

**ONLINE PARTICIPATORY COMMUNICATION ON  
VOLUNTEERING COMMUNITIES SNSs  
FOR SOCIAL PROBLEM SOLVING**



**A Thesis Submitted in Partial Fulfillment of the Requirements for the  
Degree of Doctor of Information Science in Information Technology**

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การสื่อสารออนไลน์แบบมีส่วนร่วมบนเว็บไซต์เครือข่ายสังคมในงานจิตอาสา  
เพื่อการแก้ไขปัญหาสังคม



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VOLUNTEERING COMMUNITIES SNSs FOR SOCIAL  
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Suranaree University of Technology has approved this thesis submitted in partial fulfillment of the requirements for the Degree of Doctor of Information Science in Information Technology.

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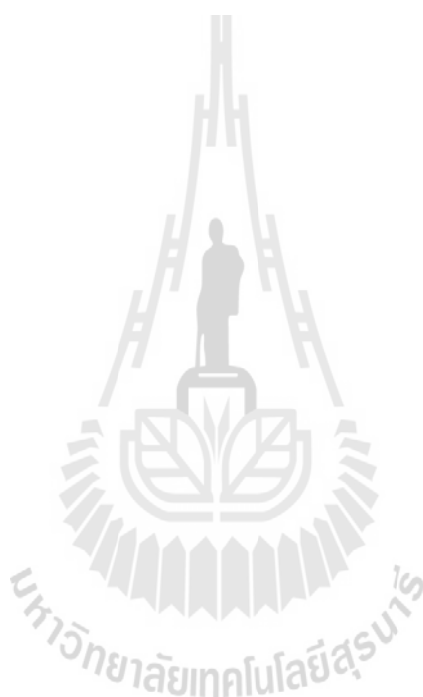
องค์การสหประชาชาติระบุว่างานจิตอาสามีความสำคัญต่อการพัฒนาประเทศ ขณะที่องค์กรระหว่างประเทศด้านจิตอาสาแนะนำให้องค์กรจิตอาสาเว็บไซต์เครือข่ายสังคม หรือ SNSs มาใช้เพื่อเสริมศักยภาพการดำเนินงานจิตอาสา ในประเทศไทยการใช้งานเว็บไซต์เครือข่ายสังคมได้เพิ่มโอกาสให้ผู้คนจากทุกภาคส่วนเข้ามามีส่วนร่วมในงานจิตอาสา อย่างไรก็ตามกลับมีงานวิจัยเพียงส่วนน้อยเท่านั้นที่ศึกษาถึงศักยภาพของเว็บไซต์เครือข่ายสังคมในงานจิตอาสาในการสร้างการมีส่วนร่วมเพื่อการแก้ไขปัญหาสังคม ดังนั้นการศึกษานี้จึงมุ่งสำรวจการสื่อสารออนไลน์แบบมีส่วนร่วมบนเฟซบุ๊กและทวิตเตอร์เพื่อการแก้ไขปัญหาสังคมด้วยการวิเคราะห์เนื้อหาเว็บไซต์เครือข่ายสังคมในงานจิตอาสาขององค์กรจิตอาสาในประเทศไทยซึ่งคัดเลือกด้วยเทคนิคสโนว์บอลจำนวน 20 เว็บไซต์ สัมภาษณ์ถึงโครงสร้างผู้ดูแล จำนวน 7 คน ตลอดจนการสำรวจสมาชิกเว็บไซต์เครือข่ายสังคมในงานจิตอาสาจำนวน 408 คน ผ่านแบบสอบถามออนไลน์

ผลการศึกษา พบว่า คุณลักษณะและการใช้งานเว็บไซต์เครือข่ายสังคมในงานจิตอาสา มีความแตกต่างกันตามลักษณะการดำเนินงานขององค์กรจิตอาสา องค์กรจิตอาสาส่วนใหญ่ใช้กลยุทธ์ภาพประกอบข้อความในการนำเสนอข้อมูลและใช้ SNSs เพื่อต่อการสื่อสารแบบมีส่วนร่วมด้วยการสนับสนุนการสื่อสารในแนวระนาบ โดยภาพรวมการสื่อสารบนเว็บไซต์เครือข่ายสังคมในงานจิตอาสาเป็นการสื่อสารแบบหลายทิศทาง (Multi-way Communication) อย่างไรก็ตามการโพสต์ข้อความเริ่มต้นขององค์กรส่วนใหญ่กลับเป็นไปในลักษณะของการสื่อสารทางเดียว ขณะที่ข้อความเริ่มต้นของสมาชิกส่วนใหญ่เป็นการสื่อสารสองทางอย่างเป็นระบบ

สมาชิกส่วนใหญ่มีส่วนร่วมในเว็บไซต์เครือข่ายสังคมในงานจิตอาสาในรูปแบบของการอ่านและหรือการคลิกไลค์หรือคลิกเฟเวอริตเท่านั้น ผลการศึกษายังพบว่า องค์ประกอบของการสื่อสารออนไลน์แบบมีส่วนร่วมทั้ง 14 องค์ประกอบ (อันได้แก่ ความสามารถขององค์กร การเข้าถึง SNSs ของสมาชิก ความเท่าเทียมในการมีส่วนร่วม การนำไปปฏิบัติ บุคลิกลักษณะของสมาชิก ทักษะการอำนวยความสะดวกของผู้ดูแล SNSs คุณลักษณะของ SNSs การเชื่อมโยงข้อมูลกับภายนอก เครือข่าย ความเกี่ยวข้องกับประเด็นปัญหาของสมาชิก ลักษณะสาร การแลกเปลี่ยนข้อมูลระหว่างสมาชิก ความไว้วางใจ และการรวมกลุ่มทางสังคม) ล้วนส่งผลกระทบต่อความร่วมมือของสมาชิกบนเว็บไซต์เครือข่ายสังคมในงานจิตอาสาในระดับสูง



องค์กรจิตอาสาเห็นว่าเว็บไซต์เครือข่ายสังคมให้ประโยชน์กับงานจิตอาสาออนไลน์และออฟไลน์ทั้งทางตรงและทางอ้อม ขณะที่สองในสามของสมาชิกมีความเห็นว่าการมีส่วนร่วมออนไลน์ของตนส่งผลต่อการแก้ไขปัญหาสังคม ผลการศึกษานี้อาจปรับใช้กับองค์กรจิตอาสาอื่นๆ ที่ต้องการปรับปรุงการสื่อสารออนไลน์แบบมีส่วนร่วมเพื่อจูงใจให้คนมีส่วนร่วมกับการดำเนินงานขององค์กรด้วยการเพิ่มการใช้งานไดอะล็อกฟีดแบ็ก การสร้างฐานข้อมูลสมาชิก การนำเสนอข้อความเริ่มต้นด้วยการเชิญชวนให้สมาชิกมีส่วนร่วมในงานจิตอาสา และให้ความใส่ใจต่อการตอบสนองต่อข้อความที่สมาชิกตอบกลับองค์กรอย่างต่อเนื่อง



ROONGKAN MUSAKOPHAS : ONLINE PARTICIPATORY COMMUNICATION  
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ONLINE PARTICIPATORY COMMUNICATION/ VOLUNTEERING  
COMMUNITY SNSs/ SOCIAL PROBLEM SOLVING

United Nations has reported that volunteer work is important for country development. While, international volunteer organizations have recommended volunteer organization to employ social networking sites or SNSs to increase the effectiveness of volunteer work. In Thailand, volunteering community SNSs are utilized to enable people from all sectors in Thailand to participate in volunteer. However, little research is examined about volunteering community SNSs' potential as public participation-building tools for social problem solving. Therefore this study explored online participatory communication process on Facebook and Twitter for solving social problems through a content analysis of selecting 20 volunteering community SNSs of volunteer organizations in Thailand from snowball sampling technique, a se-mi structured interview with 7 administrators, and an online questionnaire survey of 408 people as members of these volunteering community SNSs.

