intention of local tourists to use online travel platforms:

H5. Herd mentality has a significant positive effect on local tourists' intention to use online tourism platforms.

(Harrison, Peter, & Cynthia, 1997) pointed out that user intention is the probability and intensity of users to use a specific product or service. (Bhattacherjee, Perols, & Sanford, 2008) used indicators such as "choice," "continuous use," and "promotion intention" as the measurement of attention to use. In addition, (Zhangpeng, 2019) added "choice preference" as a measurement index on this basis. (Yun & Guangwei, 2014) divided the measurement of use intention into whether it is expected to be used and continued use.

Objectives

The primary purpose of this study is to combine questionnaire survey and statistical analysis methods. Based on previous research, this paper discusses the correlation between Perceived value and social influence and the use of online travel platforms by local tourists, mainly reflected in the following three aspects:

1. Find the factors affecting the users on the online tourism platform.

2. Use data as a management tool for developers and operators of Guangxi online travel platforms to make decisions to bring a better experience to users.

3. The research conclusions will provide the basis for Guangxi's tourism sector to promote the effectiveness of Guangxi's tourism dissemination and promotion on the Internet.

Conceptual Framework

The conceptual framework of this research is given to the literature review and research objectives. The conceptual framework is as follows (see Figure 1):

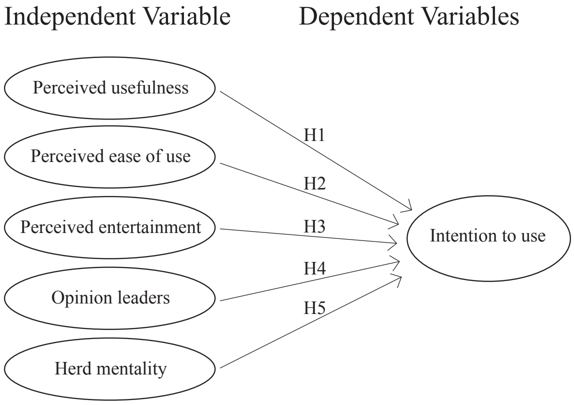

Figure 1 Conceptual Framework

On the concepts of perceived usefulness and perceived ease of use, the (Davis, 1989) research model on ATM is adopted, and the perceived entertainment is borrowed from the research models of (Lieberman, 2014) and (Moon & Kim, 2001). In addition, on the concept of opinion leaders, the research theory of (Shinan, 2019), the adoption of conformity psychology, and the theory of (Lascu, & Zinkhan, 1999) is adopted. According to (Bhattacherjee, Perols, & Sanford, 2008) research theory, the attention to use is divided into several choices, persistence and promotion measures. According to Rauniar, Rawski, Yang, & Johnson (2014) studies, personal statistical variables are divided into six dimensions: gender, area, age, Marital status, monthly income, and education level.

Research Methodology

1. Population and Samples

The study's target population is Guangxi online travel platform users from April 4, 2021, to May 6, 2021. Through research, Gorsuch found that the ratio of questionnaire measurement items to the number of respondents should be maintained at a ratio of 1:5 to ensure the validity of the data (Gorsuch, 1988). A widely accepted rule of thumb is ten observations per indicator variable in setting a lower bound of an adequate sample size. The questionnaire contains 41 questions, so at least 410 observations are required. The considering inefficiency of 20% of the data, the sample size was 512.

2. Instrument

The research instrument is constructed according to the research objectives and related literature. The questionnaire is divided into two parts: The first part included screening questions and questions about demographic information. The second part focused on the variables using the Likert 5 scale.

Table 1 Items used to measure the constructs

Constructs	Items	Contents	Sources
Perceived-Usefulness (PU)	PU1	Using the online tourism platform allows me to obtain a lot of travel information.	Davis (1989); Lan, Bisui, Min, & Me, (2016); Dingkun (2020)
	PU2	The updated information of the online tourism platform is more timely and can meet my information needs.	
	PU3	The online tourism platform allows me to learn about many new tourist attractions.	
	PU4	Using the online tourism platform has enabled me to acquire a lot of new tourism and cultural knowledge.	
	PU5	Using the online tourism platform allows me to learn much information about offline tourism activities in Guangxi.	
	PU6	Using the platform makes it convenient for me to travel.	
	PU7	The relevant information on the online tourism platform will affect my travel decision.	
	PU8	I will continue to pay attention and use it because the online tourism platform is handy.	
Perceived-Ease Of Use (PEU)	PEU1	The online tourism platform is easy to download and use	Davis (1989); Jianping (2020); Dingkun (2020)
	PEU2	The interface design of the online tourism platform is humane.	
	PEU3	It is very convenient to buy products or conduct transactions on the online tourism platform.	
	PEU4	The online tourism platform is very stable to use	
	PEU5	It is very convenient to obtain tourist information on the online tourism platform.	
	PEU6	I would choose to use an online tourism platform because of its simplicity.	

Table 1 (Continu)

Constructs	Items	Contents	Sources
Perceived-Usefulness (PU)	PU1	Using the online tourism platform allows me to obtain a lot of travel information.	Davis (1989); Lan, Bisui, Min, & Me, (2016); Dingkun (2020)
	PU2	The updated information of the online tourism platform is more timely and can meet my information needs.	
	PU3	The online tourism platform allows me to learn about many new tourist attractions.	
	PU4	Using the online tourism platform has enabled me to acquire a lot of new tourism and cultural knowledge.	
	PU5	Using the online tourism platform allows me to learn much information about offline tourism activities in Guangxi.	
	PU6	Using the platform makes it convenient for me to travel.	
	PU7	The relevant information on the online tourism platform will affect my travel decision.	
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	PEU2	The interface design of the online tourism platform is humane.	
	PEU3	It is very convenient to buy products or conduct transactions on the online tourism platform.	
	PEU4	The online tourism platform is very stable to use	
	PEU5	It is very convenient to obtain tourist information on the online tourism platform.	
	PEU6	I would choose to use an online tourism platform because of its simplicity.	
Perceived-Entertainment (PE)	PE1	The videos, tweets, images, etc., on the online tourism platform, can make me feel happy.	Moon & Kim (2004) Davis (1989): Zhijie & Tingjie (2021)
	PE2	The online tourism platform is highly interactive	
	PE3	The tourist information on the online tourism platform makes me feel very interesting.	
	PE4	I will choose to use the online tourism platform because it makes fun using it.	
Opinion Leader (OL)	OL1	I will follow the accounts of relevant celebrities, travel experts, or Internet celebrities on the online tourism platform.	Dingkun (2020)
	OL2	I often choose the travel platform recommended by my favorite celebrities, travel experts, or Internet celebrities.	
	OL3	The opinions of celebrities, talents, or Internet celebrities on online travel platforms are valuable to me.	Xiaoyu (2020)
	OL4	Travel experts or Internet celebrities often recommend travel platforms to me.	
Herd Mentality (HM)	HM1	I usually choose online tourism platforms with good reputation/evaluate	Davis (1989); Dingkun (2020); Yao (2018)
	HM2	Relatives and friends often recommend some online tourism platforms to me.	
	HM3	I will choose the online travel platform recommended by my friends and relatives.	

Table 1 (Continu)

Constructs	Items	Contents	Sources
Intention To Use (IU)	IU1	I will choose the online tourism platform with the most downloads or attention	Bhattacherjee, Perols, & Sanford, (2008); Yun & Guangwei (2014)
	IU2	I will use the online tourism platform recommended by others the most.	
	IU3I	will recommend it to others after using the online tourism platform.	
	IU4	I will continue to use the online tourism platform for a long time (more than one month)	

3. Collection of Data

The questionnaires in this study will be distributed in electronic questionnaires. Electronic questionnaires have the characteristics of random distribution and saving survey time. Therefore, this study will mainly use the form of electronic questionnaires, combined with offline tourist attractions, to distribute randomly. This study will use the questionnaire survey website-"Questionnaire Star" as the leading distribution platform for electronic questionnaires. The questionnaire is mainly concentrated from April 4, 2021, to May 6, 2021. Since the research purpose and methods determine the sample size of the questionnaire, and this research will mainly adopt quantitative methods in the analysis process, there are specific requirements for the sample size of the questionnaire.

4. Data Analysis

The Statistical Package for the Social Sciences (SPSS) version 27.0 and Mplus 8.7 was used to analyze the data. Descriptive statistics and person's correlation coefficients between variables were analyzed by SPSS 27.0. Cronbach's alpha measurement of inner consistency with a 0.6 limit was used to examine-construct reliability. Construct validity and discriminant validity were examined in this study. The construct and discriminant validity assessment was carried out with the help of confirmatory factor analysis. The analysis was carried out using the Mplus 8.3 program. Multiple regression was used to evaluate the research model and examine the hypotheses.

Results

1. Demographic information

The demographic results from the questionnaire are presented in Table 2 below. Table 2shows the number and percentage of demographic data of 512 local tourists in Guangxi who used the online travel platform. It was found that 304 were female, representing 59.38%, 208 were male, representing 40.63%. The respondents' origins in Guangxi District represented almost half and half, with a higher proportion of 51.37% outside the district. Most respondents were aged 26-35 years, representing 55.66%, single respondents representing 43.36%, the average monthly income was high with the highest percentage of 48.05%, earning more than 6,000 yuan. Bachelor's degrees or college degrees accounted for the highest proportion, representing 58.4%.

Table 2 Demographic of the resplendent

Demographics	Frequency	Percentage (%)
1. Gender		
Male	304	59.38
Female	208	40.62
2. Origin		
Guangxi area	249	48.63
Outside Guangxi	263	51.37
3. Age		
Under 18	20	3.91
18-25 years old	160	31.25
26-35 years old	285	55.66
Over 35 years old	47	9.18
4. Marriage status		
married	153	29.88
single	222	43.36
in love	137	26.76
5. monthly income		
>2000 yuan	32	6.25
2000-4000 yuan	68	13.28
4000-6000 yuan	166	32.42
< 6000 yuan	246	48.05
6. Education		
Under technical secondary school	27	5.27
High school or technical secondary school	152	29.69
Bachelor or college	299	58.40
Master's degree /PH.D.	34	6.64

Table 3 shows the number and percentage of usage behavior of 512 tourists. It was found that the use of the Travel agency platform accounted for a relatively high proportion, a total of 194 people, accounting for 37.9%. Most of the respondents chose to use the platform during holidays, of which 61.52% of the respondents chose to use the platform during minor holidays. The most frequently used function of the respondents was route query, accounting for 66.21%. 47.66% believe that they will use the platform after being promoted three times. Respondents have a more diverse choice of favorite content, and the proportion is relatively average. The top three are travel life (63.28%), Cultural introduction (61.13%), and Travelling guidelines (60.74%). 77.15% of the respondents would recommend the platform to others.

Table 3 User behavior

User behavior	Frequency	Percentage (%)
1. Platform type selection		
Guangxi government tourism department	54	10.55
Guangxi Scenic Spots Platform	107	21.90
Travel agency platform	194	37.90
Travel mobile payment APP	128	25.00
Other	29	5.65
2. Scenes to be used		
Winter or summer vacation	300	58.59
Small holiday	315	61.52
Weekend	252	49.22
Before going to bed	197	38.48
When waiting inline	190	37.11
Before lunch break	189	36.91
Before meal	199	38.87
The way home	229	44.73
Traveling	265	51.76
Before traveling	259	50.59
Other	52	10.16
3. Use function		
Find a car and pay	228	44.53
Route query	339	66.21
Dining recommendation	293	57.23
Hotel inquiry	278	54.30
Ticket service	318	62.11
Recommended places	307	59.96
Other	91	17.77
4. Recommendation acceptance		
Less than three times	244	47.66
3-6times	179	34.96
Six times or more	67	13.09
Do not accept a recommendation	22	4.30
5. Favorite content		
Travel live	324	63.28
Cultural introduction	313	61.13
Travels sharing	290	56.64
Activity information	298	58.20
Traveling guideline	311	60.74
Other	80	15.63
6. Intention to promote		
Yes	395	77.15
No	117	22.85

2. Measurement model assessment

The reliability of survey items was calculated. All variables had a Cronbach's alpha value greater than .70, which indicated excellent reliability (Perceived usefulness = 0.717, perceived ease of use = 0.745, perceived entertainment = 0.736, opinion leaders = 0.780, herd mentality = 0.804, and intention to use =0.767).

Table 4 Cronbach’s alpha values

Factor	Number of Items	Cronbach’s alpha
Perceived usefulness	8	0.717
Perceived ease of use	6	0.745
Perceived entertainment	4	0.736
Opinion leaders	4	0.780
Herd mentality	3	0.804
Intention to use	4	0.767

This type of validity is usually used to determine the difference between a concept and its indicators with other concepts. The measurement models provided an acceptable fit for the data.

Table 5 Summary of goodness fit indices for the measurement model

Factor	χ2/df	RMS	CFI	TLI	SOME
Perceived usefulness	2.211	0.049	0.953	0.935	0.035
Perceived ease of use	3.573	0.071	0.958	0.930	0.032
Perceived entertainment	1.991	0.044	0.995	0.985	0.014
Herd mentality	0.273	0.001	1.000	1.000	0.003
Intention to use	0.409	0.001	1.000	1.000	0.022
standardized	<5	<0.08	>0.90	>0.90	<0.08

The study tested six variables: Perceived usefulness, Perceived ease of use, Perceived entertainment, Opinion leaders, Herd mentality, and intention to use. In this study, confirmatory factor analysis was carried out using Mplus 8.3 to estimate the discriminative validity between six variables.

As shown in table 6, the six-factor model shows the best model fit (χ2/df = 1.738, RMSEA = 0.038, CFI = 0.936, TLI = 0.928, SRMR = 0.037) and one-factor model shows the worst model fit (χ2/df = 3.883, RMSEA = 0.075, CFI = 0.738, TLI = 0.718, SRMR = 0.062), which indicated that the conformation measurement has good discriminative and construct validity.

Table 6 discriminative validity

	χ2/df	RMS	CFI	TLI	SOME
One-factor model	3.883	0.075	0.738	0.718	0.062
Two-factor model	3.433	0.069	0.780	0.762	0.057
Three-factor model	3.153	0.065	0.806	0.789	0.055
Four-factor model	2.195	0.048	0.893	0.883	0.044
Five-factor model	1.873	0.041	0.923	0.915	0.039
Six-factor model	1.738	0.038	0.936	0.928	0.037

3. Correlation

The correlation coefficients of intention to use and perceived usefulness, perceived ease of use, perceived entertainment, opinion leader, and herd mentality are 0.392, 0.448 0.430, 0.389, and 0.406, respectively, and the p- values of their correlation coefficient tests are all approximately zero. Therefore, with the significance level α=0.01, the null hypothesis of the correlation coefficient test should be rejected, and there is a significant linear relationship between the two populations. That is, perceived usefulness, perceived ease of use, perceived entertainment, opinion leaders, and herd mentality are all positively related to the intention to use.

Table 7 Simple correlation coefficient matrix

Variable	1	2	3	4	5	6
1 Perceived usefulness	1					
2 Perceived ease of use	.584**	1				
3 Perceived entertainment	.466**	.516**	1			
4 Opinion leaders	.381**	.468**	.417**	1		
5 Herd mentality	.477**	.521**	.421**	.458**	1	
6 Intention to use	.392**	.448**	.430**	.389**	.406**	1

** p-value<.01

After controlling age, gender, and income, the overall significance is significant from the regression table. The significance of the five independent variables of perceived usefulness, perceived ease of use, perceived entertainment, opinion leader, and herd psychology are all less than or equal to the significance level α=0.05. It shows that the five independent variables of perceived usefulness, perceived ease of use, perceived entertainment, opinion leader, and herd psychology all significantly impact the intention to use the dependent variable. Moreover, the regression coefficients are all greater than 0, and the order of the standardized regression coefficients is as follows: perceived entertainment > perceived ease of use >herd mentality > opinion leader > perceived usefulness.

Table 9 Regression coefficient table

	b	S.E.	β	t	p	hypothesis
constant	0.721	0.155		4.644	<.001	
gender	0.034	0.037	0.034	0.906	0.365	
age	-0.050	0.027	-0.070	-1.827	0.068	
income	-0.016	0.021	-0.030	-0.757	0.450	
Perceived usefulness	0.113	0.057	0.096	1.973	0.049	Supported
Perceived ease of use	0.148	0.050	0.154	2.975	0.003	Supported
Perceived	0.177	0.042	0.194	4.215	<.001	Supported
Opinion leaders	0.126	0.044	0.129	2.877	0.004	Supported
Herd mentality	0.106	0.037	0.135	2.876	0.004	Supported

Discussion

The results from the study concluded that most of the respondents are 26-35 years old, with high income, more than 6,000 yuan, and most of them have undergraduate or college education. The main force of online travel platforms is young intellectuals with a particular economic foundation. This is related to (Dingkun, 2020) research, which found a significant relationship between age, income, education level, and platform user usage behavior. The distribution of online travel platform types selected by users is relatively even, and only the proportion of users of government travel platforms is slightly lower. Users usually use the platform more frequently during holidays, and their favorite content is very diverse. The most popular is travel live, followed by a cultural introduction. This is related to the research of (Tiany & Bo, 2019) and (Baoguo &Yao, 2017), who found that high-quality and diverse content production positively impacts users' intention to use.

This study shows that perceived usefulness, perceived ease of use, and perceived entertainment have a direct and positive impact on local tourists' intention to use online travel platforms, which supports the assertion that perceived usefulness and perceived ease of use play an important role in tourists' intention to use travel platforms. This confirms the findings of related studies which applied the technology acceptance model (TAM) and examined that both components are essential for computer- and mobile-based technology adoption (Assaker, Hallak, & El-Haddad, 2020; Ayeh, Au, & Law, 2013; Xia, Zhang, & Zhang, 2018). This suggests that the quality of content and the ease of accessing them are crucial to the intention of local tourists to use online travel platforms. On this basis, this study expands Hu Weili's research, adds research on the impact of perceived entertainment on intention to use, and ranks the influence of perceived usefulness, perceived ease of use, and perceived entertainment on tourists' intention to use. The research conclusion shows that the order is perceived entertainment > perceived ease of use > perceived usefulness, which is consistent with (Dingkun, 2020) research conclusion (perceived usefulness > perceived ease of use> Perceived entertainment) is just the opposite. One possible explanation for this phenomenon is that the functions of online travel platforms are becoming more and more diversified, and users are no longer satisfied with the original functions and hope to obtain more emotional feedback through the platform (Huicui & Xiaoqing, 2020).

This study further demonstrates the conclusion that opinion leaders will significantly affect users' intention to use technology, especially new technologies (Shouhua, Wenfu, & Qingjuan, 2019). From the perspective of questionnaire design, (Ruoran, 2021) and others more classified the influence of opinion leaders as the government's influence and guide; this research combines the characteristics of online tourism platforms with the increasing entertainment, adding the items of relevant celebrities, travel experts. This study shows that herd mentality has a direct and positive impact on local tourists' intention to use online travel platforms. This is consistent with (Wentao, 2020) research (Xiaoxiao, 2018), and others, which clearly showed that herd mentality is positively correlated with intention to use. (Changfa & Tingting, 2020) and others divided herd mentality into two significant measures: opinion conformity and behavior conformity, but they all focused on relatives and friends' opinions and behavioral influence. This study added public influence based on relatives and friends, that is, platform comments and prestige. Sorts by the influence of the two variables: opinion leaders and conformity psychology. The results show that the influence of herd mentality on tourists' intention to use is more significant than that of opinion leaders.

Interestingly, most scholars' research on herd mentality and opinion leaders is mainly used for negative emotions or harmful behaviors, such as irrational buying behavior, following bad behavior, rumor spread, etc. (Zhenlong, 2015; Chuncheng, & Shiqiang, 2019; Huiwen, Zhenyi, Xia, & Yuepeng, 2020). This research mainly plays the positive role of the two; it mainly explores how to use the influence of opinion leaders and herd mentality to strengthen users' intention to use. The inspiration for future research is that in addition to playing a positive role, it is also possible to explore how to avoid the adverse effects of opinion leaders and herd mentality.

Suggestion

The current study is not without its limitations. First, although the current study aims to establish a preliminary theory to examine the effects of perceived usefulness, ease of use, perceived entertainment, opinion leaders, and herd mentality on intention to use, further research is needed to validate its findings. Further research can be done on the internal relationships of the five independent variables (e.g., between perceived ease of use and perceived usefulness, between opinion leaders and herd mentality). It is worth noting that although various online travel platforms have strong commonalities, they also have unique characteristics. The current research does not compare between specific types of online travel platforms, and these characteristics may not be generalizable to other personalized platforms to be included in the research. Second, this study only focused on the Guangxi local tourisms users, so caution should be exercised when generalizing the results to other regions. A prudent approach is to study the characteristics of tourism resources, user characteristics, and holiday characteristics in other regions. The samples in this paper are mainly collected by forwarding and filling out questionnaires on social platforms. Due to the randomness of sample collection and the respondents' uncontrollable emotions, the research samples' representativeness may be weakened. This paper provides valuable findings for improving the intention of local tourists in Guangxi to use online tourism platforms. In the future, It would be interesting to observe whether the present findings could benefit by conducting different cross-cultural user samples (e.g., domestic-international tourists, Asian-Western tourists) (Lam, Ismail, & Lee 2020).

The research results provide feasible suggestions for operators of various online travel platforms and government tourism departments. According to the research results, the influence of each variable on the intention to use is perceived entertainment > perceived ease of use >herd mentality > opinion leader > perceived usefulness. First, each platform or department needs to focus on perceived entertainment, perceived ease of use, and perceived usefulness to increase local tourists' intention to use online travel platforms. Among them, it is most necessary to enhance the entertainment attributes of the platform itself to meet users' needs for emotion and entertainment. The impact of perceived ease of use on the intention to use is significantly higher than perceived usefulness on the intention to use. Therefore, each platform needs to consider its ease of use in the design process. The operations lower the threshold for use and the higher the intention of users to use. Second, each platform needs to extensively use the positive effects of "opinion leaders" and "herd mentality" on local tourists' intention to use online travel platforms. Among them, herd mentality has a more positive impact on the intention to use than opinion leaders, which means that the evaluations, opinions, and recommendations of other users or people around them can play a more critical role than opinion leaders such as celebrities. Therefore, each platform needs to pay attention to the maintenance of the platform's reputation and strengthen the brand building of the platform; pay attention to user experience to meet the needs of users for multiple functions; guide users to take the lead in using it, and guide users to forward, evaluate and promote through various methods and activities, to promote the intention of surrounding users.

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Toward A Theory of Humanized Organization Development

Chararinchon Satian* & Sombat Kusumavalee

School of Human Resource Development, National Institute of Development Administration (NIDA), Bangkok, 10240 Thailand

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Abstract

Under the current complex phenomena, organization management involves a certain number of challenges that organization theorists have to work upon. The rationale of this study is to overcome the philosophical challenge and the practical problems in organization development (OD). The OD practical problems include OD's undefined and unclear boundaries with a significant declining trend and the unaligned collaboration between academics and practitioners, while the OD philosophical challenge involves the influential power of Newtonian science. This study aimed to revitalize the OD discipline by integrating the paradigm of postmodernism and the human spiritual dimension, intending to propose the construction of Humanized Organization Development (HOD). This study employed a theory-building research method by following Lynham's General Method (Lynham, 2013), integrated with Van de Ven's Engaged Scholarship (Van de Ven, 2011). As the result, the conceptual framework of HOD consisted of three paradigms: complexity, dialogic OD, and workplace spirituality. Finally, emerging constructs and conceptualizations of HOD were proposed that included the HOD foundation, process, and practice.

Introduction

"Something is wrong," a statement given by Robert E. Quinn, addresses the challenges, philosophically and practically, in the organization development (OD) arena under the current contemporary and complex realities (Marshak, 2005). The history of OD has been traced back to the 1940s, when Kurt Lewin introduced T-group as the group learning process to create personal and social change with the principle of growing democracy (Anderson, 2010; Burnes & Cooke, 2012). The T-group came out to be the most important social intervention of the twentieth century, with its distinguished characteristics as cooperative action research (Burke, 2006), and action research has happened to be the core process in OD since then.

