

Political Participation of New Generation in the Upper Northeastern Region Cluster 2 of Thailand

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Abstract

In the 21st century, a new generation's political awakening necessitates swift change of traditional political practices to align with modern values. The purpose of this research is to investigate the factors that influence new generation political participation in Thailand's upper northeastern region cluster 2. Using simple random sampling, this research included 400 participants from the new generation. Questionnaires are utilized as research tools. Validity and reliability evaluations were performed to assess instrument quality. Data is collected using 5-point Likert scale surveys, which have a reliability score of 0.944. Statistics used in data analysis include frequency, percentage, mean, standard deviation, Pearson's correlation analysis, and multiple regression analysis. The research indicated that political communication and political knowledge significantly influence political participation, with standardized coefficients (β) of 0.206 and 0.187, respectively at the 0.05 level. As a result, policy recommendations for political knowledge transmission and idea exchange through two-way flow experiences should be developed to increase long-term political participation in elections, political party support, political rallies, and other political activities.

Keywords: political communication, political ideology, political knowledge, political participation, political stimulus