It was found that characteristic and usage of volunteering community SNSs was different by volunteer organizations' operation. All volunteer organizations employed strategy of using the picture as a supporting message for presenting information on volunteering community SNSs and utilized SNSs to facilitate online participatory communication by supporting horizontal communication. The overview

of communication on volunteering community SNSs was multi-way communication. However, the majority of initiative posts by volunteer organizations on volunteering community SNSs were one-way symmetrical communication. Whereas most initiative posts by members on volunteering community SNSs were two-way symmetrical communication.

Most members participated in reading messages and/ or clicking “Like” or “Favorite” button only. It also showed that 14 elements of online participatory communication (organizational capacity, accessibility to SNSs, equity of participation, reflection, personality of member, key facilitation skills of SNSs administrator, SNSs characteristic, online external linkages, networking, relevant to the problems, message attribute, information exchanging, trustworthiness, and social cohesion) highly affected public participation on Facebook and Twitter.

Moreover, volunteer organizations thought that volunteering community SNSs affected online and offline volunteering communities in the form of direct and indirect benefits. While, two thirds of members thought that their online participations on volunteering community SNSs could solve social problems. The result of this study may be applied for other volunteer organizations that need to improve online participatory communication in order to motivate people to participate in their operation by increasing the using of dialogic features of SNSs, building membership database, presenting initiative posts by inviting members to participate in volunteer work, and paying attention to responding to the answering messages from the members continuously.

School of Information Technology

Student’s Signature \_\_\_\_\_

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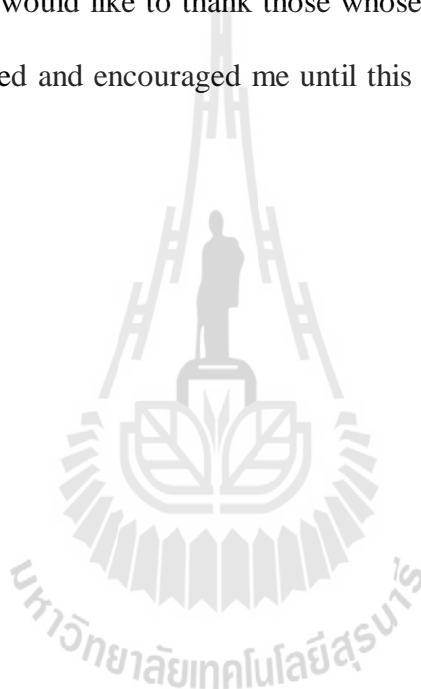
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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

The report of United Nations has indicated that volunteer work is an important activity for country development. It plays roles in developing society and economy, solving the problems of environment and health, reducing poverty, reducing technological and sexual discrimination, improving the quality of people's lives, and coping with the natural disaster crises (2001a: 8-37). Therefore, in 1970 United Nations General Assembly Resolution 2659 (XXV) launch United Nation Volunteers (UNV) programme (United Nation [UN], United Nation Volunteers [UNV], www, 2001b).

In Thailand, volunteer work began in the reign of King Rama 5. According to the paper entitled "The Potential and the Role of Non Government Organizations (NGOs) in Thailand", "Orphanage" was the first volunteer unit in Thailand. It was established by the donation of Her Royal Highness Pravimadather Krompra Suddhasininart in 1890. (Sangkom Kunkanakornsakul, www, 2004). Today it is known as "Rajvithi Home for Girls". (Rajvithi Home for Girls, www, 2006).

Thai volunteer work has been included as a part of the National Economic and Social Development Plan (NESD) of Thailand firstly in the Third Plan (employed between 1972 and 1976) until Eleven Plan (current Plan). Each plan is different in the detail. For instance, the Third Plan focused on volunteer work for rural development, and the Fourth Plan highlighted volunteer work for solving economic and social



problems, building good public health, helping victims from disasters, and protecting and securing the rural communities. The current plan (between 2012 and 2016), however has developed strategies to improve volunteer system to be more effective, focused on training and contributed knowledge of natural disaster management. In addition, the Eleventh NESD has supported Thai people to volunteer for solving problems in their communities and Thai society (Office of the National Economic and Social Development Board, www, 2008).

However, Thai people were extremely aware with volunteer work after the Tsunami disaster on 26 December 2004. The disaster showed the stronger cooperation of Thai people from public, private and civil sectors in helping victims. (Wanchai Tantiwithayaphitak, 2010: 71; Weeraboon Wisartsakul, 2011: 2; Kanchita Prapruettam, www, 2010). This cooperation also led to build online network collaboration in the form of online volunteering.

Many organizations which provided assistance for the victims of Tsunami disasters agreed that the online network collaboration is the best way to empower one another and drive sustainable volunteer work in Thai society. Thus, these organizations have established online network collaboration in the name of “VolunteerSpirit Network” or in Thai as “Kreukai Jit Ar Sa” (เครือข่ายจิตอาสา). The network is responsible for promoting and increasing Thai society consciousness of the value of volunteer work, encouraging more people to be volunteers, supporting and exchanging information between volunteers and volunteer organizations for more effective collaboration, increasing cooperation among various volunteer organizations and managing Thai volunteer system to be more efficient. (VolunteerSpirit Network, www, 2004)

This online network volunteering of collaboration derived from the Internet technology. The Internet expands the opportunities to people from all walks of life to be online volunteers. (Ellis and Cravens, 2000: 2; World Volunteer Web, www, 2005). “Online volunteering” means volunteer work completed, in whole or in part, through the Internet at home, workplace, or public access computer. It is sometimes known as virtual volunteering, cyber service, telementoring, teletutoring or online mentoring (Ellis and Cravens, 2000: 1; Cravens, 2006: 16).

Social networking sites (SNSs) are the latest communication tool from the revolution of the Internet that international volunteer organizations such as the European Volunteer Center and United Nation Volunteers have suggested volunteer organizations to use SNSs to supplement their volunteer work (European Volunteer Center, 2010b: 19; International Year of Volunteers, 2011: 1). This implies that SNSs are the efficient communication tool for volunteer work.