OD was first defined by Richard Beckhard (Beckhard, 1969), and until nowadays, there have been a number of OD definitions, mostly based on behavioral science knowledge, and they revolve around the confined entity of the organization. Various OD definitions represent, in some ways, the complexity of the OD field, with some discussions on the dilemma of adopting

* Corresponding Author
e-mail: rin.phd@gmail.com

applied behavioral science for result orientation (McLean, 2006). Based on the history review, OD has evolved from the early generation of intervention at the individual and group levels to the later generation of a systemwide approach that focuses on strategic changes (Anderson, 2010) (see Table 1).

Interesting research demonstrated the decline trend of OD between 1980 and 1990, with a stagnant level after 1990 through 2008 (By, Oswick, & Burnes (2014). This phenomenon was due to the replacement of OD by other practices such as change management and strategic planning. It made some sense for the OD discipline to be revisited because of the requirement to answer organizational impact while offering a solution under such a complex circumstance. Many organizational scholars suggest rebalancing humanistic values within the OD field (Bushe & Marshak, 2009; Oswick, 2013; Worley & Feyerherm, 2003) (see Table 1).

Table 1 OD Classification and Evolution

OD Classification	Other Definitions	Characteristics
Traditional OD (Worley & Feyerherm, 2003)	First generation OD (Anderson, 2010)	- Around period of 1940s - Intervention at individual and group levels - Rely on human process - Aim for democratic collaboration
Pragmatic OD (Worley & Feyerherm, 2003)	Second generation OD (Anderson, 2010) Old OD or Traditional OD (Oswick, 2013) Diagnostic OD (Bushe & Marshak, 2009)	- Around 1950-1990s - Rely on analysis and rationality - Look back for problem-solving orientation - Tangible / Materialistic - Top-down and systemwide approach - Organization focus
Neo-traditional OD	New OD (Oswick, 2013)	- After 1980-1990s - Revisit human process to incorporate diversity
Neo-traditional OD (Worley & Feyerherm, 2003)	New OD (Oswick, 2013) Dialogic OD (Bushe & Marshak, 2009)	- After 1980-1990s - Revisit human process to incorporate diversity - Socially-constructed orientation - Facing forwards for creating future - Intangible / Interpretive - Bottom-up approach - Organizing process focus

Organizational discipline has been embedded with old mechanistic science since the industrial revolution era (Schwab, 2016), which gradually dehumanizes the human essence in several areas of organizing (Giacalone & Jurkiewicz, 2010; Morgan, 2006). Organization theorists need to work on the challenges of this status quo (Grieten, Lambrechts, Bouwen, Huybrechts, Fry & Cooperrider, 2018; Mirvis, 2006; Scharmer, 2018) in order to offer organizational benefits, while incorporating personal and interpersonal missions of the organization. This research employed the theory-building research method to construct the theory of Humanized Organization Development (HOD) that aims to shift the focus of the OD landscape from the organization to the humans who organize the process within the organization.

Although OD involves so much with human resource development but the concept of HOD has rarely been mentioned in OD scholar before. However, there are concepts and theories related to theorizing HOD in terms of philosophy and methodology. The paradigm of complexity regards to the philosophical aspect of HOD, which contains postmodernism and the new science rather than the old Newtonian science. Dialogic OD (Bushe & Marshak, 2009) regards to the methodological aspect and links to the philosophy of postmodernism and social constructionism. Workplace spirituality is an emerging concept in the 21st century, which relates closely to the concept of HOD this research is working on.

1. Paradigm of Complexity

After Isaac Newton proposed the *Principia,* or *Mathematical Principles of Natural Philosophy,* which was cited as a revolutionary development of science since that time, Newtonian science contributes greatly not only to mathematics, calculus, and physics, but was enormously influential in other disciplines, such as biology, psychology, economics, healthcare, as well as management (Heylighen, 2006; Stanford Encyclopedia of Philosophy, 2019). The foundational philosophy of Newtonian science is reductionism; by ignoring the connection between the parts, everything can be reduced to its smallest parts, then to study it. Frederick W. Taylor adopted Newtonian thinking to improve workers' productivity at the manufacturing plant. His invention, called Taylorism, aimed to promote scientific management by reducing production inefficiency (Taylor, 1919), however, the results came out that it eventually weakened the forces of labor while increasing the power of management. Moreover, the approach put men become more machine. The procedure of Taylorism gives voice to the structure of bureaucratic and centralized management that aims to predict and control; thus, work seems to become more objectivistic and pessimistic to human being because workers are always required to be at high degree of reliability, predictability and efficiency as robots (Benefiel, Fry & Geigle 2014; Morgan, 2006).

Complexity science is the contradictory discipline to the Newtonian science. This novel concept involves any discipline dealing with any system. Instead of reductionism and separation mindset for prediction and control as Newtonian, or the old science, complexity science endorses the importance of relationships between each entity. Capra (2015) proposed the worldview of network, instead of machine in the old science, to inquire and understand any phenomena, and that *interconnection relationship* is inseparable from the system. One remarkable idea of complexity science is *emergence,* which is the emerged quality of an entity that its parts do not have on their own. Such properties or behaviors of emergence will emerge only when the parts of the entity interact, in a non-linear pattern, with each other parts in a wider whole. Hence, the complex system always runs itself between order and disorder states (Kauffman 1995; Waldrop, 1992; Wheatley, 1992). The farther the system is from equilibrium, the greater the complexity is in its system with the higher degree of non-linearity; and vice versa (Capra, 2007). This is the same way that all living systems work in the world. The possibility to have the emergence within the organization involves several stages. Initially, human organization needs to be open to the flow of information i.e., new ideas, new concepts, new technologies, new knowledge; as the way living organism opens to the flow of resources, food, and energy to stay alive (Capra, 2002).

2. Dialogic OD

Dialogic OD mindsets can be traced back to around 1970s-1980s when some distinguished organizational practices, i.e., Open Space Technology, Coordinated Management of Meaning, Organizational Discourse, and Appreciative Inquiry were introduced with differentiated core essences from the traditional Diagnostic OD mindsets (Bushe & Marshak, 2014). Table 2 illustrates the differences of both OD approaches. The key characteristics of Dialogic OD is to provide transformational change via changing conversations among stakeholders (Bushe & Marshak, 2009). Two streams of contribution that influence the transition from Diagnostic to Dialogic OD approach are complexity science and interpretive social science. We can say that the philosophy of this approach is postmodern orientation that creates a new way of thinking on organization and the transformational change of and within organization, which can better offer organization to deal with the current more complex challenges of the 21st century (Bushe & Marshak, 2014, 2016a, 2016b).

Table 2 Basic Differences between Diagnostic OD and Dialogic OD (Bushe & Marshak, 2009)

	Diagnostic OD	Dialogic OD
Influenced by	Classical or Traditional science, positivism, and modernism philosophy	Interpretive approaches, social constructionism, critical, and postmodernism philosophy
Ontology and Epistemology	- Reality is an objective fact - There is a single reality - Truth is transcendent and discoverable - Reality can be discovered using rational and analytic processes	- Reality is socially constructed - There are multiple realities - Truth is immanent and emerges from the situation - Reality is negotiated and may involve power and political processes
Constructs of Change	- Collecting and applying valid data using objective problem-solving methods leads to change - Change can be created, planned and managed - Change is episodic, linear, and goal oriented	- Creating containers and processes to produce generative ideas leads to change - Change can be encouraged but is mainly self-organizing - Change can be continuous and/or cyclical
Focus of Change	Emphasis on changing behavior and what people do	Emphasis on changing mindsets and what people think

Bushe and Marshak (2014, 2016b), who coined the term Dialogic OD, have crystallized eight key premised of Dialogic OD that are 1) Reality and relationships are socially constructed 2) Organizations are meaning making systems 3) Language, broadly defined, matter 4) Creating change requires changing conversations 5) Groups and organizations are inherently self-organizing 6) Increase differentiation in participative inquiry and engagement before seeking coherence 7) Transformational change is more emergent than planned, and 8) Consultants, or OD people are part of the process, not apart from the process. Dialogic OD relies much on inviting people to have dialogues and deep listening among each other in the way that judgmental assumptions are hold so that the collective consciousness occurs (Scharmer, 2009; Scharmer, 2018).

However, Bushe and Marshak (2014, 2016b) affirmed that only high-quality dialogues are not enough for transformational change to occur. They proposed three underlying change process, required for the successful implementation of any Dialogic OD interventions, which are 1) Emergence, OD practitioners who work under dialogic mindset try to encourage leaders to push the system close to chaos by inviting more diversified stakeholders and expanding more enriched network, aim at opening the opportunity for the emergence of self-organizing transformation 2) Narrative, OD consultants will consciously adopt any intervention that impact the story-telling processes and can challenge the existing prevailing narratives in the organization, which ultimately can demonstrate individual and cultural change, and 3) Generativity, this involves the use of generative images i.e. poems, pictures, or other forms of imaginary works that relate to new possibility of organizational reality by bypassing the use of intellectual and link directly to another path of human wisdom instead (Bushe, 2013; Dirkx, 2013; Mirvis, 2006).

3. Workplace Spirituality

As the standpoint of this research focuses on, not only organization, but also the human who organizes the organization, this section discusses about the integration of human spirit into OD work. Workplace spirituality (WS), spirit at work, faith at work, and spirituality in the workplace are interchangeably used. The growing movement of WS has been due to several reasons such as the lack of meaning of life, business pressure that demoralizes employees, work-life balance issue, the decline of other sources of community due to civilization and modernization, as well as the search for meaningful life and the rising interest of Eastern philosophies, namely meditations, Zen Buddhism for instance (Adam & Benzer, 2000; Duxbury & Higgins, 2002; Giacalone & Jurkiewicz, 2010; Mitroff & denton, 1999). At the same time of all streams, organizations require their people's creativity and innovation to cope with the world uncertainties and seek for the complete selves, not only physical power, to work.

Several scholars have proposed the definitions of WS; however, it is still ambiguous and no consensus up to date. It is mainly because we are trying to bring something subjective and broad (per se, spirituality) to be more concrete and tangible, and spirituality itself is so much related to culture and social constructionism that the perception is co-created by people in that culture. One most cited research on WS demonstrated its three components: inner life, meaningful work, and sense of community (Ashmos & Duchon, 2000). In Thailand, a grounded theory methodology was done, and the five core dimensions of WS were proposed: meaning and purpose of life, consciousness of death and faith, insight to self, insight to other, and non-materialistic value.

Due to plenty of meanings and beliefs regarding spirituality, which might include religion or not, the model of spiritual freedom (Krishnakumar & Neck, 2002) and voluntary spiritual program have been proposed. These concepts can fill the gap of individual's reluctancy to work on his/her own spiritual aspects within organization, by providing encouragement and opportunity for all views of spirituality to be discussed in an open and safe environment.

Although WS definition and its components have not been confirmed, many researchers have been trying to contribute and convince the benefits of implementing WS in organization at the level of individual and beyond. The benefits at individual level include job satisfaction, individual performance, work engagement, and employee well-being, for instance (Ajala, 2013; Fanggida, Rolland, Suryana, Efendi & Hilmiana, 2016; Hassan, Nadeem & Akhter, 2016; Malik, Naeem, & Ali, 2011; Milliman, Czaplewski, & Ferguson, 2003; Petsawang & McLean, 2017; Promsri, 2016). At team level, WS illustrated the beneficial impact on work unit performance and team effectiveness (Daniel, 2010; Duchon & Plowman, 2005). At the organizational level, some research also demonstrated WS benefits on increasing employee retention, organization commitment, organization performance, employee engagement, and positive customer experience (Chongvisal & Supparerkchaisakul, 2017; Fanggida et al., 2016; Garg, 2017; Pandey, Gupta, & Arora, 2009; Pawar, 2009; Pirkola, Rantakokko & Suhonen, 2016).

Objective

1. To review the essential concepts regarding to theorizing the discipline of HOD.
2. To employ the theory building research methodology for theorizing the discipline of HOD.

Conceptual Framework

The proposed conceptual framework that guides this research is illustrated in Figure 1 below. All three dimensions provide possibility to implement HOD within the organization.

Research Methodology

1. Theory Building Research Method

This research employed Lynham's General Method of Theory Building in Applied Disciplines, hereafter called the "General Method" (Lynham, 2013). The General Method comprises of five distinct but interrelated phases: conceptualize, operationalize, confirm, apply, and refine. This research aimed at

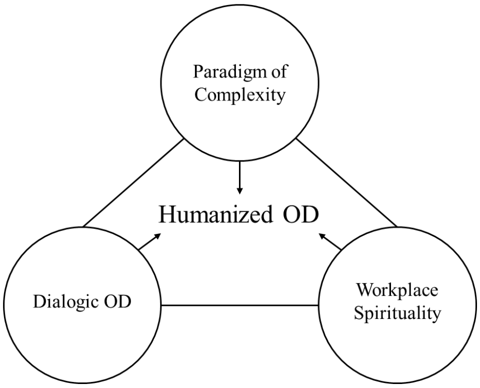

Figure 1 HOD Initial Conceptual Framework

theorizing the concept of HOD rather than establishing a concrete theory, thus, this paper solely focuses on the Conceptualize and Operationalize phases only (see Table 3). The researcher employed the General Method as the infrastructure of the whole process (see Figure 2 and Table 3), and used the Diamond Model (see Figure 3) and Weick's thought trial strategy (see Table 4) for the work process in each phase.

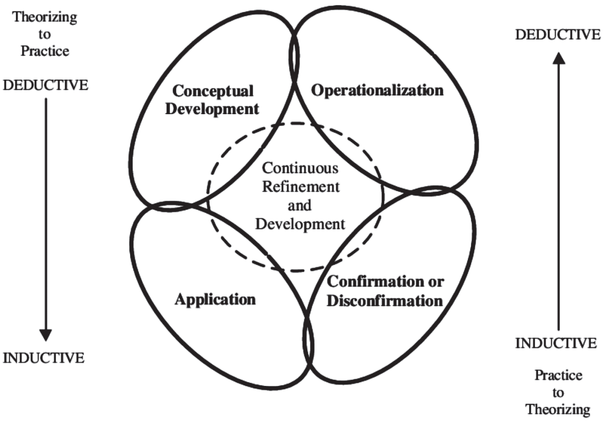

Figure 2 The General Method of Theory Building in Applied Disciplines (Lynham, 2013)

2. Overall Steps of Theorizing the Theory of HOD

In addition to the whole process of The General Method, the support by some major activities from Van de Ven's Diamond Model (Van de Ven, 2011) and Weick's thought trials (Weick, 1989) are also required.

Table 4 demonstrates the overall process of theorizing HOD for this research. For the Conceptualize phase, a literature review revealed the practical problems, incomplete existing theories, and new areas of human activities as the input (see further details in upcoming topic), and then the problem formulation method (Van de Ven, 2011) was employed as the core step in this phase, to acquire the HOD conceptual framework as the output. For the Operationalize phase, the HOD conceptual framework was used as the input, and the core step employed Van de Ven's abductive reasoning (Van de Ven, 2011) and Weick's thought trials (Weick, 1989) to finally identify the key constructs of HOD.

Table 4 Process of Theorizing the Theory of HOD

Input	Phase & Core steps	Output
	Conceptualize:	
Practical problems Incomplete existing theories New areas of human activities	Problem formulation (Van de Ven, 2011)	HOD Conceptual Framework
	Operationalize:	
HOD Conceptual Framework	Van de Ven's abductive reasoning (Van de Ven, 2011) Weick's thought trials (Weick, 1989)	HOD Constructs

Theorizing the Theory of HOD: Conceptualize and Operationalize

1. Conceptualize

The purpose of the Conceptualize phase (see Table 4) is to develop a conceptual framework that provides an initial understanding and explanation of the nature and dynamics of the realm, problem, or

Table 3 Summary of Purpose, Input, Core Steps and Output of Each Phase in The General Method

Phases of The General Method	Purpose	Input required	Core steps	Output
Conceptualize	To specify the key elements of the theory (Conceptual development)	1) Practical problems, or 2) Incomplete existing theories, or 3) New areas of human activity	1) Define concepts 2) Organize the concepts 3) Define the boundaries	A model or concepts identified, or concepts linked with a boundary described (Conceptual framework)
Operationalize	To develop the strategies for judging the accuracy and fit of the new theory in the real world	Conceptual framework developed from Conceptualize phase	1) Describe propositions 2) Describe results indicators 3) Develop research questions	Confirmable propositions, hypothesis, empirical indicators, knowledge claims

phenomena we are studying. The following sub-sections will illustrate the details of each activity.

1.1 Input to the Conceptualize Phase

Input for this phase can be practical problems, incomplete existing theories, or new areas of human activity (Lynham, 2013). In theorizing HOD, inputs from all three sources were used.

Firstly, practical problems among OD scholars have been raised for decades. In 1974, Kahn gave a warning signal that OD practices were undefined work and OD academic research was produced repetitively without practical benefits in organizational impact (Kahn, 1974). Quinn readdressed the same issue in his 1993 speech (see Marshak, 2005) that OD provided little influence in the field. Many voices have also expressed the same concern in OD textbooks and top journals (Bartunek & Woodman, 2012; Bradford & Burke, 2005; Burnes & Cooke, 2012; Church, Hurley & Burke, 1992; Mirvis, 2006; Romme, 2011; Werkman, 2010; Worley & Feyerherm, 2003). By et al. (2014) also demonstrated the declining trend of OD between 1980 and 1990, with a stagnant curve after that period. OD's decline in popularity has been explained by internal and external factors. Internally, OD has encountered the ignorance of top management that results in powerless OD people to make any change in the organization (Burke & Bradford, 2005; Marshak, 2005). Externally, the OD nature of unclear boundaries (Church et al., 1992; Romme, 2011; Worley & Feyerherm, 2003) makes OD practitioners struggle until they do not successfully work with individuals and teams to offer organizational fruitfulness. Moreover, unaligned collaboration between scholars and practitioners has not helped support the OD field (Romme, 2011).

Secondly, in an attempt to be impactful at an organization-wide level, OD adapted to provide group-level approaches during the 1970s and 1980s. However, it has not been very successful. The drawback of this move was that OD had lost its philosophical foundation value in humanity and democratic stances (Burnes & Cooke, 2012), as well as its identity (Anderson, 2010; Burnes & Cooke, 2012). For some time, OD has been facing the existing mainstream philosophical challenge (Marshak, 2005) of mechanistic and reductionism worldviews of scientific management derived from Newtonian science, which does not suit problem solving in this disruptive and complex world. Thus, the mainstream OD practice, or Diagnostic OD, as termed by Bushe and Marshak (2009), is too rational and linear, which fails to integrate culture, context, and power status (Pettigrew, 1985). Bushe and Marshak (2009) coined the concept of Dialogic OD by incorporating postmodernism and complexity theories to introduce newer holistic approaches. However, it has not been widely accepted in the mainstream of the OD theory building landscape. This philosophical challenge can still be considered the incompleteness of existing OD theory as another input for revitalizing the OD field. Kusumavalee (2018) suggested the reform of human resource development and organization theory to shift the focus from the organization to the internal resources of human being.

The last, but not least, input for theorizing HOD is the emerging areas of spirituality in the workplace. In obvious senses, this emerging movement is the consequence of scientific management that gives voice to the structure of bureaucratic and centralized management that aims to ensure employee control and performance prediction (Benefiel et al., 2014; Morgan, 2006). In this kind of management, it seems to create pessimism among human beings (Benefiel et al., 2014) because people are required to behave like robots (Morgan, 2006) and their full human potential is disregarded. Emerging knowledge from complexity science reveals a huge possibility for organizations as living systems, which urges organizational theorists to ponder the paradigm shift (which, of course, could not be achieved in just one day). Apart from the earlier mentioned, the workplace spirituality movement has arisen since the early 1990s to address several reasons for today's organizational world (Giacalone & Jurkiewicz, 2010). As an OD scholar, grasping this opportunity to embed spirituality into the workplace through OD process and intervention could offer improvement and revitalize the field and, at the same time, provide a practical bridge to organizational practices.

1.2 Core Steps of the Conceptualize Phase

Van de Ven's problem formulation activities: situate, ground, diagnose, and resolve (Figure 3) were also applied to help recheck the HOD problem statement, and Table 5 summarizes the problems formulated from the four activities.

1.3 Output of the Conceptualize Phase

From the intensive literature reviews, which are the key resources to exercise problem formulation, the existing OD landscape does not offer an appropriate way out for a complex organizational

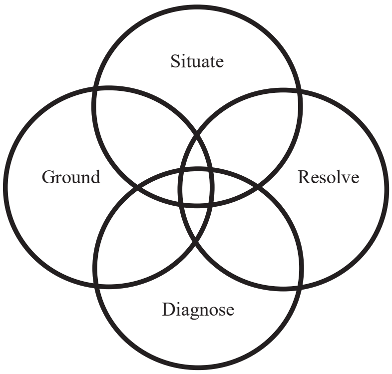

Figure 3 Four Non-Linear Activities of Problem Formulation (Adapted from Van de Ven, 2011)

Table 5 Problem Formulation as Identified in Four Activities for HOD Theorizing

Problem Formulation Activities	Engaged Information	Engagement / Reference
Situate	- OD undefined - Little OD influence - OD declined trend - Top management ignorance - OD unclear boundary and OD practitioners' struggle - Unalignment collaboration between academic and practitioner - OD perceived as team building activities (in Thailand)	- Kahn (1974) - Bartunek & Woodman (2012); Bradford & Burke (2005); Burnes & Cooke (2012); Church et al. (1992); Marshak (2005); Mirvis (2006); Romme (2011); Werkman (2010); Worley & Feyerherm (2003) - By et al. (2014) - Burke & Bradford (2005); Marshak (2005) - Church et al. (1992); Romme (2011); Worley & Feyerherm (2003) - Romme (2011) - Researcher reflection
Ground	- OD evolution - Attempt to offer organization-wide impact and its' drawback - Philosophical challenge (using Newtonian science in complex world) - Introducing Dialogic OD - Emergence of spirituality	- Burnes & Cooke (2012); Oswick (2013); Romme (2011); Worley & Feyerherm (2003) - Anderson (2010); Burnes & Cooke (2012) - Laloux (2014); Marshak (2005) - Bushe & Marshak (2009) - Giacalone & Jurkiewicz (2010)
Diagnose	- Current OD landscape does not offer appropriate way out for complex organizational world	- Marshak (2005); Mirvis (2006)
Resolve	- How to integrate the paradigm of complexity and spirituality into OD? - What are the results of OD intervention integrated with paradigm of complexity and spirituality?	- This research is trying to resolve these two questions by offering HOD theorizing and presenting the resolution in practice for the focal organization

world.

The imbalance of OD practice that focuses on organization while ignoring organizing mechanisms and neglecting human spirits cannot fulfill the goal of organization nowadays. Dialogic OD may be able to incorporate the complexity paradigm, but it has not yet been widely accepted. Moreover, the emerging concepts of workplace spirituality have stirred the field of OD for decades. As a result of this phase, the key concepts for theorizing HOD are 1) the paradigm of complexity, 2) Dialogic OD, and 3) workplace spirituality.

The HOD conceptual framework is illustrated in Figure 4. It might be noticeable that the chart presents two-headed arrows between the three core concepts. This is derived from the process of researchers' imaginary work (Locke et al., 2004, as cited in Van de Ven, 2011), as accepted by Weick's disciplined imagination (Weick, 1989), that these three concepts do not exist in isolation. They play interdependent roles and are influential on each other (Figure 4).

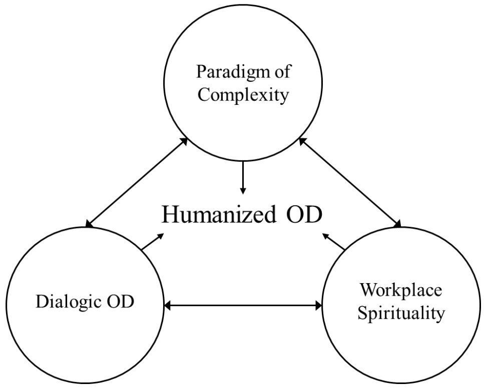

Figure 4 HOD Conceptual Framework

2. Operationalize

This Operationalize phase for theorizing HOD is to develop the plausible conjectures by applying Van de Ven's abduction reasoning in the Diamond Model, aligned with Weick's thought trials strategy (Van de Ven, 2011; Weick, 1989).

Prior to working further, some points need to be made clear. Van de Ven (2011) clearly provided guidance on three strategies for theory building: 1) conceiving or creating a theory by abduction, 2) constructing or elaborating a theory by deduction, and 3) justifying or evaluating a theory by induction. This research is more involved with *abductive reasoning* than constructing a theory. According to Van de Ven, the abduction process starts with the recognition of an anomaly in the phenomena, per se, a problem statement, and ends with a "coherent resolution" (p. 105). Thus, abduction activity would come up with plausibility, not validity, and with many different possibilities by providing interesting conjecture, not a proof.

2.1 Input to the Operationalize Phase

The input to the Operationalize Phase of theorizing HOD is the HOD conceptual framework as illustrated earlier in Figure 4.

2.2 Core Steps of the Operationalize Phase

The process of abduction helps researchers and practitioners co-produce a theory together (Van de Ven, 2011), which could rescue the OD discipline from a theory-practice gap. Van de Ven also incorporated Weick's disciplined imagination, especially the thought trials in the process of abduction. Table 6 demonstrates the description of each activity in Weick's thought trials. This research performed the process of variation and selection, while leaving the step of retention for further research.

Table 6 Weick's Thought Trials Employed in Van de Ven's Abductive Reasoning

Activities in abductive reasoning	Description	Further remark
Variation	The number of different conjectures we develop to make sense of a problematic situation	1) The greater number of diverse conjectures, the more likely a better theory to be produced 2) Two strategies for obtaining diverse perspective: members of heterogeneous research team, and literature to examine different perspectives
Selection	Involves developing and applying diverse criteria for choosing among these conjectures	1) Criteria of validity may misdirect the conjecture selection because to discover a plausible proposition, we require a creative hypothetical inference for problem solving 2) Weick's plausibility includes interesting, obvious (common sense), connected, believable, beautiful, or real in the problem context
Retention	The elaboration and justification we provide for the chosen conjecture	Step of research design and action

The variation of thought trials in this research has been achieved mainly by a literature review on OD history and current landscape, dialogic OD, the paradigm of complexity, and workplace spirituality that aims to investigate different approaches to the "classification system" of the phenomena being studied, as suggested by Van de Ven (2011). Table 7 demonstrates the variation and classification of thought trials at the macro and micro levels.

Selection activity (as presented in Table 6), is the process of choosing the most plausible conjecture among many thought trials. The criteria used for the selection in this research, as recommended by Hanson (1958, as cited in Van de Ven, 2011), relied on the reason for suggestion, not for justifying. Validity is not the criteria here because it could mislead the selection for already known and obvious learning, which might not help advance new understanding (Van de Ven, 2011). Instead of validity, Weick (1989) proposed plausibility with the criteria of four reactions: interesting, absurd, irrelevant, and obvious for subjective judgement in the problem context (Table 8). The selection of plausible conjectures in this research was decided by focusing on *interesting* within the boundary of audiences among OD scholars and practitioners. At the end, the selection of the conjectures for theorizing HOD is demonstrated in Table 9.

Table 8 Four Reactions Used as Distillation for Thought Trials

Reaction to thought trials	How conjecture is tested against assumption
Interesting	Moderate assumption disconfirmed
Absurd	Strong assumption disconfirmed
Irrelevant	No assumption activated
Obvious	Strong assumption confirmed

Table 7 Variation and Classification of Thought Trials for HOD Theory Construction

Level of reference	OD Landscape	Dialogic OD	Complexity	Workplace Spirituality
Macro level	- OD undefined and declined trend - Little OD influence perceived - Unaligned collaboration between academic and practitioner - Philosophical challenge in OD	- Possible to answer current complex world - Not widely accepted as mainstream	- Embedded in Dialogic mindset - Emerged in scientific area and not widely recognized - Understood through insights and intuition, not intellectual	- Emerge and growing interest among organization scholars - Still in limited boundary and not incorporated to the mainstream OD landscape - Diverse perspectives make confused
Micro level	- Top management ignorance - OD practitioners' struggle - OD perceived as team building activity	- Current unaware Newtonian mindset among scholars and practitioners - Adopt Dialogic OD only by technique without paradigm shift	- Difficult to be understood due to paradigm crash although scientific proof	- Individual-based faith may not relate to organization - Too broad concept to implement (generally, don't know what and how)

Table 9 Selection Decided for Theorizing HOD

Plausible conjectures	Selection decided
Complexity:	
1) Non-linear, unpredictable, and uncontrolled nature of organizing in organization	
2) Self-organized properties are required to cope with complex organization nowadays	Interesting
3) The edge of chaos, encouraged by expanding boundaries and minimizing barriers, creates adaptation among each other in itself	
4) Autocatalytic set, which provides recursive feedback loop, is crucial in organizing	
5) Emergence occurs when the system is more (not less) than the sum pf the parts	Interesting
6) Non-linear interconnectedness and interwoven characteristics of its parts produce emerging qualities of organization	Interesting
Dialogic OD:	
1) Organization is socially constructed, thus OD intervention should align	
2) Usage of narratives and dialogues to change the conversations within organization	Interesting
3) Emergence is well-accepted to create self-organizing process	
4) Experiential-based learning offers better opportunity for transformation	
5) Egalitarian spirit is crucial to empower everyone	Interesting
6) Positive core generates a better transformation than negative one	Interesting
7) Trustful and safe environment provide a higher degree of engagement	Interesting
8) Organization should be perceived as a community of practice for everyone	Interesting
Workplace Spirituality:	
1) Voluntary-based spiritual involvement could better offer a higher degree of engagement	Interesting
2) Providing experiential-based learning on spirituality, by holistic human development approach, offers better opportunity for transformation	Interesting
3) Organization should be perceived as the sense of community with positive relationship	
4) Self-managing organization occurs when everyone is encouraged to work from soul, not by role	Interesting
5) Mindfulness/Awareness is the natural quality of human that all can further practice	Interesting
6) Spirituality makes people accomplish their meaningful work	
7) People can be authentic at work without fear	
8) Compassion and empathy are two key qualities of mind in organizing the organization	
9) Non-linear interconnectedness and interwoven characteristics of its parts produce emerging qualities of organization	
OD Landscape:	
1) Incorporating mindfulness as spiritual essence into Dialogic OD offers more holistic intervention	Interesting
2) HOD, due to its' more holistic, could provide impact on individual, interpersonal, and context level	Interesting

Result: Output of the Operationalize Phase

This research aimed to integrate the dimensions of voluntary-based and experiential learning on spirituality into dialogic OD to make a more holistic OD intervention focusing on the people who organize the organization. The output from these theory-building activities is HOD emerging constructs and conceptualization, as presented in Figure 5.

To explain further, the foundation of HOD includes 1) *an egalitarian spirit,* which is the essence form of democratic and participative inherited from Lewin's principle, 2) *a positive core* highlighted in appreciative inquiry as the basement of how one perceives the world, and 3) *a trustful and safe environment* that is derived from the recent review on spirituality (Mitroff, Denton & Alpaslan, 2009).

The process and practice of HOD contain the quality of holistic human development integration, including all three wisdom bases of head, heart, and hand. Moreover, HOD six dimensions comprise of three essences from dialogic OD: *emergence, dialogue,* and *generativity,* and three essences from workplace spirituality: *mindfulness, interconnectedness,* and *community of practice.*

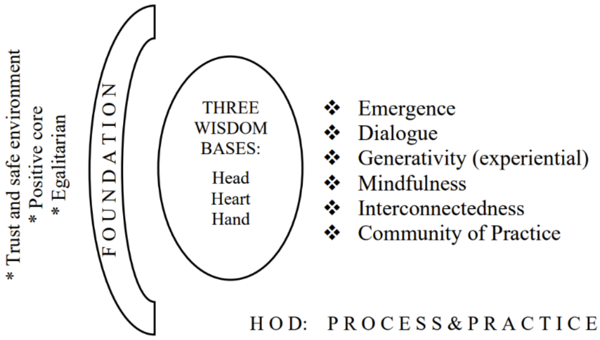

Figure 5 Emerging Constructs and Conceptualization of HOD

To this point, theorizing the theory of HOD in this research can give the answer that *HOD is the approach of organization development (OD) that incorporates the paradigm of complexity, dialogic mindset, and the essence of voluntarily mindfulness-based spirituality.* The *HOD foundation* includes the egalitarian spirit of the intervener to work with the positive core and create a trustful and safe environment. The *process of HOD* covers learning through holistic human development, which integrates head-heart-hand bases with the dimensions of emergence, dialogue, generativity, mindfulness, interconnectedness, and community of practice. A summary of the whole HOD theorizing process is presented in Figure 6.

Discussion

Considering the HOD foundation as the input and the HOD process and practices as the process of the system (see General System Theory in Von Bertalanffy, 1968), this section further discusses HOD in relation to prominent OD literature.

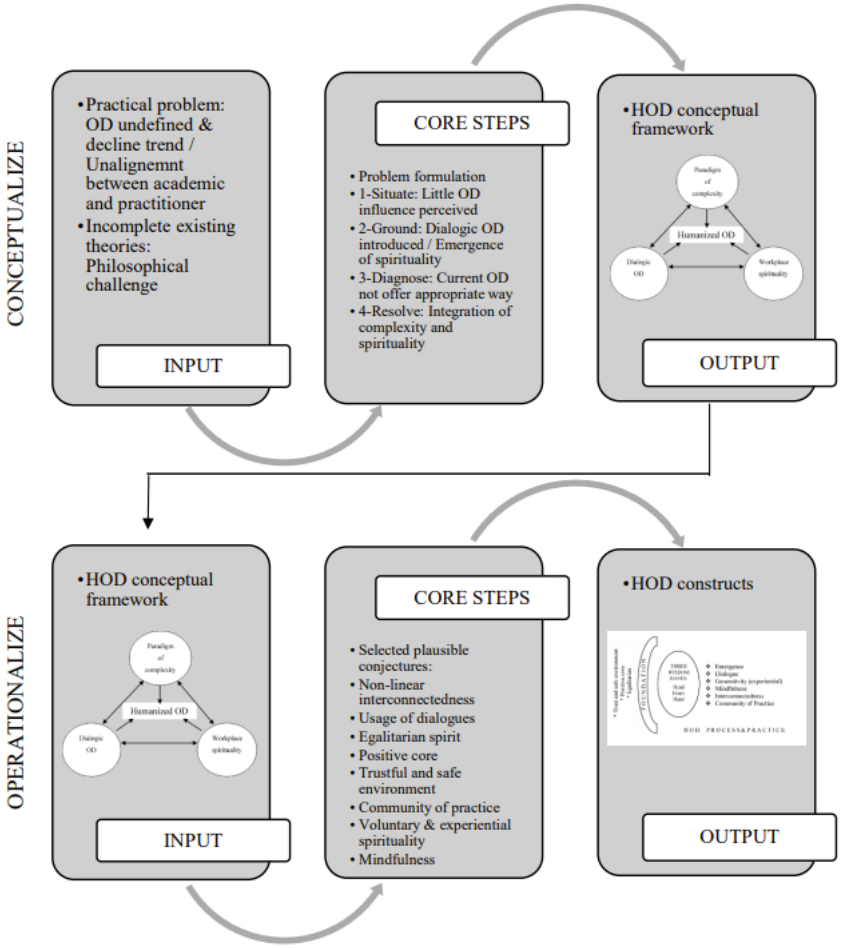

Figure 6 Summary of Conceptualize and Operationalize Phases in Theorizing HOD

HOD's Foundation

HOD's foundation, as the input in the system, contains the qualities of trust, positive cores, and egalitarian spirits. Trust is crucial due to only secure people can be drawn to spiritual (Mitroff et al., 2009). Capra (2002) also discussed the importance of critical instability among people who internally face uncertainty, fear, confusion, or self-doubt, which also generates resistance to any change. Creating a climate of trust and mutual support could offer an essential path towards higher internal stability and changes would be better accepted.

Positive core also contributes to building trust. Recent organization studies include the concept of Positive Organizational Scholarship (POS) that focuses on creating the "abundance gap" by providing extraordinary positive deviance (Bright & Cameron, 2010), instead of working on the deficit gap. The POS foundation confirms that working in a positive climate enables people to cope with negativity in more positive and generative ways, which finally makes everyone perform better. Furthermore, contemporary knowledge in neuroscience reveals the importance of focusing our attention on positive core to achieve more positive results (Davidson et al., 2003; Shapiro, 2014). This is the way of training our mind for a better coping with uncertainties of the exterior circumstances (Shapiro, 2014).

The last element of the HOD foundation, egalitarian spirits, which originated in the Lewinian period, is significant for participative and anticipatory learning. Egalitarian spirits offer opportunities for OD practitioners to create processes and spaces for people to communicate and share their insightful information safely. Working as an egalitarian intervener, OD practitioners avoid acting as experts but rather work in a more cooperative way, hand-in-hand with participants, to facilitate the solution for their organizing process to come (Bushe & Marshak, 2014). To hold the HOD space with this egalitarian spirit, it is always important for OD practitioners to have self-reflexivity and to be aware of their own judgmental mindsets and behaviors.

HOD's Process and Practices

According to Morin (2014), a system is a unity that comprises a diversity of parts, which can be more or less than the sum of its parts. The *more* can happen from the organization of the system; thus, new qualities can emerge while the *less* can happen due to the constraints, rules, and regulations, or laws, or any kind of inhibition in the social system. In this sense, the process of executing HOD is very crucial to making such a system more or less than the sum of its parts.

Three Wisdom Bases

Due to the powerful influential power of rationality from Newtonian science, people mostly know the world through rational and logical thoughts, which form the head base. The more holistic human development needs to integrate all three bases of head-heart-hand to accomplish human wisdom. The head base involves thinking, memorizing, analytical, and logical modes of learning, while the heart base involves loving, caring, emotion, and connection, and the hand base involves intention, action, and discipline (Phucharoen, 2012).

In designing a HOD intervention program to integrate the head-heart-hand activities, the program could offer opportunities for participants to exercise their learning through all learning modes and to acknowledge other people who are keen on other modes of learning, i.e., someone who is good at taking action rather than conceptualizing, and he/she could contribute to the success of the task. Moreover, the program could enable participants to incorporate the heart mode of learning, which helps everyone connect to the "voice of the soul" (Dirkx, 2013). This head-heart-hand integration endorses four ways of knowing in co-operative inquiry (Heron & Reason, 2008); experiential knowing, presentational knowing, propositional knowing, and practical knowing.

HOD's Six Dimensions

The emerging HOD six dimensions are: 1) emergence, 2) dialogue, 3) generativity, 4) mindfulness, 5) interconnectedness, and 6) community of practice. The first three are derived from complexity and a dialogic mindset, while the latter three are derived from workplace spirituality. Each activity in the HOD intervention program can be implemented with more than one dimension integrated; thus, the design is not in a linear pattern. One activity can serve a small portion related to some dimension but important enough to create crucial learning in another activity. The definition of each dimension and its proposed implementation are explained hereafter.

Emergence is defined as the disruption of the "status quo," meaning making processes and perceptions to allow for more conscious emergence. This is implemented by pushing the system close to chaos by inviting more diversified stakeholders and expanding a more enriched network.

Dialogue is defined as shared conversations in a non-judgmental and safe space aimed at exchanging personal and organizational lives, which is implemented by providing and facilitating a trustful and safe space and using reflective questions to encourage inner sharing.

Generativity is defined as the offering of convincing alternatives for imaginary work relating to new possibilities of organizational reality, implemented by using generative images such as painting, music, drama, or some other means to bypass the intellectual process and reach people's tacit knowledge non-intellectually.

Mindfulness is defined as the quality of being present and observing personal and organizational reality "as it is." This is implemented by providing experiential practices on self-awareness and the capacity for neutral self-observing throughout the program.

Interconnectedness is defined as the reintegration of mind and matter to illuminate either an individual or collective blind spot. It is implemented by re-connecting people to themselves, others, and contexts to achieve critical connection and realize interdependence.

Community of practice is defined as the connective and collective space employing deep listening and self-reflective dialogue that aims for real-life practices. It is implemented by embedding deep listening practice and always encouraging self-reflection throughout the program.

Implication to OD

First, this research could have the implication for OD academic field by generating discussions on rebalancing spirituality of human being. It can serve the scholarly theorizing process by providing the connecting dot in theory building research. The implication of this research may offer a revitalizing action in declining trend of OD field, as earlier mentioned (By et al., 2014). Second, it could have the implication for practice by learning the step of implementing HOD in the real organization, using ethnography and action research methodology.

Suggestion to HROD practitioners

HOD is more than the program intervention that is completely designed. It is rather the frame of mindsets for OD practitioner to think and learn more about it. As spirituality is so much contextual, HROD practitioner who is interested to conduct HOD should rather, first, define the scope and meaning of spirituality that you would like to aim for. Moreover, spirituality is not only cognitive understanding but an experiential one, thus, those who would like to work on spiritual development need to gain more insights through implementing spiritual practice by themselves. Practice is also a crucial part of the quest to help you define spirituality.

HOD is not the standalone concept by itself. HROD practitioner can consider adopting HOD with some other OD interventions, or tools and techniques, along the transformational process at the appropriate time. The more importance is the core essence, which links tightly to the understanding on spirituality. Lastly, in dealing with the organization for the use of HOD, please align with the organization strategy. Although the language may not be the same, HROD consultant will try to open own heart, listen to them deeply and offer what makes right to the situation.

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Computer Literacy of Government Employees Correlated to Job Performance and Satisfaction

Rose M. C. P. Lagon*, Mercedes C. Pagunsan, Nodelyn G. Paredes, Joe B. L. Esposo, Elsa F. Lanceta, June S. Garcia, Kent A. M. Cebal & Vincent D. Catamin

West Visayas State University, Calinog Campus, Iloilo, 5040 Philippines

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Abstract

This correlational study aimed to determine the relationships among computer literacy, job satisfaction, and job performance of 121 government employees in the Municipality of Calinog, Iloilo, Philippines who were selected using total enumeration during the year 2018. This study utilized the adapted Perception of Computer Technology Competencies, Performance Evaluation, and An Index of Job Satisfaction. The research used statistical tools such as the mean, standard deviation, and Pearson's r where alpha was set at 0.01. The findings of the study revealed that the participants were "Skilled" in their computer literacy, "Fairly Satisfied" in their work, and had a "High" level of job performance. Furthermore, the study revealed that computer literacy, job satisfaction, and job performance were positively correlated. It is suggested that the government employees be continuously provided by relevant trainings, seminars, and workshops because such trainings have positive bearings on their job satisfaction and performance.

Introduction

The Municipality of Calinog is located at the center of the Panay Island in the Philippines. It is a developing municipality known for its beautiful sceneries, the indigenous people are known as the Panay Bukidnon and are well-known for the following festivals: Hirinugyaw Suguidadonay festival, and Nilabugan festival. Calinog is a sought-after tourist destinations in the Province of Iloilo.

The Municipality of Calinog has paved its way to modernization introducing new technology, it also very crucial that the majority or all of its work force especially government employees who work in the municipal office and other government agencies must be literate when it comes to computers, mobile phones, tablets, multimedia projectors, and other related technology.

As technology become more accessible and advanced, the growing usage of electronic texts has widened the definition of 'literacy' and resulted in new literacies such as 'computer literacy,' 'electronic literacy,' and 'information literacy. As a result of this development, the definition of what it means to be computer literate is necessarily expanded (Son, Robb, & Charismiadji, 2011).

* Corresponding Author
e-mail: rosemaycora@gmail.com

Using a broad definition of literacy, this article defines computer literacy as the ability to use computers effectively for the purposes of production, communication, and cooperation in a literate society (Arno, 2012). Additionally, local personnel and officials gain knowledge and skills for confidently and competently using general computer applications and online tools. It encompasses numerous facets, including technological awareness, computer components, files, papers, images, multimedia, resource evaluation, and interpersonal communication.

The fact that an individual who is computer literate has all the undeniable advantage over a person who is illiterate is noteworthy. It is also necessary to consider those who served in the government for a very long period of time had no formal education in computers during their college days. During the 1960's and 1970's, computers were not common in the Philippines and college students graduated without seeing even a shadow of it. Even today, there are still those far-flung barangays which have no access to computers and to the internet.

The issue of being computer literate or not is being brought to light in this study because this pertains to the individual's job performance and job satisfaction. According to Kasemsap (2017), job performance is the accomplishment of a given task measured against the standards of accuracy, completeness, cost, and speed while job satisfaction is the sense of inner fulfillment and pride achieved when performing a particular job.

Rahman, Miskam, and Harun (2019) claim that there is a positive and strong relationship between computer literacy and job satisfaction. They proved that the ability to use computers at the workplace will provide satisfaction among the staff as they could become more efficient, allows jobs to be completed faster, able to communicate effectively and accurate in an organization. De Gruyter (2015) also asserts that there is a strong association between the use of PC at work (and PC literacy) and the overall job satisfaction of the workers. He showed that individuals with high PC skills and having a job that requires the use of a computer are more satisfied with their jobs and less keen to retire early. Moreover, Sahito and Vaisanen (2017) provided evidence on the positive effects of ICT skills on the job satisfaction of educators in Pakistan.

In addition, one study suggests that there is a positive correlation between computer literacy and work performance, individuals with a higher level of computer literacy performed better on the job (Bently, 2015). Leonard (2019) also affirms that those employees who are computer literate are generally more efficient workers, thus are more productive. Another separate study lead by Ogundele and Etejere (2013) in which they investigated the relationship between computer literacy and job performance, and they finally concluded that computer literate teachers perform better in the schools than non-computer literate teachers in the schools by making use of computers during their teaching.

Furthermore, a study reveals that there is a positive and significant relationship between job performance and job satisfaction (Katebi, HajiZadeh, Bordbar, & Salehi, 2022). There are also some studies that claim job satisfaction has a direct impact on job performance (Oh, Rutherfor, & Park, 2014; Mount, Ilies, & Johnson, 2006). Some studies also show that a satisfied employee prefers to spend all of his/her work time in the workplace, not to be late, and also to have more accuracy, focus, and effort on his/her work to provide better quality (Sanchez-Beaskoetxea & Coca Garcia, 2015; Yuen, Loh, Zhou, & Wong, 2018).

As previously stated, most government agencies now utilize computers in various offices to assist them in providing better service to their clients in less time and increasing revenue. With the advancement of information technology, clients demand increased speed and efficiency of their services. Rather than waiting for many days, they would prefer to complete their transactions within hours or minutes. As these demands of the clients continue to increase, there is also a great need for all government employees to be computer literate. When these demands of the clients are not met, they obviously react by complaining or giving negative feedback against the employee/s, the office, or even in the whole agency as an organization. This in turn results in poor job performance and the employee/s, office, or the whole agency is less likely to be happy and content in their job.

The researchers assert that not all government employees in the Municipality of Calinog are computer literate because some government employees are of the elder generation that lacked a computer background during their undergraduate years. Thus, even though their office transactions are technologically advanced, employees are hesitant to use available computers and other electronic devices due to a lack of knowledge and abilities. The researchers recognize that the elder generation along with the younger generation require training in the use of computers and the technology requirements of their offices. The researchers would like to share their expertise and resources with them to increase their productivity in terms of work completed, output quality, and timeliness. The researchers believe that when all government employees of Calinog become computer literate, their job performance will become better, and they will feel happy and satisfied with their work. With improved job performance and better job satisfaction of the employees comes the happiness and satisfaction of their clients because they serve as the end users of their services.

Objectives of the Study

To determine the computer literacy level of government employees in Calinog.

1. To determine the job performance level of government employees in Calinog.
2. To determine the job satisfaction level of government employees in Calinog.
3. To examine the relationship among computer literacy, job performance, and job satisfaction.