Boyd and Ellison, (2008: 211, 213-214) two pioneering scholars in writing an article on SNSs defined SNSs as the web-based services that allow users to create individual profiles with the public through the Internet. Furthermore users are allowed to access the lists of other users that they want to share a connection, and to surf the other users’ profiles in those lists. Some SNSs allow users to enhance their profiles by adding multimedia content such as photo-sharing, video-sharing and blog writing. Moreover, most SNSs also provide instant message leaving service on their other users’ profiles.

SNSs have been highly popular among the Internet users in the world and Thailand. This trend is evident by the success of Facebook and Twitter, two popular SNSs. The data in newsroom of Facebook website reported at the end of 2013 that there were 1.23 billion monthly active Facebook users (Facebook, www, 2014a) and

the Twitter website reported on February 5, 2014 that there were 241 million monthly active twitter users at the end of 2013 (Twitter, www, 2014a). Furthermore, the report survey of top 500 web sites on 5 April 2014 in Thailand by alexa.com, which is the site ranking expert, indicated that Facebook is the site that has the second most popular, while Twitter is the ninth popular in Thailand. (alexa, www, 2014).

As these SNSs rise in popularity, Facebook and Twitter encouraged online public participation to drive solving Thai social problems and lead to the practices such as the Internet users help the flood victims via Facebook and Twitter (Khopklang, Musakophas and Polnigongit, 2011:30). The Internet users also involved in finding kidnapped children via Facebook (The Mirror Foundation, Missing Person Centre, www, 2014). Moreover, the Internet users coped with related agencies to drive the saving parrot fish for saving coral reefs campaign via Facebook (Reef Guardian Thailand, www, 2014; The Seub Nakhasathien Foundation, www, 2014).

Public participation is a concept of participatory communication, however the notion of participatory communication also involved in two-way, horizontal and equity communication (Tuftes and Mefalopoulos, 2009: 17). Participatory communication is well-known paradigm which was used for community development and problem solving within communities by their members.

Participation and its roles for developing communities are emphasized on development communication (Naido, 2010). Participatory communication, however a new paradigm of development communication, not only focus on participation but also “cultural identity of local communities and of democratization” (Servaes and Malikhao, 2005). While previous research in Thailand employed participatory communication to be a framework of study in two groups: study of investigation the

role of community media, and study of design of participatory communication as tools for solving problem or community development. Both of which focused on the three topics: (1) communication strategies, (2) types and degrees of participation, and (3) factors affecting the people participation. However, it has rarely been found in the study of Thai online communities. Only two studies were discovered which focused on especially online student communities. Patchara Chatwaree (2009) examined student community of school internet radio program and Nareerat Sroisri (2011) investigated student community of collaborative learning website.

In response to the Eleventh NESD and the suggestion of European Volunteer Center and United Nation Volunteers, this study will focus on online public participation and online participatory communication on volunteering community SNSs to gain the ways to encourage Thai people to do volunteer work. The research will also try to find out the body of knowledge how online participatory communication reacts to solve social problems which remains a challenge in Thai society.

## **1.2 Research Objectives**

1.2.1 To determine the characteristics and usage of volunteering community SNSs in Thailand.

1.2.2 To investigate online public participation in volunteering community SNSs in Thailand.

1.2.3 To examine online participatory communication on volunteering community SNSs in Thailand.

1.2.4 To find out the effects of online participatory communication on volunteering community SNSs in Thailand in solving social problems for Thai society.

### **1.3 Research Questions**

1.3.1 What are the characteristics of volunteering community SNSs in Thailand?

1.3.2 How do volunteer organizations employ volunteering community SNSs in Thailand?

1.3.3 What are the characteristics of online participation of members on volunteering community SNSs in Thailand?

1.3.4 What are the elements of online participatory communication which affects to online participation of members on volunteering community SNSs in Thailand?

1.3.5 What are the contributions of online participatory communication on volunteering community SNSs in Thailand to volunteer organization?

1.3.6 How does online participation of members on volunteering community SNSs in Thailand affect to solve social problem in Thai society?

1.3.7 What are the personnel characteristics of members on volunteering community SNSs in Thailand affecting to online participation in volunteering community SNSs in Thailand?

1.3.8 What are the roles of volunteer organizations in facilitation online participatory communication on volunteering community SNSs in Thailand?

1.3.9 What are the online participatory communication strategies of volunteer organizations on volunteering community SNSs in Thailand?

1.3.10 What are the characteristics of messages of online participatory communication on volunteering community SNSs in Thailand?

## 1.4 Research Propositions

1.4.1 Volunteer organizations' websites and or volunteer organizations' SNSs emphasized dialogic communication in the form of dialogic loop feature less than other features (Bortree and Seltzerb, 2009; and Ingenhoff and Koeling, 2009). Thus, dialogic loop feature are less occurrence on volunteering community SNSs in Thailand than ease of interface, usefulness of information, conservation of members, and generation of return member features.

1.4.2 Most nonprofit organizations aimed at employing SNSs to increase the awareness of organizations more than engaging the members to participate in their activities.(Waters, Burnett, Lamm and Lucas, 2009; Ogden and Starita, 2009; Hauswirth, 2010; Miller 2011; Parker 2011 and NTEN, Common Knowledge and Blackbaud, 2012). Therefore, most volunteer organizations in this study will utilize volunteering community SNSs in order to publicize organizational information more than invite the online members to participate in other forms of volunteer works.

1.4.3 The largest members participated in general and charity online communities as lurkers, which are the members who read or observe, but don't contribute content on the web (Nielsen, www, 2006; and Nielsen, www, 2009). So, most online members participated in volunteering community SNSs in Thailand as readers or observers more than other forms of participation.

1.4.4 The top three elements of online participatory communication factors affecting public participation of most studies in Thailand were interpersonal communication, connection to the problems, and supporting from related agencies as well as the skills of facilitators, respectively. Hence, these elements will be the most effect on online participation in volunteering community SNSs in Thailand.

1.4.5 Facebook Page has increased visibility of nonprofit organizations and provided the way to connect with the community (Hauswirth, 2010). Thus, online participatory communication on volunteering community SNSs in Thailand will ease volunteer organizations become more well-known and be linkage between volunteer organization and their community.

1.4.6 People with different age, occupation and education, had significant difference on participation in social issues on NGOs web sites (Porntip Sirichusub, 1999) and philanthropy (Passakorn Kowint, 2010). In addition, most virtual volunteers most had previous onsite volunteering experience (Mukherjee, 2011). In addition, work experience are the point of departure for participation (Gustavsen (1992), and Gustavsen and Engelstad (1986) quoted in Gustaven 2004). Moreover, top three factors affecting participation in volunteer work of most studies in Thailand consisted of age, duration to be a volunteer, and education, respectively. For this reason, members with different age, occupation, education, volunteering experience, and duration to be a volunteer had significant difference on online participation in volunteering community SNSs in Thailand.