Conceptual Framework

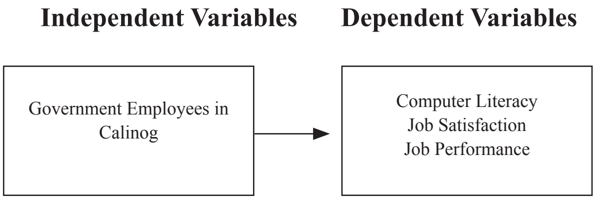

Figure 1 Conceptual Framework

Research Methodology

1. Population and Samples

This study employed the correlational research. Correlational research is a research design that investigates relationships between variables without the researcher controlling or manipulating any variables (Bhandari, 2022). The researchers used the correlational research to determine the relationships among computer literacy, job performance, and job satisfaction among government employees in the Municipality of Calinog during the whole year of 2018.

The researchers used the total enumeration to select their participants. A letter addressed to the municipal mayor of Calinog was made for his permission and after he approved the request, the researchers went to all government offices in the Municipality of Calinog to distribute the questionnaires to all government employees. However, for some personal reasons, some government employees refused to receive and answer the questionnaires. After the researchers gathered all the answered questionnaires from all offices, they reached a total of 121 respondents who participated in the study.

2. Research Instrument

To determine the computer literacy level of the participants, the researchers used the adapted standardized instrument Perception of Computer Technology Competencies from Saud (2005). This instrument was composed of eight categories which were computer operations skills, set-up, maintenance and troubleshooting, word processing/introductory desktop publishing, spreadsheet/graphing, database, networking, telecommunications, and media communications.

To determine the job performance level of the participants, the researchers used the adapted standardized instrument Performance Evaluation from AIA Knowledge Resources Staff (2007). This instrument was composed of ten categories which were communications, cost consciousness, delegation, job knowledge, judgement, leadership, managing people, planning and organization, problem solving, and quality.

To determine the job satisfaction level of the participants, the researchers used the adapted standardized instrument, An Index of Job Satisfaction, from Brayfield (1951).

All three standardized instruments were adapted and slightly revised to a certain degree to suit the needs of the present study.

3. Collection of Data

In order for all government employees in the Municipality of Calinog to participate in the study, the researchers secured first the letter addressed to the municipal mayor of Calinog. After the mayor signed the letter for approval, the researchers went to all government offices and distributed the questionnaires to all government employees. While some had accepted them, some employees had refused to answer them for personal reasons. Those who answered them, the researchers were then able to collect the questionnaires right after they finished answering the questionnaire. .

4. Data Analysis

This study utilized several statistical tools such as the mean, standard deviation, and Pearson's r to analyze the data gathered from the questionnaires.

To determine the participants' level of computer literacy, the researchers utilized the following as adapted from Saud (2005):

Score	*Description*
4.51 – 5.00	Very Highly Skilled
3.51 – 4.50	Highly Skilled
2.51 – 3.50	Skilled
1.51 – 2.50	Moderately Skilled
1.00 – 1.50	Not Skilled

To determine the participants' level of job performance, the researchers utilized the following as adapted from AIA Knowledge Resources Staff (2007):

Score	*Description*
4.51 – 5.00	Very High
3.51 – 4.50	High
2.51 – 3.50	Average
1.51 – 2.50	Low
1.00 – 1.50	Very Low

To determine the participants' level of job satisfaction, the researchers utilized the following as adapted from Brayfield (1951).

Scale	*Description*
4.51 – 5.00	Very Satisfied
3.51 – 4.50	Satisfied
2.51 – 3.50	Fairly Satisfied
1.51 – 2.50	Dissatisfied
1.00 – 1.50	Very Dissatisfied

To determine the significant relationship among computer literacy, job performance, and job satisfaction, the researchers used the Pearson's r in which the strength and direction of the relationship was based on LaMorte (2021) categorization:

Value of the Correlation Coefficient (r)	*Strength of Correlation*
1	Perfect Positive Association
0.8 – 1.0	Very Strong Positive Association
0.6 – 0.8	Strong Positive Association
0.4 – 0.6	Moderate Positive Association
0.2 – 0.4	Weak Positive Association
0.0 – 0.2	Very Weak or No Association
0.0 – -0.2	Very Weak or No Association
-0.2 – -0.4	Weak Negative Association
-0.4 – -0.6	Moderate Negative Association
-0.6 – -0.8	Strong Negative Association
-0.8 – -1.0	Very Strong Negative Association
-1.0	Perfect Negative Association

For a decision as to the significant relationship among computer literacy, job performance, and job satisfaction, the researchers used the 0.01 level of significance.

Result (s)

Computer Literacy

Table 1 provides the results on the computer literacy level of the participants. The overall mean score of the participants were described as with "Skilled" (*M*=2.83, *SD*=1.442). When it comes to category, all the participants were "Skilled" except for Media Communications in which the participants were rated as "Moderately Skilled" (*M*=2.32).

Table 1 Computer Literacy

Category	Mean	Description	SD
Computer Operations Skills	3.30	Skilled	1.429
Set-up, Maintenance and Troubleshooting	2.96	Skilled	1.484
Word Processing/Introductory Desktop Publishing	3.20	Skilled	1.467
Spreadsheet/Graphing	2.73	Skilled	1.440
Database	2.61	Skilled	1.498
Networking	2.85	Skilled	1.434
Telecommunications	2.69	Skilled	1.417
Media Communications	2.32	Moderately Skilled	1.364
Weighted mean	2.83	skilled	1.442

Job Satisfaction

Table 2 shows the job satisfaction level of the participants. The overall mean score of the participants showed "Fairly Satisfied" (*M*=3.08, *SD*=1.191). When it comes to category, majority of the participants were "Satisfied" with "Enjoy my work more than my leisure

Table 2 Job Satisfaction

Category	Mean	Description	SD
Enjoy my work more than my leisure time.	3.85	Satisfied	.936
Job seems like a hobby to me.	3.81	Satisfied	1.027
Find real enjoyment in work.	3.72	Satisfied	1.366
Job Is usually interesting enough to keep me from getting bored.	3.66	Satisfied	1.293
Like my job better than the average worker does.	3.62	Satisfied	1.212
Satisfied with my job for the time being.	3.57	Satisfied	1.167
Most days I am enthusiastic about work.	3.53	Satisfied	1.140
Feel fairly well satisfied with my present job.	3.45	Fairly Satisfied	1.251
Feel am happier in my work than most other people.	3.43	Fairly Satisfied	1.138
Seems that my friends are more interested in their jobs.	3.32	Fairly satisfied	.950
Each day of work seems like it will never end.	3.09	Fairly satisfied	1.231
Consider my job rather unpleasant.	2.68	Fairly satisfied	1.361
Feel that my job is no more interesting than others could get.	2.62	Fairly satisfied	1.192
Most of the time I have to force myself to go to work.	2.33	Dissatisfied	1.293
Job is pretty uninteresting.	2.22	Dissatisfied	1.254
Often bored with my job.	2.16	Dissatisfied	1.199
Disappointed that I ever took this job.	1.97	Dissatisfied	1.251
Definitely dislike my work.	1.95	Dissatisfied	1.203
Weighted Mean	3.08	Fairly Satisfied	1.191

time" as the highest (*M*=3.85) and "Definitely dislike my work" as the lowest (*M*=1.95).

Job Performance

Table 3 shows the job performance level of the participants. The overall mean score of the participants resulted in a "High" (*M*=3.51, *SD*=1.188). When it comes to category, majority of the participants have a "High" level of job performance with "Planning and Organization" as the highest (*M*=3.63) and Communications as the lowest (*M*=3.37).

Table 3 Job performance

Category	Mean	Description	SD
Communications	3.37	Average	1.220
Cost Consciousness	3.39	Average	1.185
Delegation	3.43	Average	1.211
Job Knowledge	3.54	High	1.179
Judgment	3.51	High	1.095
Leadership	3.57	High	1.181
Managing People	3.62	High	1.113
Planning and Organization	3.63	High	1.193
Problem Solving	3.51	High	1.214
Quality	3.48	Average	1.293
Weighted Mean	3.51	High	1.188

Relationship Among Computer Literacy, Job Satisfaction, and Job Performance

Table 4 presents the correlation matrix for computer literacy, job satisfaction, and job performance. Results showed that statistical significance is reported in the correlations between the following: computer literacy and job satisfaction (r= 0.572, =0.01); computer literacy and job performance (r = 0.514, =0.01); and job satisfaction and job performance (r=0.571, =0.01).

Table 4 Relationship between Computer Literacy, Job Satisfaction and Job Performance

Correlated Variable	N=121	Computer Literacy	Job Satisfaction	Job Performance
Computer Literacy	Pearson Correlation	1	.572(**)	.514(**)
	Significance (2-tailed)	.	.000	.000
	N	121	121	121
Job Satisfaction	Pearson Correlation	.572(**)	1	.571(**)
	Significance (2-tailed)	.000	.	.000
	N	121	121	121
Job Performance	Pearson Correlation	.514(**)	.571(**)	1
	Significance (2-tailed)	.000	.000	.
	N	121	121	121

** Correlation at 0.01(2-tailed):...

Discussion

A moderate (LaMorte, 2021) positive and significant association or correlation (*r*=0.572, =0.01) exists between computer literacy and job satisfaction and this confirms the study of Rahman, Miskam, and Harun (2019) that there is a positive and strong relationship between computer literacy and job satisfaction. It also substantiates the study of Gruyter (2015) that there is a strong association between the use of PC at work (and PC literacy) and the overall job satisfaction of the workers, and that of Sahito and Vaisanen (2017) that ICT skills have a positive effect on the job satisfaction of educators in Pakistan.

A moderate (LaMorte, 2021) positive and significant association or correlation (*r*=0.514, =0.01) exists between computer literacy and job performance and this supports the claim of Bently (2015) that there is a positive correlation between computer literacy and work performance, individuals with a higher level of computer literacy performed better on the job. It also verifies the studies of Leonard (2019) that those employees who are computer literate are generally more efficient workers, thus are more productive. It is also parallel to Ogundele and Etejere (2013) that computer literate teachers perform better in the schools than non-computer literate teachers in the schools by making use of computers during their teaching.

A moderate (LaMorte, 2021) positive and significant association or correlation (*r*=0.571, =0.01) exists between job satisfaction and job performance and this finding is consistent with that of Katebi, HajiZadeh, Bordbar, & Salehi (2022) that there is a positive and significant relationship between job performance and job satisfaction. It also corroborates with the claims of Oh, Rutherfor, & Park (2014) and Mount, Ilies, & Johnson (2006) that job satisfaction has a direct impact on job performance. It also conforms to the study of Sanchez-Beaskoetxea & Coca Garcia (2015) and Yuen, Loh, Zhou, & Wong (2018) that a satisfied employee prefers to spend all his/her work time in the workplace, not to be late, and also to have more accuracy, focus, and effort on his/her work to provide better quality.

Suggestion

This research has shown that computer literacy is significantly associated or correlated to job satisfaction and job performance. Those employees who are computer literate are more likely satisfied and happy in their work and as a result, they perform better in their job. There is, however, a continuous enhancement of computer literacy among employees or workers because technology changes rapidly from time to time. It is suggested that the government employees be continuously provided by relevant trainings, seminars, and workshops because it can assure that employees or workers can keep pace with the huge wave of demands from clients who are becoming more digitally active and technologically dependent.

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Perspective of Women between Two Cultures in France in the 18 Century and China in the 20 Century from the Queen's Confession by Vitoria Holt and the Good Earth by Pearl S. Buck.

Teeradet Chuenpraphanusorn*, Prakit Bhulapatna & Ongorn Snguayat

Graduate School, Suan Dusit University, Bangkok, 10300 Thailand

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Abstract

The objective of this research was to study the perspective of women from the Queen's Confession by Vitoria Holt and the Good Earth by Pearl S. Buck. The analytical method from two novels, the history, patriarchy concept and feminism concepts were implemented in this investigation. Analysis was conducted using four conceptual frame works: the women's role, women's values, social disparity or inequality and other social factors. The results found that; 1) the concept of the women's role, especially, the political bargaining can be seen in The Queens's Confession, but in The Good Earth, the women were an exploitation tool for their family. In regard to being a follower; the two novels had similar ideas in the "arranged marriage". Moreover, in the genealogy aspect, the women of the two novels had the same status in order to produce heirs for the male's family and taking care of the family. 2) with the women's values aspect, it was obviously found in the Queen's Confession, especially the main characters were bullied regarding ethnic issues. But in the Chinese society under the concept of "the body under an orchestration", can be initiated from the women, who were suffering in a value of beauty such as foot binding. 3) In the concept of the social disparity; the women tyrannical by the social class and gender, can be found with the high and low social status of the woman. Also, in the concept of the women under the social pressure; the two novels had the same believes in the patriarchal concept. It is no great surprise that the man was also a big person of the family from the past until now. Lastly, 4) In the aspect of other elements of society that effect women; mainly in the moral and customary issues, it used to be a strong social frame to control the women of the two novels such as not being able to make decisions by herself, but only permitted women to function in the family role.

Introduction

The study of Eastern and Western literature that occurred in past times; concentred on the beauty of language, structure, themes, plots. The study of literature has changed to examine literature with the focus on the real human situation in various aspects. Because literature

* Corresponding Author
e-mail: teera_det@hotmail.co.th

can consider the model of a human life that is reflex or illuminates the social phenomena at that specific time when the literature was published. (Teeradet, Ch.2021).

It can be said that literature is concerned with the context and environment at that specific time. (Robert, E. & Jacob, H. 1995) The social circumstances are directly running from the author's ideas, direct or indirect, in the presentation and trying to answer the question of why the story is happening. Therefore, the author is inspired to knit their story beyond the real situations or events that occur with someone or something. In this way of portraying literature, the character can be classified into a different direction as the round person or dynamic person that can be changed at any time.

The great duty of an author is to transfer the factual content and context of society through one or more characters in the story. The personality of the character is designed in various social movements by gender, nationality or several circumstances. Furthermore, the portray of the main character is not only concentrated on creating entertainment, but also an attempt to understand the behaviour of the human by the action of the protagonist.

Consequently, the character of the story has 2 levels as explained by Perrine, L. (1978) firstly, the person, who took an action in the story. Second, the person's attribute, both inside and outside, that is relevant to the behaviour of the character. In this case, the reader is invited to come inside as the observer in the character' feeling and sense of the action, dialogue, and body language.

The novel of Victoria Holt titled "The Queen's Confession" and Pearl S. Buck's novel "The Good Earth" can clearly reflect the woman's role in France's society of the 18th century and Chinese's society of the 20th century, respectively.

The two novels can present the factual world of the feudal system and the social attitude of women at that specific period. The novels portray the powerfully social rules that women had to follow, even if they did not agree or admire such rules. The article of Hunnicutt, G. (2009) titled "Varieties of Patriarchy and Violence Against Women: Resurrecting "Patriarchy" as a Theoretical Tool, revealed that the feminist scholars have produced abundant writings on violence against women, yet theory development has stagnated. The effort to construct a theory of patriarchy to explain violence against women was derailed by criticism. Hunnicutt addresses some of these criticisms, uncovers the explanatory strengths of this concept, and lays foundations for a more fully developed theory of violence against women. The concept of patriarchy holds promise for theorizing violence against women, because it keeps the theoretical focus on dominance, gender, and power. It also anchors the problem of violence against women in social conditions, rather than individual attribute.

Based on Hunnicutt's reasoning, this study examined the question of what the hidden concept in The Queen's Confession and The Good Earth, particularly the perspective of women under the patriarchal concept at that time. Moreover, why it came to be the powerful instrument to control the people in any society. The patriarchal concept diminished the role and potential of women until the opportunity to present their capacity in society was achieved.

The two novels can be the representative work to answer the question about the perspective of women in France of the 18th century and in China in the 20th century. Currently, the feminism concept has seen rapid growth and has emerged in the lives of the young generation around the world. The feminism concept is not mentioned in the two novels, but it can be the conceptual framework for interpreting the perspective of women who suffered at that time.

Primarily, the Queen's Confession is based on the real-life situation of Queen Marie Antoinette. The miserable queen, who was sentenced to death by the French people. The Good Earth presents the character of O-Lan a Chinese women, who strongly believed in the patriarchal concept of Confucius and Taoism doctrine.

The novelty of the two novels can reflect an interesting perspective of women, who differed in the social status in France and China as well as relevant to the dominant status and role of women at that time. Furthermore, the two novels present and portray the factual notion of the highest and lowest rank of women in the feudal era that is currently not present in society of today.

Moreover, Victoria Holt offers the perspective that the destiny of the queen did not differ from the normal person at that time. Holt confirms that every woman was influenced by the social rule and norm in positive and negative of her own action and behaviour along with trying to answer the question of why women seemed to be the invisible person in that society.

Pearl S. Buck knitted her story of the fictional character of O-Lan from her own memory of living in China.. O-Lan's character is representative of Chinese women in China of the 20th century, who's action are understood based on the teaching of Confucius or Taoism doctrine that was actively practiced at that time, even if the teaching of the doctrine has deteriorated over time.

The aim of this investigation intended to study the perspective of women through Queen Marie Antoinette and O-Lan by 4 concepts: 1) The concept of women's role in 18th and 20th centuries in the Western and Eastern part of the world, 2) The women's values, 3) The social disparity and 4) Other elements of society that effected women.

Objective

To study the perspective of women between two cultures from the Queen's Confession by Vitoria Holt and the Good Earth by Pearl S. Buck in the 4 conceptual frame works: the women's role, women's values, social disparity or inequality and other social factors.

Conceptual Framework

Independent Variables Dependent Variable

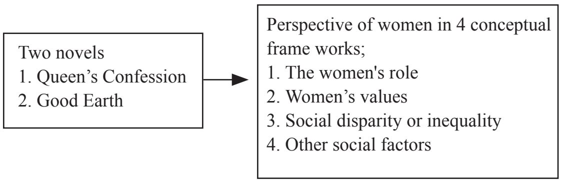

Figure 1 Conceptual Framework

Research Methodology

The current study is qualitative research, that used the analytical method for the investigation of two novels that are concerned with the history, patriarchy and feminism concepts.

1. Population, Samples and Research Instrument

The research used purposive sampling of two novels as research instrument titled The Queen's Confession and The Good Earth.

2. Collection of Data

A) The researcher selected two female characters from each of the novels, who can be the finest example of the objective of this study. In the Queen's Confession the protagonist Queen Marie Antoinette, who is the highest ranked person of France and in the Good Earth the protagonist O-Lan, who is the lowest rank person of China at that time.

B) Data were collected from the study of various books and relevant documents concerned with the patriarchal concept, feminism, the history of France in the 18th century, especially King Louis XVI. In addition, the Chinese's tradition and culture under the Confucius and Taoism doctrine to compare the setting or events that occurred in both novels.

C) The content from the study of relevant articles for analysis can be divided into 2 groups; 1) the research based on the feminism and patriarchal concept in the literature in Thailand, China and India and 2) the research based on the feminism and patriarchal concept in the literature in Europe, America and Russia.

3. Data Analysis

The data analysis contained 3 steps ; 1) The reading for interpretation in person, time, place, tradition, and culture, 2) The selection of the data for presentation, that it's relevant to the research under the 4 concepts of analysis and3) using the narrative method for presenting the data.

Results

The result of the study found:

1. The concept of the women's role in 4 categories appeared by the following explanation.

1.1 The political bargaining was found only in The Queens's Confession. This was due to every female in a European royal family in the 18th century was the representative of the country and had to make prosperity and a good political relationship with other countries such as getting married with another royal family or a marriage in the neighbouring countries. This arrangement was deliberate by their family, nobleman, lord or palace emissary, to control the balance of power. It was impossible for the royal female to avoid her great duty and she could not select a spouse of her own choice. In other words, the female in a royal family was tied to many factors within her family and the family needed her to provide certain roles.

In contrary, in The Good Earth, the Asian women was not a political tool as noted in the French's society of Queen Marie Antoinette period. However, the lower-class women such as O-Lan, who is portrayed as a slave of the Hwang Family was also a showpiece of wealth for the Hwang family. Undeniably, the female slave in Chinese's culture was a symbol of the highest-ranking person to show their status to Chinese society.

In conclusion, the woman in 18th century of France and 20th century iof China suffered from the social norm and culture causing deprivation of freedom. Additionally, gender today still has a big gap as noted in the historical novels, but differs in action. For example, in the article titled Gender and Negotiation: Some Experimental Findings from an International Negotiation Simulation of Mark, A. and College. (2009) noted that increasingly, scholars have taken note of the tendency for women to conceptualize issues such as security, peace, war, and the use of military force in different ways than their male counterparts. These divergent conceptualizations in turn affect the way women interact with the world around them and how decisions are made. Moreover, research across a variety of fields suggests that providing women a greater voice in international negotiations may bring a fresh outlook to dispute resolution. Using experimental data collected by the Global Ed Project, this article provides substantial support for hypotheses positing that females generate significantly different processes and outcomes in a negotiation context. These findings occur both in terms of female negotiation behaviour and the impact of females as negotiation facilitators/mediators.

1.2 The being as follower. The two novels have similar ideas regarding " an arranged marriage". This idea was the normal folk way of life of the people at that period. The attitude and concept of selecting a spouse for the female were similar between the East and the West.

For the factor of the division of people to class status or categories, consequently the woman cannot decide to do anything by herself. The noble person was fearful of marriage to the lower status person. Because, of their belief in "pure blood" and disregard for "mixed blood". (Richards, D. 1967; Jensen, D. L.1976; Nanta, Ch, and Ni-On, S.1982).

Coming back to the Queen's Confession, the perspective of the protagonist as Queen Marie Antoinette was not different from another noble person in France. The marriage system by " an arranged marriage" was also managed at that time by her family. i became to be It was the "Social Value" of the novels period.

In the Good Earth, the "arranged marriage" was practiced in China from the past until the present.. The noble person had an influence on this marriage system more than the lower-class person. Sometimes, it could happen to the slave such as O-Lan by her boss. It cannot deny that the patriarchal concept of Confucius and Taoism doctrine in China had a strong power over the rights of the woman.

The life of the woman in both novels are held in the hand of their asserter or their boss such as the Queen Marie Antoinette of France and O-Lan the slave of China.

1.3 The genealogy; the women in both societies had the same status in order to produce heirs for the male's family. The perspective of women in the position of the queen was very significant for Marie Antoinette in France, because the son was the person who would maintain her position, honour, and the throne. In the opposite, the low status women such as O-Lan had a duty to produce the son for her husband's family, which followed the teaching of Confucius and Taoism doctrine.

1.4 The status of the mother. In both of the novels the two characters held the same role but differ in details. The perspective of women in the position of the mother as the caretaker differs based on the social status. Especially women, who were in the high rank of society such as Queen Marie Antoinette who never took care her of her own child. While in the Good Earth, O-Lan unconditionally practiced herself as a caretaker for her child.. This study is relevant to the research of Songsomphanm, R. (2017) titled of Perspective on Women in Russian Society from 1902-1972 in the Novel Mother by Maxim Gorgy, the results found that the status and roles of women in Russian society correlated with the novel's characters in terms of society and tradition. Advancing women's status in the family, their contribution to social services, and heightened awareness of civil and political rights were all pertinent themes.

2. The women's values are shown in the following details:

2.1 The French' s appraisal of the Austrian women's value. It was obviously found in The Queen's Confession, especially the main character who was bullied for her ethnic background.e The discourse as "the Austria's evil, the Austria's prostitute, the foreign princess or the witch of Austria" made the greatly influenced Queen Marie Antoinette, who was never accepted by the French's people. The source of the problem was due to the war between France and Austria or War of the Austrian Succession, so the French people were angry with the Austrian people.