1.4.7 The top two communication strategies that were employed to support participatory communication of most studies in Thailand were two-way communication as well as building network collaboration between the community and the community or between communities and outside agencies, and connection to the problems of members as well as using multi-media and multi-channels to communication. Consequently, online participatory communication strategies of volunteer organizations on volunteering community SNSs in Thailand will consist of these strategies.

## 1.5 Scope and Limitations of the Study

This research was conducted to determine online participatory communication on volunteering community SNSs in Thailand. 12 volunteer organizations that employed social networking sites in the form of Facebook and/or Twitter were selected to study. These volunteering community SNSs had to make social movements or enable some changes in Thai society and were used on October, 2014. To achieve the goal, three research tools were employed, a content analysis of selecting 20 volunteering community SNSs of 12 volunteer organizations, se-mi structured interviews with 7 administrators of these 20 volunteering community SNSs, and an online questionnaire survey of 408 people as members of these volunteering community SNSs between November, 2014 and August, 2015.

## 1.6 Expected Results

1.6.1 To understand the online participatory communication, and the online public participation in Thai volunteer works on volunteering community SNSs in Thailand.

1.6.2 To gain the guidelines for volunteer organizations about how to improve the communication for Thai volunteer work on volunteering community SNSs in Thailand.

1.6.3 To obtain the ways to encourage online public participation in Thai society via online communities.

## 1.7 Definitions of Terms

1.7.1 **Social networking sites or SNSs.** The websites that allow the users to present their identities on the Internet by telling their personal information to others. The users also connect themselves to other users who are on the list of friends whom



users want to mutually exchange the information. The shared information is based on the available service of website such as messages, pictures or video clips. This study focuses only on Facebook and Twitter.

**1.7.2 Volunteering community SNSs.** Social networking sites are utilized by the volunteering community to operate volunteer works. This study focuses on volunteering communities that are managed by volunteer organizations. Volunteering community SNSs of this study consist of administrators who are representative of volunteer organizations and Internet users who are members of volunteering community SNSs in Thailand.

**1.7.3 Volunteer organizations.** Organizations whose primary mission is giving and helping other people without seeking profit or payment return. Their name may be called organizations or foundations or associations or nonprofits or public benefit organization or units that are called something else. These include volunteer coordinators and volunteer initiators.

**1.7.4 Volunteer coordinators.** Volunteer organizations that intended to be center between volunteers and other organizations. Volunteer organizations in this group consist of JitArsa Bank (JB), SiamAsra (SA), and VolunteerSpirit Network (VSN).

**1.7.5 Volunteer initiators.** Volunteer organizations that created volunteer works by themselves. Volunteer organizations in this group consist of 1500 Miles Foundation (1500Miles), ArsaDusit (AD), Boonvolunteer (BV), Dog Nation Team (DNT), Generation of Volunteer (Gen-V), Happy Seed Group (HSG), Jivita Sikkhalay Club (JSC), The Mirror Foundation (MF), and Thai Flood (TF).

**1.7.6 Volunteer works.** Activities or actions of giving and helping other people in SNSs volunteering communities that are managed by volunteer organizations.

1.7.7 **Member.** An Internet user who has participated in SNSs volunteering communities at least one form by clicking the “Like” button of each the volunteer organization’s Facebook Fanpage or clicking the “Follow” button of each the volunteer organization’s Twitter.

1.7.8 **Participatory communication.** Two-way communication based on dialogue between people, groups, and organizations, which empowers various stakeholders to equitably share and exchange information, knowledge, and experience.

1.7.9 **Online participatory communication.** Communication process designing via the Internet based on dialogue and people participation, which allows all stakeholders to share and exchange information, perceptions, and ideas about situation in their community that they need to solve or improve in a two-way horizontal process.

1.7.10 **Online participation.** Various forms in which members of volunteering community SNSs take part in activities or actions of giving and helping other people. These forms consist of 1) originating volunteer activities and mobilizing helps by self, 2) involving decision making related to the policy of volunteer organization’s operation, 3) participating in various forms of volunteer works such as doing volunteer work, mobilizing donation of money or things, coordinating, inviting other people to join volunteer activities, 4) posting messages to provide useful information or express idea for volunteer organization’s operation, 5) posting messages to respond when volunteer organization asked questions or request information about volunteer activities, 6) sharing or retweeting volunteer organization’s information to external networking, 7) posting messages to request information from volunteer organization and 8) reading messages and or clicking the “Like” or the “Favorite” button only.

## **CHAPTER 2**

### **REVIEW OF THE LITERATURE**

This chapter aims at offering the theoretical background of this study. There are five main topics that serve as the foundation for investigation of “Online participatory communication on volunteering communities SNSs for social problem solving”. Firstly, the concept of social networking sites (SNSs) will be discussed as to provide the background and the features that facilitate participatory communication. Online volunteering will be the next topic of discussion including examples from earlier studies, before highlighting in volunteering communities SNSs. The discussion will also explore the public participation types in offline and online contexts, especially participation in volunteer works leading to online participation in volunteering communities SNSs. In addition, the background and the elements of participatory communication concept affecting to public participation in solving social problems will be discussed. Finally, these topics which support this study will draw in the form of conceptual framework of the study. Each detail was described below.

#### **2.1 Social Networking Sites (SNSs)**

Although there are many forms of computer mediated communication (CMC) on the Internet, only one form, SNSs, is more popular than others. The success of Facebook and Twitter as mentioned in chapter 1 was evident of this popularity. Therefore, this study emphasized the usage of SNSs (of the volunteer organization).

### **2.1.1 Background of social networking sites**

SNSs is based on offline social network concept (Banbersta, 2010: 7; Garton, Haythornthwaite and Wellman, 1999: 75; O'Murchu, Breslin and Decker, 2004: 10; Rutledge, 2008: 132). In general a social network is a set of network members that are connected by a set of one or more relations (Hanneman and Riddle, 2005: 18; Knoke and Yang, 2008: 8; Marin and Wellman, 2011: 11) on the basis of similar interests (Banbersta, 2010: 7). Networks can have few or many members, and there are one or more kinds of relations between each pair of members in the population (Hanneman and Riddle, 2005: 18). Thus, building relationship is at heart of networking (Rutledge, 2008: 132). In addition, a social network plays a fundamental role as a medium for the spread of information, ideas, and influence among its members (Kempe, Kleinberg and Tardos, 2003: 137)

Likewise, Kolbitsch and Maurer (2006: 202) explained SNSs based on Milgram's findings in 1967. Milgram stated that any two random individuals are connected with each other by a chain of six persons. From this concept, Kolbitsch and Maurer noted that SNSs provide a space where members can keep their relationships, chat and share information with each other, build new relationships via existing friends, and view the personal information of friends and friends of their friends. Thus, everyone in SNSs is automatically connected to at least one other person (2006: 202).

### **2.1.2 Definition of social networking sites**

Boyd and Ellison, (2008: 211, 213-214) two pioneering scholars in writing an article on SNSs defined SNSs that it is web-based services that allow users to create individual profiles with the public through the Internet. Including, users can connect to lists of other users that they want to share a connection and can surf the other users'

profile in their list. Some SNSs allow users to enhance their profiles by adding multimedia content such as photo-sharing, video-sharing and blog writing. Moreover most SNSs also provide instant message leaving service on their other users' profile.

Kaplan and Haenlein (2010: 63) stated that SNSs are applications that allow the Internet users to connect to each other by generating personal information profiles (including photos, video, audio files, and blogs), inviting friends and/ or colleagues to have access to their profiles, and sending as well as replying instant messages.

Pisek Chainirun (2010: 29) defined SNSs is a network that users associated with their friends and form their network to become their society. Users express their identity by create the profile, which contains personal information, photos, notes, link video and others. Moreover, users can increase the number of friends in the network via inviting friends, finding friend, and creating new friends from friends of their friend features.

Banbersta (2010: 11) defined SNSs is a web-based service that enable the Internet users to build their public profile and allow the Internet users for interaction with others.

McManus (2010: 5) noted that SNSs has is websites that provide communication tools to the Internet users to connect with their social circle and find new friends.

Hence, SNSs mean web-based service which focused on building and maintaining relationship that enable the Internet users to show their identity through creating their personal information to tell to others. Users can also connect with others that are on the friends list on their personal information and they can use tools to

increase a number of friends that are already a part of their offline social network and new friends from strangers and a friend of a friend on their friends list. They can connect with other by vary forms of communication such as messages, pictures or video clips that depend on the services available on each site.

### **2.1.3 Social networking sites, social network sites and social media**

#### **2.1.3.1 Social networking sites and social network sites**

The term “social networking sites” and “social network site” are often used interchangeably in public discourse. Boyd and Ellison (2008: 211) explained that “networking” emphasizes on relationship starting, especially relationship between strangers. While “network” is communicating with people who are already a part of their extended social network.

#### **2.1.3.2 Social networking sites and social media sites**

The term “social networking sites” and “social media sites” have widely used. Someone has used this two terms in the same meaning while, someone has noted that they are different meaning. Kim, Jeong and Lee (2010: 216-217) noted that social networking sites started before social media sites. Classmates.com (launched in 1995) and SixDe-grees.com (launched in 1997) were the first social networking sites. Friendster (launched in 2002), MySpace, Bebo, and Facebook (launched in 2004) were the next group of social networking sites. While, social media sites started with Flickr (launched in 2004) and Youtube (launched in 2005) followed. They also explained the roughly meaning of these terms. Social networking sites are websites that enable people to connecte with other people in virtual communities. Whereas, social media sites are websites that enable people to share user-created contents (UCCs).

Brussee and Hekman (2009: 3-4) stated that social media sites are services that arise from the development of Web 2.0. In the Web 1.0, websites are read-only for most users, while the webmasters created contents in one way communication. In contrast to Web 2.0, where provide a high degree of interaction. It is a convenient platform for two-way communication among users and enables users to originate and share stories and opinions (Twitter and Blogger); share information and links (Digg, Delicious and Twine); share multimedia (Flickr and YouTube); generate and share knowledge (Wikipedia, Yahoo! Answers and SlideShare) and; create and share relations (LinkedIn, MySpace and Facebook).

From this stated, Banbersta (2010: 11) concluded that social networking sites is one forms of social media sites. In the same way as Kenney (2012: 9); Eyrich, Padman and Sweetser (2008: 413); Evans (2010: 17) and Curtis, et al. (2010: 91), they noted that there are various platforms of social media sites and social networking sites is the one.

#### **2.1.4 Elements and variables of SNSs**

Elements and variables of traditional communication can apply the same core concepts to CMC on the Internet. SNSs is one form of CMC, thus elements and variables of traditional communication can apply for SNSs as the same as CMC.

##### **2.1.4.1 Elements of communication on SNSs**

Communication process involves the interrelated elements. Ford, Knight and McDonald-Littleton, (2001: 82) emphasize the main elements that consist of participants (sender and receiver), message and feedback. Whereas Pearson, Nelson, Titsworth and Harter (2003: 16-18) include channel and noise to the elements

of communication process. While Verderber (1996: 9-13) adds one element that is context. Here is the detail of these elements.

**1) The participants/the communicators.** The participants or the communicators in communication process play the role of sender/source and receiver. The sender is the person who forms message and attempt to communicate it to others (or message initiator). The receiver is the person who receives the message (or message target), makes sense of it, understands or translate it into meaning and reacts to it. In this way, the receiver is also the sender. When the receiver responds, he is then the sender. For SNSs, sender/receiver roles are interchangeable

**2) Message.** It is the form of conveying idea, thought, or feeling through words (in writing), sound (in speech) or actions (by signals) that a person or groups of people wishes to communicate to another person or group of people.

**3) Channel.** It is the means of transportation which a message moves from source to the target of message. Messages are conveyed through sensory channels such as seeing, hearing.

**4) Feedback.** It is the receiver's action response to the sender.

**5) Noise.** It is anything that interrupts in the encoding and decoding process and reduces the clearness of message.

**6) Context.** It is background or situations that affect the expectations of the communicators. More detail of meaning of "context" the context is explained in a later topic.

#### **2.1.4.2 Variables of communication on SNSs**

There are numerous variables involved in the communication process that affect to successful communication (Verderber, 1996: 7-10; Ford et al., 2001:



82; Pearson et al., 2003: 17, FEMA, 2010: 18-19). These variables are described below.

**1) Physical or individual characteristic.** It refers to race, sex, age, and level of physical ability of the communicators

**2) Psychological attributes.** It refers to self-confidence, attitudes and value.

**3) Social context or social experiences.** It refers to social relationships between the communicators.

**4) Knowledge and skill.** It refers to education and communication skills.

**5) Cultural context.** It refers to the shared beliefs, values and norms that affect people's behaviors.

**6) Physical context.** It refers to factors in form of location, environment, the physical distant between the communicators, and the time of day.

**7) Historical context.** It refers to previous experiences that affect to the understanding between the communicators.

**8) Psychological context.** It refers to the mood and feelings that each individual brings to his/her communication.

**9) Varieties of channels.** It refers to many channels that help to increases the opportunity of successful communication.

#### **2.1.4.3 Characteristics of communication on SNSs**

Choudhury, Sundaram, John and Seligmann (2010: 62) pointed out that there are five key characteristics of online social communication as described below.

**1) Reach.** Online social communication offer scale and allow anyone to reach a global audience.

**2) Accessibility.** Everyone can reach online social communication tools at little or no cost and they can be publishers and/ or broadcasters of their own content.

**3) Usability.** Specialized skills and training are not required for online social communication. Everyone can create their contents.

**4) Recency.** Online social communication is virtually immediate responding.

**5) Permanence.** Online social communication is changeable by editing, voting etc.

#### **2.1.5 Forms of communication and features on SNSs**

Choudhury et al. (2010: 63-64) noted that there are five forms of communication on SNSs as described below.