2.2 The Chinese women in the concept of "the body under an orchestration". Chinese women suffered due to the high value of beauty such as foot binding. Foot binding was the Chinese custom of breaking and tightly binding the feet of young girls in order to change their shape and size. Feet altered by foot binding were known as lotus feet (three-inch golden lotus) and the shoes made for these feet were known as lotus shoe. (Wikipedia, 2021). In late imperial China, bound feet were considered as a status symbol or the representative of a lady of the court or the lady in the highest social rank and a mark of beauty or the Pretty Privilege. However, the foot binding was a painful practice that limited the mobility of women and resulted in lifelong disabilities. This tradition appeared in the 10th century China, and progressively became popular among the elite during the Song Dynasty. Finally, the foot binding eventually spread to lower social classes by the Qing Dynasty in the 1636-1912. The perspective of the social inequality about the foot binding of the Chinese's women appeared as the social value that also had influence to O-Lan. In the opposite, foot binding never appeared in France. Foot binding was based on Chinese's culture only from the Qing Dynasty between 1636-1912 century. Additionally, Sarah. A. Bendall, (2009) noted that corsets and hooped skirts of the 18th century in France, were considered by the philosopher Michel de Montaigne as garments of torture for women, who used them to become slender, reflecting their inherent vanity. Other men blamed women for deforming their own bodies and that of their children, for causing infertility or miscarriage, and even for hiding sexually transmitted infections. Yet, in the face of these criticisms, corsets and hooped skirts went from being elite garments worn by a few aristocrats in royal courts to common among many different classes of women in Europe. During the 17th and 18th centuries, women led the way in purchasing these garments and in dictating to their tailors what they wanted and why. Despite the demonstrated popularity of this clothing among women, many myths persist. Without physical or historical proof to interrogate whether these garments were as restricted or painful as they were made out to be, such myths are hard to overcome.

3. The social disparity

3.1 In the two novels, women were treated tyrannical by the social class and gender, it may differ based on the status of woman. The perspective of women in the social disparity in France in the 18th century is noted in the Queens' Confession. The status of the queen did not guarantee that Queen Marie Antoinette would be better than the lower social status women. This is seen by the social rumours about the queen that rapidly spread around the country. The Queen was always thought of negatively by the French for being an Austrian national and then she was overthrown by her confidant.

In the Good Earth, the portrayal of the social disparity of women differed from the Queen' Confession, because the protagonist, O-Lan suffered from being the lowest person in the society, even though she was in a small community. It can be said that the status of women in the 18th century of France and in the 20th century in China was very important for the social disparity. In this case, it can be reconfirmed that even if you were the highest or the lowest person in the country you would be treated the same as Queen Marie Antoinette and O-Lan.

3.2 Women under the social pressure. In both novels the same belief in the patriarchy concept exist; the male was a big man of the family. In the Queen's Confession, the social pressure about women was not as harsh as in the Good Earth, because the female protagonist can do anything by her social status as a Queen, while O-lan was from the lower-class. The perspective of Queen Marie Antoinette by the French's people was as a "Fashion Icon". In this concept, the Queen tried to get rid of many problems by pretending to be a leader of the new French's fashion in the court. Finally, the new fashion ideas quickly spread around the country and led to the improvement of the feminism concept.

In the contrary, O-Lan in the good Earth could not do anything by herself, because the China's social system never denied the patriarchal concept. That is a social system in which men hold primary power and predominate in the roles of political leadership, moral authority, social privilege and control of property. (Lerner, G. ,1986; Walby, S,1990; and Hunnicutt, G,2009).

4. The other elements of society that effect women

4.1 Moral and customary elements, these elements used to be a strong social frame to control the women. The concept of moral and customary are not obviously seen in two novels, but the author of the Queen's Confession tried to examine the behaviour of Queen Marie Antoinette about self-control of her behaviour. One of her big mistakes was adultery with Hans Axel Von Fersen, the Swedish's ambassador. This mistake was against the teaching of Christianity, Roman Catholic was practiced in household principle and in the folk way of life and was taken very seriously. The clear evidence can be seen from the 23 letters, that was believed to be writtenby the Queen to her lover from June 28, 1791- August, 1792 (14 months). Moreover, 7 letters were written with a secret code. Lastly, the Queen's mistake led to overthrow of the throne of Louis King XVI. In the Good Earth, the female protagonist, O-Lan, strongly followed the norm and the folk way of life of Confucius and Tao from her birth until her death.

4.2 Social status included assignment of roles. It can be found with the women in the novels for example, the position of the queen was also a boss, but not with lower-class women. That can be seen by the letter of the Great Queen Maria Theresa of Austria, who always taught her daughter about the social status of the people and took the suitable manner on the title of the French's Queen. But her daughter never followed her teaching. Normally, in the Good Earth, the concept of the social status roles did not appear with O-Lan but can be found by the manner of the big wife of the Hwang's family in the manner of how she controlled her slave.

Discussion

The researcher discusses the result by 2 issues with the following explanations ;

1. A discussion about the 2 novels with the events that were relevant in the history at that time.

From the Queen's Confession, this event occurred in France's history about the King and the Queen who were overthrown by the French people. This revolution was a period of radical political and societal change in France that began with the Estates General of 1789 and ended with the formation of the French Consulate in November 1799. Many of its ideas, are considered fundamental principles of liberal democracy. (Baker, M. 1978)

The content of the novel related to the evidences of the history, but it cannot discovery in the novel. The French history referred to in the novel that caused problems are as follows;

1.1 The weakness of the King

King Louis XVI proclaims to be the King when he was only 20 years old, because his grandfather (King Louis XV) suddenly passed away with the smallpox virus (Variola). The king could not do anything by himself. Only 20 years old at the time, Louis XVI was immature and lacked self-confidence. While Louis XVI wanted to be a good king and help his subjects, he faced enormous debt and rising resentment towards a despotic monarchy. His failure to successfully address serious fiscal problems led to most of his problems during his reign.

1.2 The political

The king and the central state did not have absolute power to control the Nobleman and Lords. Nobleman and Lords deprived the King's power and created rumours in order to produce hatred towards the royal family. As a result, the court became the target of popular anger, especially towards Queen Marie Antoinette, who was viewed as a spendthrift Austrian spy, and was blamed for the dismissal of 'progressive' ministers. For their opponents, Enlightenment ideas on equality and democracy provided an intellectual framework for dealing with these issues, while the American Revolution was seen as confirmation of their practical application.

Moreover, the root of the problem lay in the taxation system used to fund government expenditure. While often suggested the nobility and clergy were largely exempt from taxes, more recent work argues the tax burden was in fact shared more equally between the classes than previously understood but its assessment and collection were "a disaster".

1.3 Other factors

From the point of view of the French people towards the reign of King Louis XVI, they though that The King concentrated on creating business only for his family and never did anything for the people. Mac Kay, P. J. (1983) commented about the revolution in Franceand concluded that the king obviously never did anything for his people, no direction, no hope, no power. The Queen took herself behind the king and she was to be the representative of the King or the real person to control the king. She appoints many ministers by herself. Her action creates hatred around the country as well as gossip and insults emerged towards the weakness or the stupid King that he was under the control and dominated by the Austrian's Queen or the foreign woman.

1.4 The Economic

France suffered from the crisis of the economic problem from King Louis XV and continued to the reign of King Louis XVI, The economic problem was due to the royal family budget and tax for luxurious consumables for the Queen. Moreover, Julie, M. (2018) urged that not only were the royal coffers depleted, but two decades of poor harvests, drought, cattle disease and skyrocketing bread prices had kindled unrest among peasants and the urban poor. Many expressed their desperation and resentment toward a regime that imposed heavy taxes—yet failed to provide any relief—by rioting, looting and striking.

On the contrary, in the Good Earth did not present politics directly like the Queen's Confession, but it can be compared with the Chinese's History in the 20th century by many factors such as;

1.5 The Influences of the culture

Both male and female costumes and the way of life appeared in the novel, especially, Wang Lung's hair style, which was called "biànzi" or shaved head with pigtail. In this case the Cornell University (2020) noted that In the Manchu tradition, both men's and women's outerwear included a full-length robe with a jacket or a vest. Short coats and trousers were to be worn underneath the robes. Men often wore hats, no matter the season, and women wore a traditional headdress on formal occasions.

1.6 The believing of the patriarchal concept.

This is a social system in which men held primary power and predominate in roles of property and title was inherited by the male lineage. (Lerner, G. ,1986; Walby, S,1990; and Hunnicutt, G,2009). Moreover, the perspective of women at that time were concerned with Confucianism and Taoism beliefs from generation to generation as portrayed by the strong believing of O-Lan in her practice herself as the disciple.

1.7 The influences of the economy

In the Late Qing dynasty, China was faced with the starvation of the people. Grada, C. (2009) and Janku, A. (2001)pointed out that The Northern Chinese Famine of 1876–1879 occurred during the late Qing dynasty in China. It is usually referred to as Dīngwù Qíhuāng in China. A drought began in northern China during 1875, resulting in crop failures during the years succeeding. Finally, the Wang Ling's family moved to Southern China.

2. The Discussion of the Results of the two Novels

The perspective of women in the two novels were directly from the attitude and social perspective at that time. Especially, in past times, the reader only perceived and felt sorry about the bad destiny of the women protagonist's more than concerned with giving a helping hand. So, the new dimension of the perspective of women in the novel has absolutely changed.

Hence, the investigation should concern and investigate factors through the attitude or the social value at that time more than reading the novel for only recreational pleasure. It can be said that The Queen's Confession and The Good Earth reflects the perspective of women under the social control in the 18th century in France and in the 20th century in China, that can be discussed by the following details as;

The dominant concept of women of two cultures were concerned about the absolute power of man, not only in the Eastern part of the world but also in the Western part. The patriarchal society in China from the past until now can be realized by the explanation of Shen, Y. (2011) as the Chinese society has been considered a typical patriarchal society. However, discussions on gender equality in today's China become mired in sharp conflict between diametrically opposed points of view. One view maintains that gender equality has already been realized in today's China, and that the status of females is already very high. The other view holds that the status of today's Chinese female is constantly declining, and that there is an urgent need to show concern about, and seek solutions to the problem of gender inequality.

According to the Good Earth, the perspective of the woman protagonist, O-Lan was also strongly directed to the patriarchal concept and Taoism and was happy with her daily life, even if some women are suffering from this concept from the past until now. Nevertheless, in the sense of the French' women where change happened after the revolution in 1799. Taru Spiegel, the expert historian about the woman in France; Taru, S. (2020) advised that French women were largely confined to the private sphere. Domestic duty and family obligation dictated their behaviour, and the public life was a man's domain.

However, the ideas of equality and rights that sparked the French Revolution captivated women from all backgrounds. The women were eager to voice their political opinions and grievances. While the intellectuals of the upper classes debated property rights and universal suffrage, the working classes took to the streets with their own frustrations such as finding affordable bread that is shown in the Queen's Confession.

Adherents of both short views of the two cultures between France and China were mentioned above, it can be proved that they were correct. Because, this discussion maintains that the origin of such debates rests on the fact or circumstances that the concepts of gender inequality and intergenerational inequality have been mixed with the concept of patriarchy.

Inevitably, it can be said that no detailed inquiries have been made on the changes in these two dimensions of France and China from both novels. Aimed at this reason, only one aspect is seen while the other aspect is overlooked inside the two novels about the perspective of women under the control of the society. This research finds, by means of fieldwork in a Chinese's society in the 20th century and French's society in the 18th century.

But nowadays, it can be demonstrated that the empowerment of women does not come only from men solitary, but mainly from the elderly woman of their family who looked at France after the revolution. Hence, the next study into the mechanisms of patriarchy and social gender must be connected with analyses of intersecting factors such as gender and generation or the age.

Suggestion

1 The recommendation for using this research

1.1 This research can be used for the prototype to study the literature in the form of "the case study", by selecting only one topic that the researcher needs to study in depth.

1.2 This research can be used in the literature classroom context, especially in higher education. Because, the learner can develop their thinking skill and extend their study about the literature that connected with the political, history, society, community, economy and the personality of the characters.

1.3 This method of study can be developed into the integrated literature between the social contexts and the factual events that appear in the novel that the reader never knew. This method create new dimensions of literature research in the holistic form for the near future.

2. The recommendations for future research

2.1 Future study of the literature in comparative ideas of the reader, who differ in gender, age and culture with the literature in the 20th century and the 21st century , especially the perspective and the role of women in the short story or novel by the quantitative method.

2.2 Future study of the current novel or short story that intended to be shown about the personality and behaviour of the protagonist or the antagonist by the psychological theory that are relevant to the background of the person or the event that occurred.

2.3 Future study of the novel or short story both of the previous and the contemporary, that are concerned about the patriarchal concept to control the woman. But, in opposite side, the patriarchal concept may be used as the value to society or as a method to maintain the society in contrast to the concept as a method to control women. This idea can help the new researcher grow their analytical skills with critical eyes.

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A Critical Discourse Analysis of Women's Disempowerment in a Movie: A Case Study of Changeling

Songwut Bhattarachaiyakorn* & Apinya Chairach

Faculty of Liberal Arts, Ubon Ratchathani University,Ubon Ratchathani, 34190 Thailand

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Abstract

The purposes of this study were to identify women's disempowerment factors found in a movie dialogue investigated at discourse and sentence levels and to identify how each factor is reflected through a movie discourse. The dialogues are from the movie "Changeling" and there were a total of eight dialogues in the movie script that reflected some characteristics of the disempowerment. Thus, with the implementation of critical discourse analysis, the researcher further analyzed those eight dialogues as the main samples to reveal the occurrence frequency of women's disempowerment factors such as gender roles, powerlessness, violence against women as well as how those factors were presented in the characters' discourses. According to the findings, the highest percentage of occurrence frequency fell into the violence against women factor, yet the gender roles factor is found at the lowest percentage. Furthermore, this research also reflected the cultural problems regarding the hierarchical inequality between female and male through their social status and roles. However, the findings of this research interestingly triggers the need for further investigation on both scripts and scenes of a movie to understand the in-depth views on how cultural issues are presented via those channels; especially the issues related to verbal and non-verbal communication.

Introduction

From a holistic point of view, Woman's disempowerment involves various factors causing difficulties in women's lives since power, authority, and influence in society are deprived, and this social phenomenon could be seen through several dimensions such as oppression, victimization, powerlessness, violence, poverty, illiteracy, unemployment, social status as well as cultural and religious practices (Merriam Webster, 1828; Sinclair, 2012; Nkealah, 2017; Edlund, 2016). From the researchers' point of view, it can seem that any attempts, both behavioral and ideological methods, to obstruct women from gaining their rights, authority, and power as well as to reduce their ability to control their own lives are considered as the disempowerment of women. Moreover, the root of this

* Corresponding Author
e-mail: songwut.b@ubu.ac.th

problematic issue is the ideology of men's domination of women under the patriarchal norms in society which are sometimes transmitted in a particular culture by ideology, family, workplace, organizations and the political system that use power to oppress women through various social activities including worship, law, language, custom, idioms, education, and the division of labor (Jackson, 2018; Josiah, 2002 as cited in Khopolklang, Polnigongit & Chamnongsri 2014). Apart from this aforesaid transmission, women's disempowerment unconsciously appears in media, especially the broadcasting media (e.g., television, radio, cable television) and films based on characters' discourses. Moreover, the language in characters' dialogues greatly influence the portrayal of sexual violence through cultural productions, stereotypes, and presentations (Khopolklang et., al, 2014). Therefore, this could predict that the more problematic issues unintentionally portrayed in media, the higher the tendency of people to absorb such norms, which could unfortunately turn to be a normal perception in society (i.e., normalization).

As a result of this concern, an investigation on the imbalance of power and equality through film has been recently popular among academics and scholars. For instance, Chairiah (2010) investigated "gender issues in Clint Eastwood's Changeling (2008)" and has revealed the gender discrimination, inequality, and violence against women through the film characters. The study showed the gender discrimination in the law sector through the scene that Christine begged for the right over her real son, but it turned out that she was suddenly referred to a psychiatric hospital as a mental-ill person despite her fit attributes. More recently, Bililigne (2012) studied "Female Disempowerment: Some Expressions in Amharic." examining Amharic proverbs and literal expressions that refer to females. Furthermore, the expressions of this study were analyzed through the theory of "dominance" by Thorne and Henley (1975) stating that "social norms are established dominantly by men." The results showed various themes which illustrate women as inferior, talkative, ill-natured, dependent, and so forth. In some context, women themselves accept the superiority of men, and they are systematically forced to be powerless which led to less participation in political, social, economic movements in society.

Besides, some dialogues in this movie also sparked the researchers' interest, especially the three sentences in the film that were linked to the disempowerment issues such as (1) "Mrs. Collins...do you still insist that the boy out there is not your son?", (2) "you are to convey the prisoner to the Los Angeles County General Hospital Psychopathic Ward and," and (3) "no wait, you can't." These three sentences show that Christine has become powerless to fight for the right for her real son and cannot protect herself from such allegations, so this can be inferred that these sentences relate to the powerlessness factor of women's disempowerment. Moreover, the researchers still wondered if there were any other factors of women's disempowerment which was unintentionally presented through the film. Thus, the researchers decided to further study this issue to reveal more factors of women's disempowerment hidden in the characters' discourse in the film Changeling.

Objectives

The research objectives were to identify women's disempowerment factors that are mostly found in the movie dialogues at the discourse and sentence levels and to describe how women's disempowerment factors are reflected through movie dialogues. Additionally, the findings primarily aimed at answering the research questions including, 1) What are the women's disempowerment factors mostly found in the movie dialogues at the discourse and sentence levels? and 2) How are the women's disempowerment factors reflected through the movie dialogues?

Conceptual Framework

The theoretical frameworks used to identify the factors of women's disempowerment and to analyze the phenomenon regarding the inequality of power through a film written script are presented as follow:

Critical Discourse Analysis (CDA)

The critical discourse analysis (CDA) was employed as the pathway for analyzing the hidden meaning of social power and disempowerment and gender inequality in dialogues of a movie's written script. Based on its definition according to Van Dijk (2015) and Fairclough (2012), CDA was defined as the field which analyzes written and spoken texts to reveal the discursive sources of power, dominance, inequality, and bias, and it is also used to investigate how these discursive sources are maintained and reproduced within the specific social, political, and historical contexts. Furthermore, it focuses on the three central and constitutive concepts such as power, ideology and critique, especially inequality of power between social classes, genders, and ethnic and cultural majorities and minorities through how they represent things and position people (Fairclough, 1993; Fairclough & Wodak, 1997). In sum, CDA is "a type of discourse analysis that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by texts and talks in social and political contexts" (Van Dijk, 2014).

Disempowerment

Young, Vance & Harris (2007) defined a disempowering act as any intentional or unintentional, verbal, or nonverbal behaviors such as intimidating, hostile, and demeaning. Furthermore, they also stated that disempowerment experience is more likely to result in lowered self-effectiveness, self-confidence, perceived personal control and power, and motivation. Furthermore, Nilsson explained that disempowerment takes the shape of a dictatorship by a powerful one establishing forceful control over others through intimidation (Nilsson, 2015, as cited in Friedman, 1998). In brief, disempowerment can be viewed as any actions (e.g., intimidation, hostile, and demeaning) made by a powerful individual to disempower others.

The women's disempowerment issue is defined by Merriam Webster (1828) as a process in which women are deprived of power, authority, and influence. The disempowerment of women comes from two main causes as follow: (1) general causes such as a lack of possession of productive assets, a lack of skills, and gender discrimination as well as general beliefs and (2) specific causes including illiteracy, a lack of organization, a lack of awareness and information, the exclusion in household decisions relating to the size of the family, education, marriage of female children, and the like. This will result in weakness, ineffectiveness, and unimportance. Importantly, it involves oppression, powerlessness, and sometimes violence (Sinclair, 2012). Therefore, these causes possibly promote the problem of women's disempowerment and other cultural problems in society.

Factors contributing to the women's disempowerment

After reviewing the related theoretical framework concerning the power and cultural dimensions, the researchers scrutinized the critical four factors engendering women's disempowerment as follows:

1) Gender Roles

As stated by Hofstede, Hofstede & Minkov, (2010), biological constraints were not only differences in terms of bodies, but they were also the social roles between two genders. Specifically, it can be said that "gender roles lead to gender stereotypes and finally promote different social roles" (Burn, 2005). For instance, women are concentrated to work at home and domestic domain (e.g., child bearers, childcare, good wife, and mother), while men performed as labor outside the home (Burn, 2005; Richardson & Robinson, 2008). Moreover, men are viewed as taller and stronger while women are considered weaker and more sensitive. Thus, the proper behaviors and roles between females and males in society are different fossilized (Hofstede et al., 2010). In short, the aforesaid beliefs and expectations seem to be a deeply rooted cause of differences in gender roles in societies.

2) Powerlessness

Powerlessness refers to the 'social power'—focusing on how people in society distribute power, especially when it comes to unequal distribution as ones may lack of opportunities to make their own decision and be under control of others whether in the workplace or the home (Hanafin, 2016) Moreover, 'power' and 'society' can be linked to the cultural dimension by Hofstede (1991) called "power distance' which studies the way people in some cultures accept a higher degree of unequally distributed power. Furthermore, Ashforth (1989) has defined powerlessness as a lack of participation and autonomy. He claimed that participation is related to the degree of the individual that has input or influence over decisions and autonomy concerns about the freedom of an individual. Additionally, Ashforth (1989) grouped the models of powerlessness experiences in an organization into three groups which are: reactance, helplessness, and alienation.

To clarify, the stage of *reactance* is an individual's desire to control their environment and the immediate parameters of their work and decisions. Furthermore, if the greater of an individual has less autonomy and participation, the greater unmet expectations and desires will occur. In other words, this sense can be called "reality shock," and this shock is more likely to engender a certain degree of frustration and anxiety. Another stage is *helplessness* which occurs when there is a lack of participation and autonomy. Helplessness can be explained under two circumstances including: (1) it is self-induced dependence or the experience by a lack of control which can be inferred to helplessness (e.g., demanding social labels, tasks, or work settings, observing or hearing of the experiences of social referents) and (2) helplessness can be countered with the very bureaucratic operations. So, this stage can be concluded that it stems from the reactance and resentment, which likely exacerbate the helplessness experienced under conditions of high powerlessness. The last powerlessness model is *the work alienation* which is the stage that individual is likely to desire the indirect control through the belief and predictability, in which powerful individuals control others. Moreover, powerlessness also predicted a lack of "self-evaluative involvement" and instrumental work orientation among workers. So, the effect of powerlessness on work alienation is the perception of helplessness. Consequently, we can see that these three stages associate each other depending on stricter and context. In sum, this factor is a lack of authority, capacity, influence, participation, autonomy, and power for making decisions and doing what people want, and it may occur when power distance in society are unequally distributed. Absolutely, it can also lead people to suffer, depression, hopelessness, helplessness, and reactance as well.

3) Violence against women

According to Haseena (2015), one of the crucial factors that adversely affected the development and empowerment of women is the violence against women (VAW). This factor of disempower is an under-recognized issue and complex phenomenon in the world. It is widespread, but it is not universal. VAW can lead women to physical and mental health problems, and it can decrease their self-esteem as well (World Health Organization, 2005). Furthermore, VAW can be connected to the term 'gender violence' or 'gender-based violence (GBV).' GBV largely stems from women's subordinate status in society (men's power over women) referring to women's lower status and power than men, and it leads to the abuse of women and girls in a society (Burn, 2005; World Health Organization, 2005). Moreover, the United Nations (2013) also discussed that violence against women has the root cause of gender inequality and discrimination which are influenced by the power imbalances between women and men across all communities worldwide. The three main types of violence against women can be summarized as follows:

First, *the Physical Violence Against Women* is any act that causes physical harm and injury among women including physical forces. Physical violence can occur in many forms, for instance, serious assault, deprivation of liberty, domestic violence, dowry death, and honor killing (Burn, 2005). Another type of violence against women is *the Sexual Violence Against Women* refers to any sexual acts and abuses which can take the form of rape or sexual assault, and it includes prostitution as well (Burn, 2005). The last type is called *the Psychological Violence Against Women* which is any act that causes psychological harm to an individual. Additionally, psychological violence can take the form of, for example, coercion, defamation, verbal insult, or harassment. And physical violence also includes intimidation (e.g., scaring with looks, gestures, or screams, throwing objects, or destroying property), disdain (e.g., treating the others person as inferior, making important decisions without consulting with others), and as well as isolation (e.g., abusive control of others' life by watching over their acts and movements, just listening to their conversation) (Casique & Furegato, 2006).