**1) Messages.** It is a communication form that user can post short messages on their friends' profiles publicly. For example, the "Wall" Feature provided by Facebook.

**2) Blog comments/replies.** It is a communication form that provides evidence of back and forth communication among the users.

**3) Conversations around shared media artifact.** It is a communication form that allows users share media to public and other users can comment these media in the form of back and forth dialogue among users.

**4) Social actions.** It is a communication form that is representative of communication activity in the form of publicly visible action and social interaction among the users such as the "Like" Feature provided by Facebook on user statuses.

**5) Micro-blogging.** It is a communication form on Twitter that allows users

to create short conversation to public or a particular user directly. In addition, it also enables users to reproduce information by spreading information from one user to another.

While, Banbersta (2010: 8) stated that SNSs provide various communication and involvement features as described below.

**1) Profile.** This feature enables users to create and edit personnel profile, personalized URL, photos, blog etc.

**2) Security.** This feature enables users block others, report spam, and report abuse.

**3) Network features.** This feature consists of many forms such as instant messaging, photo sharing, groups creating, forums, events.

**4) Search.** This feature enables users to search other users by name, email address, school name, city, interests, and other keywords.

However, SNSs technology is constantly developing new features faster than academics listed such as communication via private messages in the form of Inbox Feature on Facebook and Direct message Feature on Twitter, communication via video live in the form of Facebook Live Feature

### **2.1.6 Popular SNSs in Thailand**

From ranking report by alaxar.com as previously mentioned, Facebook and Twitter are popular SNSs in Thailand. This part will explain the characteristics and the features of Facebook and Twitter that conducted data from their website (Facebook, www, 2014b and Twitter, www, 2014b)

#### **2.1.6.1 Facebook**

##### **1) Characteristics of Facebook**

Facebook is a space that enables the Internet users to stay

connected with their friends and family, to find what's going on in the world, and to share and show what matters to them.

## 2) Features of Facebook

**2.1) News Feed.** It is updating list of stories from friend, Pages Groups and events.

**2.2) Timeline.** It is a space where the Internet users can see their posts or posts that others tagged them by date. Timeline is a part of Facebook profile.

**2.3) Profile picture.** It is the major photo of the Internet users on their personnel profile. It was presented as a thumbnail size.

**2.4) Cover photo.** It is the large picture at the top of the Internet users' Timeline, above their profile picture. It is public picture that anyone can see it.

**2.5) Like.** It is a tool to express that the Internet users enjoy a post.

**2.6) Share.** It is a tool that the Internet users use to provide information to other people such as share photo, video, link, note and question.

**2.7) Tagging.** It is a tool that the Internet users link to other Facebook usernames to show who do activities together via the status update or photos.

**2.8) Follow.** It is an action that the Internet users can see the posts of other users who are not their friends in their News Feed.

**2.9) Chat.** It is a way for the Internet users to communicate with their friends in real-time.

**2.10) Event.** It is a feature that allows the Internet users manage meeting, reply to invitation and hold on what their friends are doing.

**2.11) Notes.** It is a feature that allows the Internet users write a longer post and share with others. It also adds photos to a note.

**2.12) Search.** It is a feature that lets the Internet users to find others and content.

### **3) Form of Facebook**

**3.1) Facebook Profile.** It is the collection of the photos, stories and experiences that representative of each the Internet user.

**3.2) Facebook Page.** It is the space where real organizations, celebrities and brands communicate with the Internet users who like them. It managed by official representatives.

**3.3) Facebook Group.** It is the space where the Internet users communicate with others about shared interests. There are three types of groups: public, secret and closed groups. For public group, posts are available for everyone. While in secret and closed groups, posts are visible to group members only.

#### **2.1.6.2 Twitter**

**1) Characteristics of Twitter.** Twitter is an information network made up of 140-character messages (including photos, videos and links) from all over the world.

#### **2) Features of Twitter**

**2.1) Profile.** It is a space for displaying information about the Internet user, as well as all the Tweets they have posted from their account.

**2.2) Timeline.** It is a space where the Internet user see all the Tweets shared by their friends and others they follow.

**2.3) Profile photo.** The Internet users can upload their personal images to their Twitter profile in the settings tab of their account.

**2.4) Header photo.** It is personal image which appears at the top of the Internet user profile.

**2.5) Bio.** It refers to a short personal description of 160 characters or fewer used to define who the Internet users are on Twitter.

**2.6) # Hashtag.** The # symbol is used to mark keywords or topics. When clicking on a hashtag, the Internet users will see other Tweets containing the same keyword or topic.

**2.7) @ Sign.** It is used to call out usernames in Tweets such as Hello @Twitter. The Internet users employ @username to send a message or link to other profiles.

**2.8) Mention.** It is a tool that the Internet users refer to others by adding the @ sign followed by their username.

**2.9) Tweet.** It is the act of posting a message.

**2.10) Retweet.** It is a tool of forwarding other users' Tweet to all of the Internet users' followers.

**2.11) Reply.** It is a tool for response to other users' Tweet that starts with the @username of that person.

**2.12) Follow.** To follow someone on Twitter is to subscribe to their Tweets or updates on the site.

**2.13) Follower.** It refers to Twitter users who have followed others.

**2.14) Following.** The Internet users' following number reflects the quantity of other Twitter users you have chosen to follow on the site.

**2.15) Direct message.** It is a tool for sending private messages from one Twitter user to another.

**2.16) Favorite.** It is a tool to mark that the Internet users appreciate something.

**2.17) Pin.** The Internet users can pin a Tweet to their profile so that when others visit The Internet users' profile page, it is the first Tweet they will see.

In summary, SNSs have become highly popular among the Internet users in Thailand, especially Facebook and Twitter. The variety features of Facebook and Twitter enable people to keep on multi-way communication with others and spread information to others rapidly. Moreover, it is easy to expand networks of people who interested in the common topics. Therefore, this study aims to examine elements, variables, and form of communication as well as characteristics, and features, of Facebook and Twitter that facilitate to online volunteering in Thailand. In addition, the researcher brought this concept as a framework to create coding sheet for content analysis and create questions related to online communication tools on Facebook and Twitter to interview these SNSs' administrators.

## **2.2 Online Volunteering**

### **2.2.1 Background of online volunteering**

Online volunteering relates to prosocial behavior. Prosocial behavior seems to support people to decide to be volunteers (Van Lange, Schippers and Balliet, 2011: 282). While online volunteering derived from prosocial behavior motivation

(Amichai-Hamburger, 2007: 3). Prosocial behavior refers to “voluntary actions that are intended to help or benefit another individual or group of individuals” (Eisenberg and Mussen, 1989:3). These actions include activities such as sharing, comforting, helping, rescuing, or defending (Guven and Winking, 2008: 179). The activities appear in terms of both instrumental and emotional support (Sukhonta Mahaarcha and Sirinan Kittisuksathit, 2010: 138).