4) Oppression

According to Crossman (2018), oppression is the process of gaining power which includes the systematic mistreatment, exploitation, and abuse of people by another group and the use of force on others. So, an oppressive system is built as the superiority of some groups over the inferiority of others through the control of institutions, organizations, or even society's law. Furthermore, Abberley (1987) has cited the concept of oppression from (Eisenstein, 1979) which claimed that "the oppression refers to women and minorities within patriarchal, racist, and capitalist relations." In other words, this means that "women's oppression occurs from the relations that define their existence in the patriarchal sexual hierarchy. Crossman (2018) also stated that social oppression occurs due to the different positions within the social hierarchies of race, class, gender, sexuality, and ability. For those who control others, they can gain greater access to rights and resources, a better quality of life, and better life chances. In converse, those who are oppressed may have fewer rights, less access to resources, lower overall life chances, as well as less political power in society. Moreover, under the oppression concept in labor power by Richards and Saba (1990), working-class women are likely to be oppressed and subordinated to the men of their class. Therefore, these related theories and four factors will be used to measure and examine the women's disempowerment issues in the film's written script. Nevertheless, the study focused mainly on the significant related factors as the criterion to prove the presentation of women's disempowerment.

Research Methodology

Populations and Samples

The data source is the dialogue script of the Changeling movie. The purposive sampling technique was used in sample selection, and all dialogues in the movie were chosen to be analyzed at discourse and sentence levels. Regarding the movie's background, written by J. Michael Straczynski, is an American mystery crime drama film which is directed and produced by Clint Eastwood and released in 2008. The movie is based on the true story that happened in 1928 in Los Angeles. The story is about a single mother named Christine Collins (portrayed by Angelina Jolie) who lost her kidnapped son 'Walter.' Five months after the kidnapping of her son, Captain J.J. Jones, the head of LAPD's Juvenile Division brings a new son to her. However, Collins insists that he is not her son, and she tries to convince Captain Jones by describing the physical differences between her real son and the impostor. Moreover, Collins tries to do everything to find her real son, but it turns out that Captain Jones; alleges that she is an unfit mother and sends her to Los Angeles Hospital's psychopathic ward. From this circumstance, the issues in this movie, especially the disempowerment of women and inequality, spark the researchers' interests and leads to the investigation of this phenomenon for broadening the wider view on this issue.

Research Instrument

The research employed the descriptive statistics including frequencies and a percentage to illustrate the factor representations in selected dialogues. The number of occurrence frequency of each factor was turned into a percentage—calculated based on the total number of all talk sequences and all statistical data were reported through tables. Besides, a qualitative method was used to analyze how those factors are reflected in the movie dialogues through critical discourse analysis (CDA) to reveal the discursive sources of power, dominance, inequality, and bias—under the umbrella of the theoretical frameworks in chapter two. In addition, the CDA was used to examine how these discursive sources are maintained and reproduced within specific social contexts (Van Dijk as cited in Sheyholislami, 2019).

Collection of Data

All dialogues between all male and female characters from the written script were studied at discourse (the holistic view) and the sentence levels (the interaction between characters in each sentence). From the preliminary investigation with a purposive sampling technique, there were a total of eight dialogues from the movie script that linked to the four factors of women's disempowerment. When looking thoroughly in each dialogue at a sentence level, it showed that one dialogue could reveal more than one factor. Moreover, the analysis of the utterances in dialogues were conducted under the four factors contributing to women's disempowerment. The detailed criteria of such factors are presented in Table 1 below..

Table 1 Factors contributing to women's disempowerment

Factors	Descriptions
Gender Roles	- Males as a leader (dominance) with higher status, and more powerful than females (Subordinator). - Males as working outside the home. - Females as a domestic household worker (e.g., child bearers, childcare, good wife, and mother).
Powerlessness	- Deprivation and the lack of the authority, capacity, influence, and power to act. - Being connected to high power distance (e.g., a large gap between superiors and subordinates).
Violence against women	- **Physical violence against women**: any act causing physical harm, injury, and physical force (e.g., serious assault, domestic violence, dowry death, and honor killing). - **Sexual violence against women**: any sexual act and abuse (e.g., rape or sexual assault and prostitution). - **Psychological violence against women**: any act causing psychological harm (e.g., coercion, defamation, verbal insult, harassment, intimidation, disdain, and isolation).
Oppression	- Any acts of mistreatment, exploitation, abuse by another group. - Any acts of gaining power over the inferior groups.

Data Analysis

The representation of women's disempowerment from 8 dialogues was analyzed through CDA approach under the four major concepts of women's disempowerment including gender roles, powerlessness, violence against women and oppression. Then the results are presented

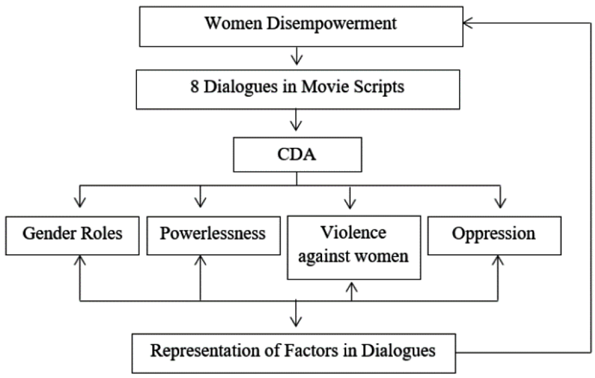

Figure 1 Conceptual Framework

in two different ways; descriptive statistics and critical discourse analysis; to answer the research questions. Furthermore, to understand the concept of data investigation and analysis, the conceptual framework is presented in Figure 1 below:

Results

To answer the first question of this study: "what women's disempowerment factors are mostly found in the movie dialogues at the discourse and sentence levels?", the frequency of occurrence of factors were initially reported by using percentages based on the overall number of talk sequences reflecting women's disempowerment. There are 33 talk sequences found from 8 dialogues as shown in Table 2 below:

Table 2 The occurrence frequency of the women's disempowerment factors (WD)

Dialogues	No. of Talk Sequences Reflected WD	Factors Contributing to Woman's disempowerment			
		Gender Roles	Powerlessness	Violence Against Women	Oppression
1	3	-	3	-	-
2	4	-	3	1	-
3	8	1	2	6	-
4	6	-	4	3	-
5	1	1	-	-	-
6	2	-	-	2	-
7	8	-	1	6	3
8	1	-	-	1	1
Total Talk Sequences	33	2	13	20	4
Total Percentage (100%)		**6.06%**	**39.39%**	**60.60%**	**12.12%**

According to Table 2, eight dialogues were selected from the movie script to investigate the factors contributing to the disempowerment of women. Based on the holistic view, there are 33 factors that outnumbered the total number of talk sequences. Furthermore, some talk sequences in each dialogue reflected more than one factor. To begin with, there are four main factors of women's disempowerment including 1) gender roles, 2) powerlessness, 3) violence against women, and 4) oppression. As can be seen from t Table 2, the highest percentage of occurrence significantly fell into the factor of violence against women (60.60%), followed by powerlessness which is frequently found at 39.39% and 12.12% for oppression, respectively. Moreover, for the lowest frequency of occurrence, it was found in the dimension of gender roles with a percentage of 6.06%.

Apart from the occurrence frequency of the women's disempowerment factors as presented above, the researchers followed the critical discourse analysis framework to further analyze how such factors were presented in the movie dialogues. Some examples of the detailed analysis are as follows:

Gender Roles

Based on the investigation of all selected dialogues, the researchers found the factor of gender roles in Dialogue 3. This dialogue was a conversation between male and female characters namely, Jones and Christine, and it took place at a police station. The example of the dialogue's analysis in gender roles factor will be illustrated below.

Dialogue 3
INT. STATION - BULLPEN
[1] JONES: Mrs. Collins.
Christine starts to take "Walter's" hand when a matron appears.
[2] JONES: {Leave the boy for now. We'll look after him.}
She hands "Walter" over to the matron, then enters
INT. JONES' OFFICE
He leaves the door open and indicates for Christine to sit.
She does. He paces, working up to what he's going to do.
[3] JONES: {You've put us through quite a bit of trouble, Mrs. Collins. This situation has become an embarrassment for the entire department.}
[4] CHRISTINE: It wasn't my intention to embarrass anyone.
[5] JONES: No, of course not. You just told the papers we can't tell one boy from another as a compliment for the months we spent working on your case. Are you trying to make fools out of us? Is that it? Do you enjoy this?
[6] CHRISTINE: {No, of course not. I had to get your attention; I had to make you understand...he's not my son.}
He circles, closing in on her. She becomes aware that the door is open, and he's doing this for the benefit of anyone who might be listening in.
[7] JONES: ***{You know what your problem is? You want to shirk your responsibilities as a mother.}*** [GR] {You enjoyed being a free woman, didn't you? Enjoyed not having to worry about a young son. You could do what you wanted, go where you wanted, see anyone you wanted.}

GR represented "gender roles"

According to this dialogue, the factor of gender roles has been revealed through the sentences in the talk sequence [7]. To further explain, this talk sequence was stated by Jones, "You want to shirk your responsibilities as a mother." This utterance can assume that Jones believes that the role of women is mainly related to the childcare as mothers since he mentioned "You enjoyed being a free woman, didn't you? Enjoyed not having to worry about a young son." In this sense, it can be implied that 'a free woman' may refer to a mother with no responsibility to take care of the kids. On the contrary, this perception can somewhat be interpreted that a person mainly taking care of children in the family should only be 'a woman' since there is no male's role as a child guardian being mentioned by Jones and he also backed up his belief by saying "Enjoyed not having to worry about a young son" which possibly imprinted the role of woman as a mother or a child guardian.

It is clear that the previous statement is related to the perception of women's gender role according to Hofstede et al. (2010) stating that the main females' duties included taking care of homes, children, and people in general. Furthermore, Hofstede et al. (2010) also stated female gender roles that they are more concerned with the traditional gender roles of doing house-work activities, including cooking, doing the laundry, especially doing childcare. Thereby, the findings clearly showed that the traditional roles are still attached to the female genders in society. Moreover, the gender role can possibly link to the thought that shapes the perspective of women power in society as well.

Powerlessness

Several powerlessness factors were frequently found from the movie script, and the explicit example appears in Dialogue 4 which was a conversational context among three characters including Jones, matron, nurse, and Christine. The context was taken place at the hospital and the analysis will be discussed as follow.

Dialogue 4

INT. LA COUNTY GENERAL HOSPITAL-RECEIVING AREA-DAY

A sterile, dreary, white-on-white place where in the background, we can HEAR the sounds of the insane crying out. The matron leads a stunned Christine to the front desk.

[3] JONES (V.O.): {She suffers from paranoia, delusions of persecution, and dislocation from reality. She may be a threat to herself or others. We recommend that she be conveyed to the psychopathic ward for treatment and observation until her senses can be restored.}

The matron stops before the desk. The NURSE barely looks up.

[4] MATRON: Got another code twelve.

[5] NURSE: Name?

[6] MATRON: Collins. Christine.

[7] CHRISTINE: ***{Wait...please, this is a mistake.}*** PWL

[8] NURSE (to matron): Certifying officer?

[9] MATRON: Captain J. J. Jones, Lincoln Heights division.

[10] CHRISTINE (forced calm): ***{Please...you have to listen to me. The police are doing this to punish me. They tried to force this boy on me and tell me he was my son, but it wasn't my son, and now they say I'm crazy --}*** PWL

She stops, noting the looks exchanged between the nurse and the matron. Her story sounds insane, even to her. She begins to realize the depth of her predicament.

[11] CHRISTINE: ***{Oh, god...oh god, please, no…}*** PWL

[12] NURSE: {If you continue to struggle I'll have to put you in a straitjacket. Do you want that? (she shakes head). Good. Then behave yourself.} ***(to orderlies)*** Code twelve.

The matron turns Christine over to two large male ORDERLIES, who take her by the arms and lead her into the psycho ward.

****PWL represented "powerlessness"****

As can be seen from the talk sequences [7], [10], and [11], Christine said the following statements: "Wait... please, this is a mistake," "Please...you have to listen to me." "The police are doing this to punish me." "They tried to force this boy on me and tell me he was my son, but it wasn't my son, and now they say I'm crazy," and "Oh, god...oh god, please, no." Based on the concept of powerlessness stated by Hofstede (1991) and Ghosh (2011), power is distributed by a distance of both superior and their subordinate and it leads to inequality among people. As we can see in these three utterances, Christine talked to a nurse who has a higher social status, and she often says the word "please" to claim her own rights against the allegation, but no one cares. In this circumstance, it can be implied that Christine lacks the power to fight and to protect herself from the allegations and insecure circumstances. According to Hofstede (1991) and Ghosh (2011), one of the possible causes of the powerlessness was rooted in the large distance of power among people in a society which can be seen through the role of 'Official authorities (e.g., nurse and matron) and civilian (e.g., Christine)'.

Violence against women

From the investigation of the selected dialogues, the researchers found the factor of violence against women in Dialogue 7. To its overview, this dialogue was a conversation between female and male characters named Christine and Steele. The situational context took place in a hospital mental ward. For more detailed analysis, it is further presented below.

Dialogue 7

INT. HOSPITAL - MENTAL WARD - HALLWAY - CONTINUOUS

running, pursued by orderlies, two more blocking her way.

[17] CHRISTINE: ***{No, I won't let you! Someone, please, help me!}*** VAW

They TACKLE her and bring her down. She struggles as the others look on, and you can see in their eyes that they don't like what they're seeing, there's rage -- and a furious Carol Dexter comes to her aid. She JUMPS into the struggle. Biting. Kicking. Scratching.

Steele comes on the run just as the orderlies peel Carol off the fight, spinning her around to face Steele, who SLAPS her.

[18] STEELE: ***{Stay out of this! This is none of your business! (to the rest). This is police business! You'll stay out of it if you know what's good for you!}*** VAW

He looks to Carol, Christine restrained behind them.

[19] STEELE: ***{You'd think you had enough trouble with the law just being a whore, wouldn't you?}*** VAW

He smiles. She gets a hand free and SLUGS him, hard, a nail slicing his cheek. He touches his face. It comes back with blood. Then he looks to the orderly.

****VAW represented "violence against women****

This violence against women factor has been revealed in many utterances. According to the talk sequence [17], it was stated by Christine that "No, I won't let you! Someone, please, help me!" Based on this utterance, it was simultaneously constructed through the scene that she kicks, bites, and scratches the officers when they are trying to tackle her. This means that she may get injured while she is trying to fight. Therefore, this statement in this scene can be implied that Christine is facing physical violence according to Burn (2015) who explained this type of violence as an act that causes injuries and it involves many forms of violence such as serious assault, deprivation of liberty, domestic violence, dowry death, and honor killing. Although the utterance's description does not reach the death or killing forms, this circumstance can lead Christine to be injured. Moreover, according to the talk sequence [17], Carol Dexter is Christine's friend helping her from the fight against Steele, a male doctor in the mental ward. In this situational context, Carol is slapped by Steele because Carol tries to fight against him and other orderlies. As a result, this situation tends to show that physical violence against women was still made by men.

According to the talk sequence [18], Steele stated that "Stay out of this! This is none of your business! (to the rest). This is police business! You'll stay out of it if you know what's good for you!" As shown through this utterance, it obviously entailed the verbal intimidation, which Steele threatened the rest of the women at that moment in the hospital. In this regard, it showed that owing to his higher role as a doctor, Steele intimidates other women and tried strongly to push the women away from the situation. Moreover, based on Steele's statement, it can be implied that there might be some negative sides when the women contacted with the event as shown via the statement "You'll stay out of it if you know what's good for you." This situation of context is related to the theory of psychological violence based on Casique & Furegato (2006), stating that psychological violence includes intimidation, disdain, and isolation. Furthermore, through the scene, the perception of males' occupational role can also be found since the role as a doctor and police officers were played by male characters. And, this is related to Hofstede et al. (2010) showing that the occupation of males is more concerned with the achievement or jobs outside the home, and males' occupations are supposed to be proper with the aggressive, competitive, and tough jobs. For instance, Jones' job as a police officer is supposed to be working in a more aggressive atmosphere. Thus, this seems to perfectly match with Hofstede et al. (2010) framework.

Moreover, in talk sequence [19], Steele said to Carol that "You'd think you had enough trouble with the law just being a whore, wouldn't you?" This utterance conveys that he is insulting Carol as a whore. According to Casique & Furegato (2006), the utterance produced by Steele (e.g., just being a whore) shows the rudeness to Carol (a female character) and this is considered as psychological violence through the form of disdain. Moreover, Steel also used the phrase 'trouble with the law' to back up his power over the female character in this scene. In short, this case can be analyzed as the violence against women by producing the discourse with the aim of discrediting the female character in the form of disdainful manners.

Oppression

For the oppression factor, was found in selected dialogues in the movie script. This factor was found in Dialogue 7 which was a conversation between Christine and Steele and took place in Steele's office at the hospital. It was the conversation about a situation in which Christine was forced to sign a document. The example of analysis regarding the oppression factor will be shown as follows.

Dialogue 7

INT. HOSPITAL - STEELE'S OFFICE - CONTINUOUS

He goes to his desk as she stands in the doorway.
[1] CHRISTINE: I don't have anything wrong with me that I should have to take medication.
[2] STEELE: There's nothing wrong with you.
[3] CHRISTINE: That's right.
[4] STEELE: You're fine.
[5] CHRISTINE: Yes.
He pulls a typed letter out of his desk, slides it across.
[6] STEELE: Then you shouldn't have any trouble signing this.
She picks it up, reads as he continues:
[7] STEELE: ***{By signing, you certify that you were wrong when you stated the boy returned by the police was not your son. It further stipulates that the police acted properly in sending you here for observation and absolves them of all responsibility for –}*** *OPS*
[8] CHRISTINE: I won't sign it.
[9] STEELE: ***{Then your condition is not improved. Sign it, and you can be out of here first thing tomorrow.}*** *OPS*
[10] CHRISTINE: I won't sign it!
She tears up the sheet of paper.

OPS represented "oppression"

According to the utterance of Steele in the talk sequence [7], he said "By signing, you certify that you were wrong when you stated the boy returned by the police was not your son. It further stipulates that the police acted properly in sending you here for observation and absolves them of all responsibility for." This means that Steele is trying to force Christine to sign a document to conceal the police's fault for sending her to the mental ward; however, Christine denies signing it. Then, in talk sequence [9] Steele continues to say that "Then your condition is not improved. Sign it, and you can be out of here first thing tomorrow." It can be implied that he still forces her to sign. His utterance means that if Christine does not sign a document, she cannot be out of a hospital. As can be seen from the two statements above and the action to force the female character to sign the document, it is implied that the male character has a higher hierarchical status as well as a power. This situation is related to the concept of Crossman (2018) since he viewed the root of oppression as the action that occurred when one is superior status, and another is inferior status based on their social hierarchies of class, gender, and roles—in this case, we can see from Steel's role as a doctor. Consequently, the two talk sequences reflected the theory of oppression which is related to abuse of power.

To conclude, these examples of the analysis reflected the women's disempowerment issues. The researchers found that most factors leading to women's disempowerment were generated from the inequality and unfairness according to the social hierarchical status and roles between both male and female characters. Despite a huge attempt by many countries to raise the awareness of equality in women rights and power, the problems of women's disempowerment still exists in societies. In fact, it might be unintentionally depicted through the media, such as movies or some entertainment programs. However, these examples show only some parts of the analysis, and all studies of the selected dialogues can be further explained in the appendix.

Discussion

The study has been conducted to identify the factors of women's disempowerment mostly found in a movie script and to explain how women's disempowerment factors are reflected through movie script under a critical discourse perspective. Based on the first objective of this study about the investigation of four women's disempowerment factors, it surprisingly reveals that violence against women factor were mostly found from all selected dialogues. Tracing back to its background, the issues of women's disempowerment have attracted several researchers and one distinctive culture that reflects this disempowerment issue seems to be the culture in most Arabian countries. According to the study by the United Nations (2013) and Bryan (2012), the issue of violence against women obviously existed in Arab countries. It pointed out that the cause of this issue probably came from the influence of cultural and religious values in Arabian cultures which perceived women's status as subordinates to men.

By this phenomenon, it implies a controversy against the belief of equality in society; especially in the United States since the movie was produced based on a true story in America. Based on the cultural dimension theory by Hofstede et al. (2010), the American society is ranked as a low-power distance society which promotes the equality of citizens. According to the Power Distance Index table of Hofstede et al. (2010), it is measuring the degree of inequality in society, and they rank the countries such as, the United States, Austria, German, and New Zealand as the culture of low power distance. On the other word, this movie reflects several violence against women which seems to be contradicted to the belief of 'a low-power-distance society' where most people propose that the inequalities should be minimized. It can be implied that the status between males and females, even in the low-power distance countries, is still unequal. Furthermore, it can be assumed that although a society of equality like American still faces these cultural imbalance and problems.

In addition, the findings from this study can be possibly linked to some types of cultural problems which are the inequality and unfairness of the social hierarchical status and roles between both males and females. And, the inequality and unfairness can be seen from the actions such as verbal defamation and insult, intimidation, disdain, physical attacks, and the use of force, abuse and etc. Apart from this, it is interesting that the movie presents female and male characters in the different roles or duties. Based on the movie, it can be seen that females are traditionally stereotyped as mothers who do childcare or work at home. On the contrary, males are found in a wider range of occupations, such as police and doctor. This is related to Hofstede et al. (2010) framework which proposes that females' occupations are concerned with "taking care of home", "of children", and "of people in general". Moreover, the interesting point regarding the occupational roles is that nurse characters are played by females. This can imply that a female role tends to be confined as the master of nurturing.

Based on the findings of this study, it shows that the use of language and discourse clearly plays a crucial role as the instrument influencing the source of power among people in a society. Apart from this, the use of language and discourse of this movie transfers some ideology regarding the cultural perception through a movie character (e.g., males as dominance and females as subordinators). Also, the ideology of disempowerment among women in this study is reinforced through social roles as subordinates to men with a lack of power. Moreover, the power abuse is also shown from the use of language from the superior character to the inferior ones through the hierarchical status. It can be implied that the discourse in this movie script is possibly shaped by the influence of social structures in a society. Thus, this perfectly links to the concept of CDA by Van Dijk (2015) and Fairclough (2012), as it paves the way for an in-depth analysis of texts and talks through the structures, strategies or other properties of text, talks, verbal interaction, and communicative events which play an important role in the reproduction of power and ideology among people.

To conclude, these cultural problems presented though the movie may lead the viewers' perception to the negative beliefs about gender differences between females and males. In this way, this movie may contribute to the misperception toward the several issues such as gender roles, status, and power. Although the movie depicts women as subordinates with lower power and being glued to the traditional roles, the possible reason may be due to the time of this story which occurs in 1928. At that time, it can be assumed that the awareness of these cultural problems tends not to be promoted as the important issues in the American society.

Suggestion

This research solely studies the dialogues from a movie script. It might be more critical that the movie scenes are analyzed in tandem with the discourse. Second, the study only covered one movie which seems to be insufficient for figuring out the different cultural facets in various cultural contexts. Moreover, the study is limited since the researchers focused only on examining the four factors of disempowerment. This movie may reflect other cultural perspectives such as individualism, collectivism, high-low power distance, gender bias, and other cultural problems. At last, this movie is produced from the true story in 1928, so the results of the study might be different from the reality of people's belief in society at the present time. For the suggestions, first, a further study should be conducted with various factors causing disempowerment and power or other cultural perspectives and should compare at least two movies produced from different cultures to open a new window to the cultural issues. Second, further researchers should investigate both scripts and scenes of a movie to understand a deeper view of how cultural issues are presented via verbal and non-verbal communication

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The Boundary Dispute and Problems of Thai Nationalism

Amorn Wangukkarangkul*

Faculty of Humanities and Social Sciences, Surat Thani Rajabhat University, Surat Thani, 84100 Thailand

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Abstract

This article reviews the boundary dispute between Thailand and neighboring countries that led to the concept of nationalism in Thailand. The boundary dispute can be classified into four types: territorial dispute, positional dispute, functional dispute, and dispute over resource development. In the case of Thailand, there are more than ten disputes between Thailand and neighboring countries. In this amount, there is the boundary dispute that has been suspended by seven parties. Five boundary disputes that are still solving problems. And one case of the suspended boundary dispute, that has been brought into the judicial process of the International Court of Justice. This study found that the important factors leading to success or failure in resolving boundary dispute include the government of each country, domestic politics, nationalist ideology, public understanding about national historical context, international relations and foreign policy, negotiation techniques, and benefit area. Under three levels of mechanisms, including government mechanisms, regional mechanisms, and international mechanisms. In conclusion, this study also encourages the creation of knowledge and understanding of the people towards the common roots and the shared history, as well as the awareness of ASEAN citizenship. And promote the regional mechanisms especially ASEAN as an intermediary to resolve the boundary dispute between member countries.

Introduction

Southeast Asia has been known since ancient times as evidenced in the Claudius Ptolemy's 2nd-century Geography naming this region “Χρυσῆ Χερσόνησος, Chrysḗ Chersónēsos” (Golden Chersonese), which means the golden peninsula (Wheatley, 1961). As well as evidence from the eastern world that represents the interaction between ancient empires in East Asia and the ancient kingdoms of Southeast Asia. For example, as the Southeast Asia region was known to India as Suvarnabhumi or Suvarnadvipa; China knew this region as Nanyang; Japan knew this region as Nampo; and Arab and Persia knew this region as “Qumr” or “Waq-waq” which means the lands below the winds (McCloud, 1995; Preecharush, 2011). The interaction that occurred in these ancient kingdoms was a matter of trade, religion, and the transmission of cultures in a manner that would integrate external cultures with traditional beliefs in the region.

Southeast Asia is a region rich in natural

* Corresponding Author
e-mail: amornw.sru@gmail.com

resources. As a result, after the Western industrial revolution that bought about the prosperity of commercialism, this region became a point of interest for Western countries to explore the abundance of resources to use as raw materials for entering into industrial systems. The trading system of Western countries have grown rapidly with the concept of nationalism. Nationalism is an important factor that influenced Western countries to change their policies regarding interactions between countries around the world, including Southeast Asia. From the original exploring, the purpose was to trade and exchange goods and raw materials that then transformed into a colony to expand power and greatness while seeking resources to enter the economy. The reason that it was considered "the white man's burden" was due to the concept that Western countries had to enter developing countries because they were barbaric to prosper like a civilized country.

The era of colonialism was a major turning point in Southeast Asia. It transformed from ancient kingdoms into a modern state under the control of a colonial country. Almost all the lands in this region were colonized by Western powers, for example, Indonesia was colonized by the Netherlands; the Philippines was a colony of Spain and the United States; Brunei, Malaysia, Myanmar, and Singapore were British colonies; Cambodia, Laos, and Vietnam were colonized by France; and Timor-Leste was occupied by Portugal. The Western countries colonization changed the ancient kingdom from being borderless to becoming a modern state. The modern state has four essential elements which are sovereignty (or independence), government, population, and especially territories with clear boundaries (Marume, et al., 2016).

The boundary lines of various territories in Southeast Asia are the result of exploration and demarcation of the western colonies that demarcate the boundaries based on the interests and legitimacy of the Western colonies themselves. This led to the boundary disputes of countries in Southeast Asia that had been colonized by Western powers. After Southeast Asian countries gained their independence from the colonists during and after World War II, the boundary dispute problem is now considered as an important agenda of ASEAN.

For Thailand, although not fully colonized by Western countries like other countries in Southeast Asia but had to face problems in boundary disputes as well. Because in the colonial era, the government of Thailand or Siam at that time lacked knowledge of cartography. Delimitation of boundary lines was therefore the duty of the western colonial countries to be carried out with the approval of the Thai government. However, later the issue was used as a tool by the political elite to create an ideology of patriotism, known as "Thai Nationalism".

Thai Nationalism, which aims to create unity and reconciliation among the people in the nation, emphasizes the long history of Thailand, especially the great heroism of the former kings such as King Ram Khamhaeng the Great, King Naresuan the Great, King Narai the Great, King Taksin the Great, King Rama I and King Rama V (the Great Beloved King), etc. Moreover, the aforementioned ideology also tries to emphasize that in the past, Thailand used to have a vast territory gained from the sacrifices of ancestors, but lost its territory from the invasion of greater powers. The loss of Thailand's territories in the past is therefore an important reminder for Thai people to be aware of their patriotism and to protect their existing land from being lost even one square inch. In many cases, this patriotic ideology has escalated into chauvinism and has led to disputes between Thailand and neighboring countries. Therefore, this article aims to study the boundary dispute and problems of Thai Nationalism in order to understand the problem and to find ways to resolve disputes by various mechanisms that will lead to mutual understanding between Thailand and neighboring countries.

State Territory and Acquisition of State Territory

The state of the territory refers to the area within the state sovereignty, whereby the state is both the owner and has the power to rule over that area. State territory, including the land territory which includes freshwater sources trapped on the soil and things that are under the surface of the ground; the water which includes internal water, territorial water, sea-bed and subsoil; and the airspace or atmosphere above the land and water of the state, which by law does not provide a clear requirement on how much the state has of its airspace, therefore, it depends on the ability of each state to protect the sovereignty of this area under the international aviation agreement. The acquisition of state territory is a result of delimitation, demarcation, and delineation which the advent of international boundaries is often used as a reason for claiming territorial rights and leading to international boundary disputes, which can explain the form and method of acquiring the territory of the state as follows (Sinsuphruek, 2013):

1) Acquiring land by using sovereignty over the land consists of acquiring land by occupation and adverse possession or acquiring land by prescription. There are references to the action of a state in taking over territory to acquire sovereignty over that territory, at that time the land was not subject to the sovereignty of any state. Therefore, the land that will be occupied is the unoccupied territory (terra nullius), the land without sovereignty (res nullius), abandoned land from other states, or land that does not qualified to be a state. Occupation must be evidenced that the state has effectively occupied that land and use its sovereignty over that territory. The outstanding examples of the use of sovereignty over land may be the following actions, such as the construction of various buildings on that land, actions related to the use of legislative power, executive power, and judicial power over land, Providing concessions to foreign companies for drilling petroleum exploration, mineral exploration or fishing, treaties with other states which represent pick sovereignty over the territory, publishing, printing maps, which show that the state owns the land, etc. Disputes arising from the acquisition of territories in this term such as the Ligitan and Sipadan dispute, a territorial dispute between Indonesia and Malaysia over two islands in the Celebes Sea.

2) Acquiring land by acquiescence and no protest refers to when the state may obtain land from the actions or reactions of another state, especially the reaction of the state that claims sovereignty over that territory. For example, if State A asserts sovereignty over a territory and opposes State B, which has exercised sovereignty over that territory, such actions would greatly weaken the claim of territorial sovereignty of State B. On the other hand, State A does not oppose the use of sovereignty of State B, the law implies that State A has implicitly accepted the sovereignty of State B. As a result, State B has gained power over the said territory in accordance with the principle of acquiescence, recognition, and preclusion or principle of estoppel. Disputes arising from the acquisition of territories in this term such as the Cambodian–Thai border dispute involving the area surrounding the Preah Vihear Temple, Thailand did not oppose or protest the French-established border delimitation map between Thailand and Cambodia. Thus, in the law, Thailand has accepted the sovereignty of France over the territory as shown on the map, therefore, leading to conflicts later.

3) Acquiring land by the geographic contiguity refers to the state claiming lands in a geographical location, such as claims over the islands, claiming that some islands and certain geographical features in the islands are located in the continental shelf and the specific economic zone of the state, so these islands should belong to the state claims according to the fairness, especially if the island or its geographic feature has not previously been owned or controlled effectively by any state. However, following international law, it is found that single geographic contiguity does not always constitute the legal basis for making a territorial claim. It must also be based on evidence of continued access to sovereignty over the territory, especially if the territory has other states claiming sovereignty at the same time.

4) Acquiring land by the use of force-conquest refers to the acquisition of land from the occupation by battle, winning, or using the power of one of the states over the territory of other states by being able to use sovereignty over that territory which in the past may have been seized by the battle, the use of force until being victorious and then annexing the land into a part of the state. However, the use of force to occupy is prohibited under the General Treaty for the Renunciation of War of 1928; The United Nations Charter; and Article 3 of the United Nations General Assembly Resolution on Aggression. Including the development of international law that has changed from the provisions relating to land occupation in the 1970 Declaration of Principles of International Law, accepted by the United Nations General Assembly, in summary, force-conquest of other states is an act that is not lawful to international law and will not guarantee the acquisition of land and the use of force is strictly prohibited.

5) Acquiring land by a cession means that the landowner state has transferred territorial sovereignty to the transferee state from historical events. The phenomenon of lifting or transferring land to other states may or may not be compensated; maybe in the form of sales or gratuity or may be caused by an agreement to settle disputes or may be part of some management or preparation. And the form of cession is often done through a formal treaty. For example, the Sino-British Joint Declaration in which the United Kingdom transferred sovereignty over Hong Kong Island to China.

Boundary Dispute

Prescott (1965) mentioned boundary disputes in The Geography of Frontiers and Boundaries which noted that the boundary disputes can be divided into 4 categories:

1) Territorial dispute is a dispute that results from certain properties of the borderland which makes it attractive to the state until a dispute arises.

2) Positional dispute is a dispute involving the actual location of the borderline. And is often associated with a dispute over the interpretation of the definition of the boundary line and as a dispute resulting from certain properties of the borderland which makes it attractive to the state until a dispute arises.

3) Functional dispute is a dispute that arises on the state's mission to operate on the border.

4) Dispute over resource development is a dispute about the use of some transboundary resources, such as rivers or sources of minerals, which are often intended to create organizations to manage the use of that resource.

Colonization in Southeast Asia, Independence, and Nationalism: A case study of Thailand

The Western colonization of Southeast Asian countries even though the country has changed into a more advanced modernization but it is undeniable that the arrival of the Western colonies is aimed at forcing benefits and resources. Persecution and exploitation of indigenous peoples, who are among the majority of the countries that have been placed in the lowest status in the social hierarchy as well as the import of colonial subject from China and India to work for the colonists by classifying the class to be higher than the indigenous people. Causing dissatisfaction among the indigenous people to the colonies which bring the consciousness of a nation that has gradually evolved into a sense of nationalism that brought those indigenous people together to liberate themselves to independence from the colonists. Therefore, nationalism is an important mechanism in assimilating various people, and may never feel the same as before, resulting in love and solidarity. Have a common goal in fighting for independence.

The concept of nationalism has been deeply rooted in the minds of people in each country to realize the love of their in the nation and the land of their country as “a motherland”. Extreme nationalism has transformed into chauvinism. Chauvinism is emphasized by the discourse of loss that aims for people in the country to be jealous and cooperate to protect the nation and the land. The most empirical method for the patriotic process is to create national enemies. The boundary dispute problem has been used as a reason for merging people to feel common in this process, such as the discourse on land waste, the discourse on the possession of national treasures, and the discourse on aggression by neighboring countries, etc. Therefore, it can be said that Western colonialism in Southeast Asian countries triggered one of the major causes of border disputes that affect international relations in this region.

In the case of Thailand these chauvinist discourses have been presented throughout history. There are many stories in which Thailand or Siam in the past faced difficult situations, including a lack of national unity and aggression from neighboring countries such as Cambodia, Laos, Vietnam, and especially Myanmar (Burma) which is recognized as a major national enemy in Thai history. The historical conflict between Siam and Burma was reflected through the history of the loss of the independence of the Ayutthaya kingdom to the Burmese kingdom twice. This included the burning of palaces, temples, and the theft of numerous valuables that were repeatedly believed to have been carried out by the Burmese Army. The history of this period marked the beginning of the nationalist ideology centered on the discourse of loss of territories, which was later reiterated from the history of the occupation of the western colonies which forced Thailand the loss of 14 territories, including (Dechabutr, 2009; Strate, 2015):

The 1st loss was Koh Mak or Penang to the British Empire, a total area of 375 square kilometers on 11 August 1786 (Reign of King Rama I).

The 2nd loss was Mergui, Thawai, and Tanaosri to Burma, a total area of 55,000 square kilometers on 16 January 1793 (Reign of King Rama I).

The 3rd loss was Bantamat or Ha Thien to France Empire in 1810 (Reign of King Rama II).

The 4th loss was Hsenwi, Muang Pong, and Chaing Tung to Burma, a total area of 62,000 square kilometers in 1825 (Reign of King Rama III).

The 5th loss was Perak to British Empire in 1825 (Reign of King Rama III).

The 6th loss was Xishuangbanna (Sipsong Panna) to China, a total area of 90,000 square kilometers on 1 May 1850 (Reign of King Rama IV).

The 7th loss was Khmer and 6 islands to the France Empire, a total area of 124,000 square kilometers on 15 July 1867 (Reign of King Rama IV).

The 8th loss was Sip Song Chau Tai or Muang Lai to the France Empire, a total area of 87,000 square kilometers on 22 December 1888 (Reign of King Rama V).

The 9th loss was the left bank of the Salween River to British Empire on 27 October 1892 (Reign of King Rama V).

The 10th loss was the left bank of the Mekong River (Lan Xang or Laos) to the France Empire, a total area of 143,000 square kilometers on 3 October 1893 (Reign of King Rama V).

The 11th loss was the right bank of the Mekong River (Laos) to the France Empire, a total area of 25,500 square kilometers on 12 May 1903 (Reign of King Rama V).

The 12th loss was Burapha County (Battambang, Siem Reap, Srisophon) to the France Empire, a total area of 51,000 square kilometers on 23 March 1906 (Reign of King Rama V).

The 13th loss was Kelantan, Terengganu, Sai Buri, and Pris to the British Empire, a total area of 80,000 square kilometers on 10 March 1908 (Reign of King Rama V).

And the 14th loss was Khao Phra Viharn to Cambodia, a total area of 2 square kilometers on 15 June 1962 (Reign of King Rama IX). This loss of territory is the first loss of territory in the period when Thailand had entered a fully modern era. It is also the first time since the political regime had changed from an absolute monarchy to a constitutional monarchy.

The 14th lost territory is only 2 square kilometers, which is less than any previous loss of territory. But this loss was very painful for the Thai people because it was the loss of territory under the reign of King Bhumibol, the most beloved king of the Thai people. The relationship between the king and the Thai people in this reign is different from the previous reign. In the past, it was a relationship between rulers and commoners. But in the reign of King Bhumibol, the relationship was in the form of a national family. Thais praised King Bhumibol and Queen Sirikit as the father and mother of the land and placed themselves in the status of their children as well as Princess Srinagarindra, the Princess mother of King Bhumibol. She was affectionately called “Somdet Ya” (the Royal Grandmother). To the various hill tribe people, Princess Srinagarindra was called “Mae Fah Luang” that means Royal Mother from the Sky or The Heavenly Royal Mother. The loyalty of the Thai people to the monarchy is not the fear of power, but the loyalty arising from the pure love in the heart of the Thai people towards the monarchy. The popularity of King Bhumibol has awakened the power of nationalism to be evident as never before in the previous reign. It can be said that the formation of nationalism in this reign had evolved into the idea of the royal nationalist ideology. The most obvious example is the cultivation of Thai identity through the concept of three major national institutions: nation, religion, and monarchy. It is noteworthy that the word “nation” refers to the land which is under the sovereignty of Thailand, so the loss of territory is equivalent to the loss of the nation. And when the nation has been lost, the other major institutions which are the soul of the nation will also vanish. Therefore, it is the duty of the Thai people as the children to unite, reconcile, and together to protect the land of the father and mother from losing even just one square inch.

It is apparent that from the past until now, this discourse has been repeatedly stressed. This is the mechanism of nationalistic ideology that focuses on the people in the nation to realize the loss of many lands in the past to create love and cherish their country. However, even though modern nation-state mechanisms have played a role in resolving various disputes between states, it cannot be denied that boundary disputes are still difficult to solve easily that allows for satisfaction of all parties. This is because many nations are stuck in the trap of nationalism especially Southeast Asian countries like Thailand.

Boundary Dispute in Thailand

There are more than ten boundary disputes between Thailand and neighboring countries. Currently, there is the boundary dispute that has been suspended by seven parties. Five boundary disputes are still in the process of attempting to solve the problems. And one case of suspended boundary dispute that has been brought into the judicial process at the International Court of Justice as follows: (Khamkhun, 2015)

A: The boundary disputes that have been suspended there are 7 parties that include:

(1) The disputes on the boundary of the continental shelf from the northern part of the Malacca Strait to the Andaman Sea between Indonesia and Thailand on 17 December 1971.

(2) The disputes on the boundary of Tri-junction point in the Strait of Malacca between Indonesia, Malaysia, and Thailand on 21 December 1971.

(3) The disputes on the boundary of Tri-junction point in the Andaman Sea between India, Indonesia, and Thailand on 22 June 1978.

(4) The disputes on the boundary of the continental shelf boundary in the Gulf of Thailand between

Malaysia and Thailand on 21 February 1979.

(5) The disputes over the maritime boundary in the Andaman Sea between Myanmar and Thailand on 25 July 1980.

(6) The disputes on the boundary of Tri-junction point in the Andaman Sea between India, Myanmar, and Thailand on 27 October 1993.

(7) The disputes on the boundary of the continental shelf boundary in the Gulf of Thailand between Thailand and Vietnam on 9 August 1997.

B: The boundary disputes that are still in the process of solving the problems there are 5 parties including:

(1) The boundary dispute in the Mekong River between Laos and Thailand.

(2) The dispute over the land boundary over 2,400 kilometers that have not yet been completed survey and demarcation between Myanmar and Thailand.

(3) The boundary dispute of land and sea border, there are overlapping areas in the Gulf of Thailand between Cambodia and Thailand.

(4) The case of a short-lived land boundary dispute between Malaysia and Thailand.

(5) The dispute of maritime boundaries in the Gulf of Thailand between Malaysia, Thailand, and Vietnam.

C: The suspended boundary dispute which is only 1 dispute in the overlap area of Phanom Dong Rak mountain range, which is the location of the Temple of Preah Vihear (Khao Phra Viharn).

The overlap area of Khao Phra Viharn is like a time bomb from the colonial era. This is the result of the time when Cambodia was under the French protectorate in 1903-1908. France made the Franco-Siamese Treaty of 1904 with Siam, which agreed that the problematic boundary was considered a watershed as a basis for dividing the boundary and appointing a boundary committee to survey the area(International Court of Justice, 1962).

Later in 1907, the Siamese government asked the French government to map the territory according to the basic principles of the nation-state. France made a map that was later called “Annex 1 map”, which defined the boundary line by taking the Preah Vihear area that was originally in Siam’s possession on the French protectorate of Cambodia without adhering to the watershed. However, the demarcation board of Siam did not conduct any objections to France. Although Siam did not show acceptance but did not object to the issue that this map was not correct as well. In addition, Prince Damrong Rajanubhab, the Chancellor of the Ministry of Interior at that time, also thanked the French ambassador, who sent the map. And the governor did not make any objections (International Court of Justice, 1962). And when there was a meeting of the demarcation committee in Bangkok in 1909 by using the Annex 1 map, this was essentially no objection. Likewise, when Siam made a treaty with France in 1925 and the treaty between Siam-France in Washington in 1947, the Thai government did not protest on that issue (International Court of Justice, 1962). Moreover, when Prince Damrong Rajanubhab went to Khao Phra Viharn in 1930, the French governor received a royal visit as a visit to a province of Cambodia (International Court of Justice, 1962). Or even when Siam continued to use and publish a map showing that Khao Phra Viharn was located in Cambodia, despite the years of exploration 1934-1935 found that there was a difference between the borderlines in the map and the real watershed line (International Court of Justice, 1962).

Therefore, when considering this case, it is clear that the Siamese government at that time acquiesce that France had sovereignty over the Preah Vihear area. Following the judgment of the International Court of Justice in the case of the boundary dispute on 15 June 1962, which judged the Temple of Preah Vihear belonged to Cambodia, with a vote of 9 to 3. The verdict also required Thailand to withdraw its personnel from the castle and nearby areas. This is because the International Court of Justice assumed that Thailand or Siam in the past had accepted French sovereignty over this area for more than 50 years by international law on estoppel principles. In addition, the decision by 7 to 5 votes required Thailand to return antiquities brought from the Temple of Preah Vihear since 1954, which is also the year that Thailand had taken over the area (International Court of Justice, 1962).

It is clear that after the International Court of Justice has issued such a verdict, the Thai government at that time had sent a letter to the United Nations Secretary-General to protest the judgment of the International Court of Justice, claiming that the judgment was against the law and justice. In addition, Thailand also reserved the right to claim the Temple of Preah Vihear in the future. However, the judgment of the International Court of Justice shall be binding on the party in connection with the case in question and are final without any appeal. And to bring the case back into consideration can be done if there is new evidence and must be done within ten years. However, although the parties may not be able to appeal a judgment of the International Court of Justice. But the parties were able to ask the court to review the verdict when the facts which were the deciding factor were discovered, while the judgment was made, both the court and the parties requesting a review of the verdict were unaware.

This boundary dispute between Cambodia and Thailand seems to have been suppressed for more than 4 decades. Until 8 March 2005, Cambodia proposed to UNESCO to register the Temple of Preah Vihear as the official World Heritage Site. Later the UNESCO World Heritage Center in Paris, asked Cambodia to submit new documents about the buffer zone of the castle and advice to cooperate with Thailand. Cambodia submitted a request for registration of the Temple of Preah Vihear again. At this time, Thailand submitted a memo to the Cambodian Ambassador and proposed transboundary property. Finally, the World Heritage Committee resolved to postpone the registration by requesting Cambodia and Thailand to cooperate closely.

Later on 8 July 2008, UNESCO announced the registration of Cambodia's request for the Temple of Preah Vihear to be a World Heritage Site, by registering only the castle. However, during this same period, the situation in Thailand had intensified by the People's Alliance for Democracy (PAD), a nationalist political movement in Thailand that was operating during 2005-2009. The PAD leaders aroused the masses to protest against the Cambodian government for violating Thailand's sovereignty, which the PAD claimed (Connors, 2011). They also objected to the decision to support the registration of the Temple of Preah Vihear as a World Heritage Site of the Thai government at that time. Also, the PAD filed a complaint to prosecute the relevant ministers in the government; called on Thai investors to withdraw their investments from Cambodia; called on the closure of 40 Thai-Cambodian border checkpoints; called on the cancellation of all flights from Thailand to Phnom Penh and Siem Reap of Cambodia; called on the cancellation of a plan to build a naval base at Koh Kood near the border; called on the abolition of the committee which oversees the overlap of marine areas, and supporting the announcement of the map of the Thai Marines only. (Prachatai, 2008). Eventually, the demands and the protests of the PAD developed into a conflict between Thailand and Cambodia. There were allegations from the masses until the state-level accusations. The issues that both Thailand and Cambodia used allegations between each other, mostly based on nationalism, such as land ownership in the past, ownership of cultural heritage, contempt, racism, and especially the accusation that the other party encroached on the sovereignty of the country. Repetition of nationalism discourse of both Thailand and Cambodia through various methods, whether through various media, the sedition of the masses, and the propaganda of government agencies leading to the forces of both countries to use the cannon to strike each other, blaming each other for being the first party. Cambodia has submitted a letter of complaint to the United Nations regarding the circumstances of the Thai military that had violated the Paris Peace Agreement 1991, the United Nations Charter, and the judgment of the International Court of Justice, 1962.

Subsequently, on 28 April 2011, Cambodia submitted a petition to the International Court of Justice to request the court to interpret the judgment of Khao Phra Viharn in 1962, and on the same day, Cambodia submitted a petition to the International Court of Justice requesting the court to specify protection measures as well as urgently requesting temporarily to maintain the rights of Cambodia (International Court of Justice, 2011). Cambodia submitted a 17-page petition in French to the International Court of Justice to request the court to interpret the sentence, which Cambodia states that Thailand has conflicts with the meaning and scope of the original judgment on the following issues (International Court of Justice, 2011):

Firstly, Cambodia considers that the original judgment relies on the boundary between the countries that already existed, which Thailand and Cambodia have accepted.

Secondly, Cambodia considers that the boundary is following the Annex 1 map which is attached to the Cambodian indictment which the court referred to on page 21 of the original judgment. And the court relied on this map to determine that Cambodia's sovereignty over the Temple of Preah Vihear was a direct result of the sovereignty over which the Temple of Preah Vihear was located.