According to Bekkers, Völker and Mollenhorst (2005: 2), prosocial behavior can divide into two parts of context; formal and informal contexts. Formal context refers to resources providing through nonprofit organization that often benefits strangers such as philanthropy. While, informal context refers to helping others who has personal relationships to each other and the helper can help the recipient directly such as talking to a depressed friend.

McGuire (1994: 50-52) explained that types of helping behaviors in the natural environment can separate into four types as show in figure 2.1

<b>Patterns for Helping</b>				
<b>Relationship between the helper and the recipient</b>		<b>Material objects or Services</b>	<b>Feelings</b>	<b>Important or Crisis services</b>
	<b>Familiars</b>	Substantial Personal Helping	Emotional Helping	Emergency Helping
	<b>Strangers</b>	Casual Helping	-	Emergency Helping

**Figure 2.1** Types of helping (adapted from McGuire, 1994)



1) **Substantial personal helping.** It refers to helping behaviors show a more personal relationship between the helper and the recipient such as cleaning room, lending a car.

2) **Casual helping.** It refers to easy helping behaviors that do not require any close bond between the helper and the recipient such as giving direction, holding a door.

3) **Emotional helping.** It refers to helping behaviors involve close relationship between the helper and the recipient and relate to emotional benefits such as listening to the problem, giving advice and providing moral support.

4) **Emergency helping.** It refers to helping behaviors involve important services to the recipient in needing help such as helping an accident victim, returning a lost wallet.

On the Internet, people can find many ways to help others. For example, they can donate funds through online charitable organizations, answer emails from people asking for help. Moreover, prosocial behaviors on the Internet are similar ways to prosocial face-to-face (FtF) interactions that consist of: (1) no pre-existing connection between the helper and the recipient (2) no expectation of the benefits in return, and (3) the requests for help do not specify the time. (Sproull, Conley, and Moon, 2005: 139-140; Amichai-Hamburger, 2007: 3).

## **2.2.2 Definition, the similar in meaning terms and typology of online volunteering**

### **2.2.2.1 Definition and the similar in meaning terms of online volunteering**

“Volunteer” derived from the Latin language and started to be used in the 14th century. It has the meaning of a person who is not forced in a limited

framework but who do everything willingly (Sunit Shrestha and Win Mektripop, 2005: 10). While, “Volunteer” in English language started to be used in the 17th century. It means an enlisted soldier, and is used for “a person who enters military service, not through obligation or as a regular soldier, but of one’s own free will”. “Volunteer” is also used in the meaning of a person who offers one’s services without expecting payment in return. (United Nation [UN], United Nation Volunteers [UNV], www, 2001c).

There are two words with writing and meanings similar to the volunteer: voluntarism and volunteerism. Voluntarism refers to everything voluntary sector of volunteer organization. While volunteerism is doing activities on a “voluntary” basis (Ellis, www, 2007).

“Online volunteering” means volunteer work completed, in whole or in part, through the Internet at a home, work, or public access computer. It is sometimes known as virtual volunteering, cyber service, telementoring, teletutoring or online mentoring (Ellis and Cravens, 2000: 1; Cravens, 2006: 16). In addition, World Volunteer Web (www, 2005) have pointed out that online volunteering is not a replacement for on-site volunteering. It is the way for people from various places over the world to connect with each other and can help each volunteer work achieve of its aims.

e-Philanthropy is another word that has the meaning relate to online volunteering. This word is used to cover multi concepts such as e-giving; e-fundraising and e-advocacy (Clohesy and Reis, 2001: 2).

#### **2.2.2.2 Typology of online volunteering**

Normally, volunteer work can separate into two main types: informal and formal volunteering. The paper of International Labour Organization (2009: 13) noted that informal volunteering as individuals participate in volunteer

activities directly, while formal volunteering as individuals participate in volunteer activities through volunteer organizations.

While the policy paper of the United Nation Volunteers (United Nation [UN], United Nation Volunteers [UNV], 1999: 4-7) classified volunteer activity into four types as follows:

**1) Mutual aid or self-help:** This type provides the social system and economic support and plays a role in the welfare of communities.

**2) Philanthropy or service to others:** It refers to the helper who self-interest in such philanthropic activity providing help to others who is not the community members.

**3) Participation:** It refers to individual role in the governance process by counseling in local development projects.

**4) Advocacy or campaigning:** It refers to the lobbying government for a change in legislation affecting the rights of disabled people or pushing for a worldwide ban on landmines.

Whereas Peña-López (2007: 146-148) analyzed websites that involve online volunteering and set up level of online collaboration and the nature of the tasks into four types:

**1) Online advocacy.** It refers to online volunteering in advocacy website that aims to promote information such as human rights and environmental issue to force some change.

**2) Online assessment and consultancy.** It refers to websites include a network of experts (online volunteers) such as forums where everyone can ask for help and experts provide advice or exchange information.

**3) Online offline volunteers or online volunteers for offline projects.** It refers to full volunteering in the form of a real volunteering virtualization that offline volunteers can do volunteer work at anyplace and anytime.

**4) Pure online volunteers or online volunteers teams for online projects.** It refers to online volunteers teams that can create and end up by leading projects on themselves.

The first and the second type are a good approach to a newcomer to online cooperation for development. While the third and the fourth should be supported from the Information and Communication Technologies for Development (ICT4D) (Peña-López, www, 2005).

On the other hand, The Network for Good<sup>1</sup> (2012: 2-3) divided giving on the Internet into three platforms that consist of:

**1) Charity websites.**

**1.1) A charity website with a generic giving page.** It refers to general websites that provide charity's name and address.

**1.2) A charity website with a branded giving page.** It refers to the charity's own website.

**2) Portal giving.** It refers to portal websites where donors can search and support any charity.

**3) Social giving.** It refers to online social networks where donors can give to many charities.

## **2.2.3 Internet using by volunteer organizations**

### **2.2.3.1 Reasons why volunteer organizations use the Internet**

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<sup>1</sup> Network for Good is a nonprofit social enterprise that empowers corporate partners and nonprofits to unleash generosity with scalable ways to advance good causes.

Lee and Bhattacharjee (2011: 103) noted that the survival of volunteer organizations depend on: (1) decreasing of government funding; (2) increasing of demand for programs and services; (3) declining in public participation; and (4) increasing of public demand for greater oversight and accountability. Internet is a way for volunteer organization to address these challenges (Cukier and Middleton, 2003: 103; Kang and Norton, 2004: 279; Treuhaft, Chandler, Kirschenbaum, Magallanes and Pinkett, 2007: 9) especially, SNSs usage.