Finally, the original judgment imposed that Thailand had an obligation to withdraw military force or other personnel from nearby the castle located on the border of Cambodia. Cambodia sees that such general and ongoing obligations are by the original court's verdict that Cambodia has sovereignty over the area.

Cambodia urged the International Court of Justice to decide and ordered that Thailand had an obligation to withdraw any military force or police force or other guardians that Thailand had previously stationed at the castle or near the castle (according to the chapter Operating Article 2 of the Judgment in 1962). There is a particular result of the general and ongoing obligations that Thailand must respect the territorial integrity of Cambodia, where the area of the castle and nearby areas have been demarcated by the borderline as the map claims on page 21 of the original judgment, which the court relied on as the base of judgment. The Thai government has disputed the issue of Cambodia by raising the statute of the International Court of Justice, Article 60, claiming that the interpretation of the verdict must be a continuation of the main case of the Temple of Preah Vihear case. And if the court decides by using the Annex 1 map, it will be considered in matters relating to the territory which is not under the jurisdiction of the court (Ministry of Foreign Affairs, 2011).

In terms of requesting to set up a temporary method, Cambodia has submitted a 3-page French petition to the International Court of Justice which has the following importance (International Court of Justice, 2011):

Since 22 April 2011, there were serious incidents in the area of Khao Phra Viharn and other areas along the border between Thailand and Cambodia. Resulting in people in villages in the area to die, become injured, and having to evacuate. This serious situation had taken place until the time when Cambodia submitted a petition to the International Court of Justice, which Thailand is responsible for all events. Therefore, the court needed an urgent method to protect the rights of Cambodia and prevent the conflict from becoming more violent without the court's method and Thailand continued to proceed, causing damage to the Temple of Preah Vihear, including causing people to die and suffer from clashes by weapons that are more serious. Therefore, the Cambodian government asked the court to specify the following temporary methods:

Firstly, Thailand immediately withdraws from various points in the Temple of Preah Vihear area, which is Cambodia's free and unconditional territory.

Later, Thailand is prohibited from carrying out any military operations in the Temple of Preah Vihear area.

And lastly, the court has ordered Thailand to not take any action that may interfere with Cambodia’s rights or make the conflict more violent.

In this case, the Thai government argues that the request is not qualified. The current situation is not urgent and there is no risk of irreparable damage. References to Prasat Ta Muen and Prasat Ta Kwai are not related to the Temple of Preah Vihear. And the general situation along the border of both countries is still normal. In addition, the main boundary between the two countries still has bilateral mechanisms (Ministry of Foreign Affairs, 2011).

Eventually, the International Court of Justice issued an order for the Cambodian petition requesting the court to set up a temporary method on 18 July 2011 as follows (International Court of Justice, 2011):

Firstly, the court unanimously refused to accept the request of Thailand requesting the court to withdraw the Cambodian petition which requested that the temporary method be removed from the court’s directory.

Secondly, the court has established the following temporary methods:

(1) Temporary demilitarized zone and let both countries withdraw the military personnel stationed in that area immediately and to refrain from sending any soldiers to the area, including prohibiting any military activities in that area with a resolution of 11 to 5 votes.

(2) Prohibiting Thailand from interrupting Cambodia from accessing the Temple of Preah Vihear freely or from delivering supplies without military personnel entering that castle with a resolution of 15 to 1 vote.

(3) Allowing both countries to cooperate to allow observers from ASEAN to access the temporary demilitarized zone with a resolution of 15 to 1 vote.

(4) Prohibiting both countries to perform any acts that will cause disputes to deteriorate or become more aggressive or suppressed with a resolution of 15 to 1 vote.

Third, require both countries to report to the court from time to time regarding the implementation of the above temporary measures with a resolution of 15 to 1 vote.

And lastly, for all cases which cause this order to remain in the court's control until the court has a judgment in the request for interpretation with a resolution of 15 to 1 vote.

Subsequently, on 11 November 2013, the judges of the International Court of Justice read the verdict on the case concerning the request for interpretation of the judgment of 15 June 1962 in the case concerning the Temple of Preah Vihear, which Cambodia had requested for the court to interpret again. The judges unanimously resolved to authorize the courts to accept Cambodia's request for interpretation, and there was a verdict that concluded that the promontory of Preah Vihear above the Annex I map was subject to Cambodian sovereignty. And the court considered the pivotal to this conflict, which both parties must perform their obligations with respect. Cambodia has sovereignty over the Temple of Preah Vihear area, so Thailand should withdraw all troops, police, and other forces from the area (International Court of Justice, 2013).

Considering the International Court of Justice's verdicts in such case, it can be seen that the court only ruled that it had the power to interpret the Cambodian petition but did not decide on the boundaries. Therefore, Cambodia does not acquire 4.6 square kilometers of land, also known as "Phu Makhuea" as desired. Moreover, the point to consider in this verdict is the verdict did not specify that the 1-per-200,000-square-kilometer map was part of the 1962 ruling. The International Court of Justice has recommended that both Cambodia and Thailand jointly oversee the Temple of Preah Vihear as a World Heritage Site. However, since the last verdict, the author believes there are not enough efforts on both sides to collaborate to develop such overlapping areas under the recommendations of the International Court of Justice. As can be seen from the present, the Cambodian government has ordered to block the entrance to the Temple of Preah Vihear from the Thai side. Likewise, the Thai government does not persue this issue as much as it deserves due to fears about the relationship between governments. In this case, the author views are that if both countries are not able to completely demarcate the boundaries or cannot reach an agreement then it will cause wounds in the relations between the two countries, like a time bomb that is ready to explode at any time. So, it is necessary to rely on the boundary dispute resolution mechanism to solve the boundary dispute to be suppressed based on the diplomatic principles leading the military, as well as the reserved attitude that will cause the clashes or use the violence as much as possible. In particular, the discourse on the loss of territories or the loss of national heritage to the enemy is often caused by the media of both countries.

Moreover, the boundary dispute between Thailand and Cambodia also reflects the use of nationalist ideology as a tool to support the political popularity of the politicians of both countries. Like Cambodia's Prime Minister Hun Sen, who has often relied on the issue to build political support during elections as well as many Thai politicians who campaign with the discourse to reclaim the land of the Thai nation. Therefore, if both countries can strengthen bilateral relations and are able to push forward the negotiations together, it will affect the settlement of this case. The key factors in solving the disputes effectively requires the sincerity of the governments of both countries that focuses on the use of negotiation mechanisms and seeking ways to build cooperation between Thailand and Cambodia. As well as promoting cooperation in the management and development of overlapping areas together, which will truly benefit both countries and especially the people who live in the areas.

The Boundary Dispute Settlement Mechanisms

The boundary dispute settlement mechanisms are an important tool in resolving international disputes about territories that will lead to the reconciliation of various countries, especially those with a common territory, often called "The neighboring countries". Boundary dispute resolution mechanisms can be divided into government mechanisms, regional mechanisms, and international mechanisms as follows:

In terms of government mechanisms, it is divided into bilateral mechanisms that the parties will negotiate to get a satisfactory resolution of all parties. Concrete results obtained after bilateral negotiations, mostly in the form of Treaty, Agreement, Memorandum of Understanding (MOU), and Joint Development Area (JDA), which is a joint development and exploitation on an international overlapping area arising from overlapping claims in the continental shelf. For example, Malaysia–Thailand Joint Development Area: MTJDA, to exploit petroleum resources which the governments of both countries signed a memorandum of understanding to establish the Malaysia–Thailand. This is a joint organization to manage the overlapping claim area since 1979 with a total area of approximately 7,250 square kilometers. In addition, the operation of the Joint Border Commission, Ministerial Level Committees, and Technical Level Committees is also part of the government dispute resolution mechanism (The Strategic Studies Center, 2013).

In terms of regional mechanisms, it is the process of the settlement boundary dispute in the form of multilateral cooperation under the terms or agreements that are mutually accepted by defining a meeting agenda for members to discuss and consider solving problems.

In the case of the boundary dispute between Cambodia and Thailand, the author strongly supports the use of regional mechanisms to solve problems by presenting them as a discussion point in the ASEAN regional forum for the ASEAN Member States to jointly consider proposals for the settlement of mutually acceptable disputes, especially Cambodia and Thailand under the principles established in the ASEAN Charter as follows(The ASEAN Charter, 2007):

The provisions of Chapter 1 regarding purposes and principles in Article 2 (Principles) provided that ASEAN and its Member States shall act by the following Principles: (d) reliance on peaceful settlement of disputes.

In addition, Chapter 8 on "Settlement of Disputes", also provides "General Principles" in Article 22 that the Member States shall endeavor to resolve peacefully all disputes promptly through dialogue, consultation, and negotiation. And ASEAN shall maintain and establish dispute settlement mechanisms in all fields of ASEAN cooperation.

In Article 23 on "Good offices, Conciliation and Mediation", it was stated that the Member States which are parties to a dispute may at any time agree to resort to good offices, conciliation, or mediation in order to resolve the dispute within an agreed time limit. And parties to the dispute may request the chairman of ASEAN or the Secretary-General of ASEAN, acting in an ex-officio capacity, to provide good offices, conciliation, or mediation.

In Article 24 on "Dispute Settlement Mechanisms in Specific Instruments", it was stated that disputes relating to specific ASEAN instruments shall be settled through the mechanisms and procedures provided for in such instruments. And disputes which do not concern the interpretation or application of any ASEAN instrument shall be resolved peacefully in accordance with the Treaty of Amity and Cooperation in Southeast Asia and its rules of procedure. Include, where not otherwise specifically provided, disputes which concern the interpretation or application of ASEAN economic agreements shall be settled in accordance with the ASEAN Protocol on Enhanced Dispute Settlement Mechanism.

In Article 25 on "Establishment of Dispute Settlement Mechanisms", it was stated that where not otherwise specifically provided, appropriate dispute settlement mechanisms, including arbitration, shall be established for disputes which concern the interpretation or application of this Charter and other ASEAN instruments.

In Article 26 on "Unresolved Disputes", it was stated that when a dispute remains unresolved, after the application of the preceding provisions of this Chapter, this dispute shall be referred to the ASEAN Summit, for its decision.

In Article 27 on "Compliance", it was stated that the Secretary-General of ASEAN, assisted by the ASEAN Secretariat or any other designated ASEAN body, shall monitor the compliance with the findings, recommendations, or decisions resulting from an ASEAN dispute settlement mechanism, and submit a report to the ASEAN Summit. And any Member State affected by non-compliance with the findings, recommendations, or decisions resulting from an ASEAN dispute settlement mechanism, may refer the matter to the ASEAN Summit for a decision.

In Article 28 on "United Nations Charter Provisions and Other Relevant International Procedures", it was stated that unless otherwise provided for in this Charter, Member States have the right of recourse to the modes of peaceful settlement contained in Article 33(1) of the Charter of the United Nations or any other international legal instruments to which the disputing Member States are parties. Article 33 of the Charter of the United Nations has provided that the parties to any dispute, the continuance of which is likely to endanger the maintenance of international peace and security, shall, first of all, seek a solution by negotiation, inquiry, mediation, conciliation, arbitration, judicial settlement, resort to regional agencies or arrangements, or other peaceful means of their own choice. And the Security Council shall, when it deems necessary, call upon the parties to settle their dispute by such means (The United Nations, 1945).

In terms of international mechanisms, the United Nations mechanism is used to settle disputes, including The United Nations Security Council (UNSC), The International Tribunal for the Law of the Sea (ITLOS), The International Court of Justice (ICJ), and The Permanent Court of Arbitration (PCA), etc. For these mechanisms, the author wishes to use the least international mechanisms as much as possible because the process of resolving to settle the boundary dispute that requires international mechanisms would show that the disputes were complicated and could escalate until the parties were unable to find cooperation.

Therefore, in order to successfully resolve the boundary disputes and achieve results, it is necessary to use the following factors to succeed: First, there are the governments of each country that must be sincere in resolving disputes on the basis of mutual benefit rather than seeking political popularity by relying on nationalist ideology as a tool that leads to conflicts or disputes. Together with often used international relations mechanisms or relying on diplomatic tools in the manner of seeking cooperation between the parties as much as possible. If the governments of each country can sincerely cooperate, it would inevitably support the resolution of boundary disputes and tend to cause success in the settlement of disputes or international conflicts.

In addition, the success of disputes settlement in international boundaries also depends on how much of the overlapping area is a beneficial area, such as an important strategic area, an important resource area, a remote area, a dangerous area, a war area, and so on. These various areas, especially important strategic areas, including political areas, military areas, economics areas, and natural resources areas, all require diplomatic negotiation techniques as well as techniques for demarcation in order to provide satisfactory benefits to all parties. For example, the boundary dispute between Thailand and Cambodia in the Phanom Dong Rak mountain range, which is the location of the Temple of Preah Vihear (Khao Phra Viharn). Before the dispute in 2013, the way up to the Temple of Preah Vihear was on the Thai side of Kantharalak District, Sisaket Province. As a result, Thailand has always benefited from being a tourist attraction. However, after the dispute, Cambodia closed the way up to the Temple of Preah Vihear from the Thai side causing Thailand to lose areas of interest in both economic and international politics from such dispute. Therefore, the management of overlapping areas or the resolution of boundary disputes must focus on the negotiation approach to find a way to develop into a common interest area.

In the case of the boundary dispute between Cambodia and Thailand, the same type of dispute occurs in many other countries. There is a needfor public understanding about national historical context which is related to nationalist ideology. National history should be examined and rearranged without the myth of nationalism along with understanding of what happened in the past, both cooperation and conflict. It is especially necessary to understand the relationship between ancient states in the past before the emergence of modern states was a relationship without clear state boundaries. Therefore, the demarcation of boundaries according to modern state concepts and the claims of the loss of territories that occurred during the ancient state, cannot be used as a reason for claiming the overlapping area. Thus, public understanding about national historical context is a factor that will lead to the successful settlement of boundary dispute.

Although the government of each country, domestic political situation, nationalist concentration, public understanding about national historical context, international relations policy, negotiation techniques, and interest areas are the factors that contribute to success in resolving boundary dispute, the above factors may lead to failure to resolve the boundary dispute. If the implementation of government policies, dissemination of information, as well as expressing ideas and opinions of the public in a manner that provokes international conflicts.

Therefore, to ensure that the boundary dispute between ASEAN countries can be managed to achieve the goal of peace, the author strongly supports the use of regional mechanisms that are defined in the ASEAN Charter. The ASEAN Charter has important principles requiring the Member States to settle disputes by peaceful means. As well as the use of multilateral mechanisms between ASEAN countries as a method to resolve disputes between countries. Moreover, it is the people's awareness of ASEAN citizenship, stepping through the traps of nationalist ideology.

Finally, the author is very confident that if ASEAN countries cooperate and have sincerity in resolving disputes in the model of “Make love, not war with the ASEAN neighbors” then the boundary disputes can be suspended or terminated, and the ASEAN community will have a true peace community with the aim of establishing an ASEAN Political-Security Community.

Conclusion

The boundary dispute is a time bomb from the colonial era that has made the ancient states of Southeast Asia transition to modern states as a model from Western powers. Those ancient states became countries with a clearly defined territory on the map, but those territories were defined by Western powers. Later, when the countries that had been colonized had established independence, there was a dispute over international boundaries. There is a fragile problem that has a great impact on international relations with neighboring countries. Moreover, the ideological struggle with the efforts of bringing nationalism to explain the boundary disputes, such as claims of ownership, invasions, and national treasure and resource hijackings, etc. are also a great fuel that causes serious disputes and expands rapidly at the mass level.

It is undeniable that Thai society today is dominated by the conservative ideals of the powerful and the political elite rather than allowing liberal ideals to flourish. In addition, the ideology of nationalism (and/or "Royal-Nationalism Ideology") are constantly emphasized as the duty of Thai people to be aware and loyal to the nation, religion, and monarchy as the key pillar that the kingdom. Often, we have seen ideological conflicts arising from the functioning of nationalist ideology and leading to violence in Thai society, both domestic conflicts and international conflicts, especially with neighboring countries. Nationalism is therefore both a tool for building solidarity among the people of the nation and at the same time can be a tool in causing conflicts. The author therefore aims to raise Thailand as a case study of the use of nationalist ideology as a political tool to remind and point out that modern society should transcend national borders to global citizenship, where people live on the basis of indivisible humanism rather than nationalism.

The boundary disputes that escalate and widen to the masses are essential to the ability of governments in each country to manage conflicts, both domestic and international issues. The implementation of government policies should be for the preservation of national interests under the needs of the public as well as maintaining the level of international cooperation with the parties to the dispute as much as possible. In addition, the government will have to choose the method that requires the use of armament as a last resort or if possible, never to use armaments.

Lastly, all of this requires the effective government to administer the country together with a bias-free understanding of the people in the country. It also requires love and understanding of neighboring countries, creating a sense of common roots and a shared history when the lands were still without boundaries, as well as the awareness of ASEAN citizenship. And the use of the mechanisms of the ASEAN community that have provisions in the ASEAN Charter such as multilateral mechanisms that allow dialogue to find a solution to the dispute that will bring peace within the region, or the model of "Make love, not war with the ASEAN neighbors".

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Book Review: How Finance Works: The HBR Guide to Thinking Smart about the Numbers

Nattapan Tantikul & Wanvitu Soranarak

Book Title:	How Finance Works: The HBR Guide to Thinking Smart about the Numbers
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You might have an unanswerable question why you should learn finance, and you might think that people who need to study and understand finance are only those who work in finance and banking industry. If you think so, this is a perfect time you should reconsider your perspective. Whether you become aware of it or not, financial activities, events and transactions involving the movement of cash inflows and outflows such as purchasing and selling assets or selling bonds and stocks, are around you, and it is very likely that you use finance every day. Consequently, nowadays, learning finance should be considered as one of the basic requirements of modern knowledge that will have a huge impact on your life.

In this book, the author, Mihir A. Desai, who is a professor at Harvard Business School, explains key fundamental concepts of finance through interesting real-life case studies, color illustrations, and exercises with multiple choice questions and answers from Chapter 1: Financial Analysis, Chapter 2: The Finance Perspective, Chapter 3: The Financial Ecosystem, Chapter 4: Sources of Value Creation, Chapter 5: The Arts and Sciences of Valuation, and Chapter 6: Capital Allocation. Specifically, in Chapter 1, you will learn about financial analysis which focuses on some of the accounting technical terms, e.g., assets, liabilities and shareholders' equity, financial statements, e.g., balance sheet and income statement, and financial ratios, e.g., liquidity ratio, profitability ratio, efficiency ratio and leverage ratio including the Dupont framework. At the end of this chapter, you will understand about the benefits and limitations of the numbers and financial ratios presented in any financial statements that should make you ponder more carefully whenever you analyze financial information.

In Chapter 2, the author points to some weaknesses of the accounting information especially the net profit. Due to accrual basis and conservatism concept in accounting, net profit completely differs from cash and cash equivalents. Thus, when you want to assess the liquidity level and liquidity risk of any company, you cannot look at the company's net profit, but instead you must look for the item called cash and cash equivalents in the balance sheet and analyze the movement of cash and cash equivalents in the statement of cash flows. In addition, you should calculate working capital, cash cycle and free cash flow, or at least, you should use earnings before interest and tax (EBIT) or earnings before interest, tax, depreciation, and amortization (EBITDA) for your decision making. Finally, the author introduces the concept of time value of money and discounted cash flows (DCF) analysis which is one of the most effective valuation methods famously used to estimate the value of any investment based on its expected future free cash flows (FCF).

Next, the author discusses the knowledge about financial ecosystem in Chapter 3. Normally, the financial ecosystem involves "the entire range of market players in the financial system that have a role in efficient and sound capital allocation to sustainable, value adding projects, by matching savers and investors" (IGI Global, 2022). Thus, you will learn how the real-life capital markets is, and what the main market players such as companies, analysts, institutional investors, investment banks and broker-dealers, the medias, and households or savers do. The author goes on to introduce the problem of asymmetric information, agency problem, and conflict of interests that will lead to one of the author's conclusions that finance is normally not about money and cash, but its main point is on information and incentives among the market players.

In Chapter 4, you will learn how to create the firm's value. Generally, the firm's value is created when the firm's expected return on equity (ROE) has been more than its cost of capital for a long period of time (or at least, long enough). Besides, due to the fact that the higher the reinvestment rate, the better the rate of return, to create value, the firm's reinvestment rate must be high (or at least, high enough). Next, you will understand about the weighted average cost of capital (WACC), the differences between cost of debt (rD) and cost of equity (rE), the optimal capital structure, how to calculate rD and rE by using capital asset pricing model (CAPM), as well as the three common mistakes with WACC that should be a concern to you.

Next, the basic concepts of many valuation methods are presented in Chapter 5. In sum, the author shows the four valuation methods which are (1) Payback Period, (2) Internal Rate of Return (IRR), (3) Multiples and (4) Discounted Cash Flows (DCF) which is considered the most effective and the most famous method among the four valuation methods. Apart from presenting the formulas and how to analyze the calculated values in each method, the author also presents the pros and cons of each one. At the end, the three ordinary valuation mistakes such as ignoring incentives, exaggerating synergies and underestimating capital intensity are indicated as forewarnings.

Finally, in Chapter 6, after acquiring enough free cash flows, it is time for management to make difficult decisions regarding how to allocate firm's capital effectively and effectively. From the capital allocation decision-making chart summary presented in the book, management can choose to retain free cash flows and decide to either have an organic expansion or become involved with merger & acquisition. On the other hand, management can choose to distribute the firm's free cash flows through dividend payment or a share buyback program. However, no matter what alternatives the management choose, the most important criterion is that the chosen alternative must create (not destroy) firm's value, and always have positive net present value (NPV).

Overall, in my opinion, although the author tried very hard to explain the basic key concepts of finance concisely through some real-life case studies and color illustrations, this book is still a bit too tough for beginners who have never taken any finance course and are not familiar with any accounting or financial terms at all. However, it should be perfect for those who already have some fundamental financial knowledge in the past and want to brush up on it. As an accounting instructor, although I might not feel good when the author (kind of) blame accounting regarding conservatism and accrual basis, but with some basic financial knowledge, I confess that I do have fun when reading this book. Although, it is a challenging book for someone without accounting and financial backgrounds, I would like to recommend this book to everyone. It will enable the reader to understand the financial concepts through comprehensive and practical approaches.

However, because this book has a Thai version, and I had a chance to read it, I want to raise some interesting points that might cause critical confusions for

Thais. First, all real-life case studies in this book are from USA companies. Therefore, there are some companies that the Thai reader might have never heard of, and it is surely hard to understand the nature of those companies clearly. Second, the author used the word "Balance Sheet" for the statement that shows financial position of the company. Nevertheless, in Thailand, in accordance with Thai Accounting Standards (TAS) 1: Presentation of Financial Statements, we call the statement that presents assets, liabilities and shareholders' equity as "The Statement of Financial Position". Thus, if you read any financial statements of Thai companies, you absolutely will not see the balance sheet, and that might make any beginner very confused. Third, some translated words are not correct; for example, according to TAS 16: Property, Plant and Equipment, the term "Property, Plant and Equipment" should be translated to "ที่ดิน อาคาร และอุปกรณ์", not "ที่ดิน โรงงาน และอุปกรณ์". Furthermore, according to TAS 38: Intangible Assets, the term "Intangible assets" should be translated to "สินทรัพย์ไม่มีตัวตน", not "สินทรัพย์ที่จับต้องไม่ได้". I think these errors in translation might also trigger some confusions to persons who are new to or inexperienced in the accounting and finance field.

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IGI Global. (2022). *What is Financial Ecosystem.* Retrieved from https://www.igi-global.com/dictionary/eu-fintech-index/92659

Guidelines for Writing and Submitting Original Manuscripts for Publication in Journal of Multidisciplinary in Social Sciences

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1.2.5 A footnote must be placed on the first page of the article with the text “*Corresponding Author”, the next line of text should contain “e-mail”, and the final line “**Affiliations” which specifies funding sources and agencies, for example “This research was supported by research grants from Suan Dusit University”.

1.2.6 “Abstract” in English must be 14.5 pt. font, bolded, left aligned, and placed below the Thai keywords section. Abstract text must be 14 pt. font, with 1 tab indentation from left and right margins.

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