### **2.2.3.2 Employing SNSs as a part of Web 2.0 by volunteer organizations**

SNSs emerged from the revolution of the Internet from Web 1.0 to Web 2.0. Web 1.0 is one way communication that allows users to view online contents, while Web 2.0 is two way communication that enables users to provide information and interact with others (Goodchild, 2007: 27). Technology knowledge is not required for Web 2.0. Everyone can contribute content. (Kolbitsch and Maurer, 2006: 205). As a result, volunteer organizations are shifting their information publicizing via Web 1.0 to a dialogical communication focusing on member engagement and relationship building through Web 2.0 (Greenberg and MacAulay, 2009: 65).

Moreover, SNSs are a useful tool for volunteer organizations because they offer a low cost of organizing, delivering service and a way to connect all stakeholders (VALLEY NONPROFIT RESOURCES, 2010: 1, Greenberg and MacAulay, 2009: 65). The way SNSs work is that a volunteer organization create an accounts to connect both existing and prospective supporters by collaborating, recruiting volunteers, mobilizing money, raising awareness of volunteer work, sharing

information like news, photos and video., (The Advocacy Project, 2011: 100, VALLEY NONPROFIT RESOURCES, 2010: 1, Greenberg and MacAulay, 2009: 65).

### **2.2.3.3 Related studies concerning SNSs usage by volunteer organizations**

However, when consider the previous studies about using Web 2.0 by volunteer organizations, the research found that some research results pointed out that some organizations use Web 2.0 to improve their performance, while some organizations use less Web 2.0 feature than Web 1.0 feature such as Greenberg and MacAulay (2009: 72-74) analyzed 43 homepages of environmental nonprofit organization websites in Canada. They found that Canadian environmental nonprofit organizations uses their websites to disseminate messages broadly to a mass audience but are doing little in the way of using their web presence to foster a two-way flow of communication. For Web 2.0 technologies using, most websites maintained a blog or other space to post news items, and allowed members to subscribe to a newsletter or listserv via email or through an RSS feed.

Avidar and Rafaeli (2009) analyzed content of 600 Israeli nonprofit organizations websites. The findings expressed that the nonprofit organizations included various types of Web 1.0 and Web 2.0 dialogic elements in their websites in order to engage their publics in two way communications. However, nonprofits used more feature related to Web 1.0 elements (such as e-mail addresses of representatives, toll-free phone numbers and online surveys) than Web 2.0 elements (such as blogs, social networks, wikis and photo sharing). Most popular element was e-mail and/or contact form, followed by mailing list and/or customer/membership club and/or signing up for a website, and feature related to Web 2.0 elements such as blog and photo sharing, respectively.

Difference from the study results of Branston and Bush (2010), these scholars examined the features of online social good networks and their impact on nonprofit organizations and users by content analysis of 30 cause-related social good websites, an online questionnaire survey of 70 people who were users of social good networks, and in-depth interviews with nonprofits involved with the networks. The findings reported that the social good networks were websites that have shifted from one-way communications to two-way communications and interactive networks that relate to Web 2.0 feature such as blogs, discussion boards, instant messaging and promoting websites that links to Facebook, Twitter, Flickr or YouTube. Nonprofit organizations employed social good networks as long-term, networking and relationship-building tools rather than short-term fundraising or recruiting volunteer tools. In addition, content and the control over the social change efforts taking place on these networks is shifting from the hands of the volunteer organizations' staffs to the hands of the users. In addition, most users of them had spread word about a social good network by telling a friend through word-of-mouth and sending a link.

Furthermore, the research found that many volunteer organizations increase awareness of the useful of SNSs but they employed SNSs for one-way communication rather than two-way communication. For example, Waters, Burnett, Lamm and Lucas (2009) analyzed 275 nonprofit organization profiles on Facebook in the United States of America. They found that most organization provide basic information of organizations by description of the organization and Facebook's administrators rather than information about organizational activities and the ways to engaging people and building relationship. For information about organizational activities, most organizations presented these messages via discussion boards (wall) on Facebook, posting photographs

and providing links to external news stories, respectively. While, providing e-mail addresses was used to engage people more than other ways.

It is consistent with the finding of Ogden and Starita (2009). They surveyed 212 owners of nonprofit Facebook Cause pages by questionnaire and found that most organizations use Facebook for publicity or general marketing more than 70 percent, while using Facebook for improve existing donor/volunteer relationships, attract new donors and attract new volunteers were lower than 35 percent.

In contrast, the finding of ThePort Network, Inc. NTEN and Common Knowledge (2009) that surveyed demographic information of 980 nonprofit organizations in the United States of America by online-questionnaire. They found that Facebook is the most popular online social network and most organizations use Facebook for fundraising. However, when considered all types of online social network, the finding reported that most volunteer organizations employed online social network and their own websites for marketing.

Likewise NTEN, Common Knowledge and Blackbaud (2012) surveyed 3,522 nonprofit organizations in North America by questionnaire and found that marketing was the primary purpose of SNSs usage, while they employed their own websites for program delivery. Most popular SNSs use by most organization was Facebook and most fundraising tactic on Facebook was asking for individual giving and event fundraising, respectively.

Whereas Hauswirth (2010) analyzed 400 nonprofit organizations by online questionnaire and found that the main purpose of most nonprofit organizations that create their Facebook Page was visibility (It refers to the ability to educate and increase community awareness). Most nonprofit organizations also agreed that their Facebook Page



increase members and the visibility of their organization as well as provided them with a connection to the community. These studies were compared with others in Table 2.1.

**Table 2.1** A summary of related studies concerning SNSs usage by volunteer organizations compared with this study

Topic	*Related studies								This study
	1	2	3	4	5	6	7	8	
<b>Research variable</b>									
SNSs/ social media (web 2.0) usage by volunteer organizations			✓	✓	✓	✓	✓	✓	✓
General website (web 1.0) usage by volunteer organizations	✓	✓				✓	✓		✓
The purpose of SNSs/ social media/ general website usage	✓		✓		✓	✓	✓		✓
Online features	✓	✓	✓	✓					✓
The SNSs effect to volunteer organizations			✓						✓
The SNSs effect to the Internet users			✓						
<b>Research methodology</b>									
Questionnaire			✓		✓	✓	✓	✓	✓
Interview			✓						✓
Content analysis	✓	✓	✓	✓					✓

**\*Related studies:** 1 = Greenberg and MacAulay (2009); 2 = Avidar and Rafaeli (2009); 3 = Branston and Bush (2010); 4 = Waters, Burnett, Lamm and Lucas (2009) ; 5 = Ogden and Starita (2009); 6 = ThePort Network, Inc. NTEN and Common Knowledge (2009) ; 7 = NTEN, Common Knowledge and Blackbaud (2012) ; 8 = Hauswirth (2010).

## 2.2.4 Volunteer communication

### 2.2.4.1 Four main elements of volunteer communication strategy

The European Volunteer Centre (2010a: 15) noted that there are four main elements of volunteer communication as described below.

**1) The objectives:** The objectives of communication can be grouped in three main categories as follows: (1) fostering volunteering and

maintaining consistent civic engagement, (2) raising public awareness of the value and impact of volunteering, and gathering support, and (3) Increasing the efficiency of volunteering and share best practices and lessons learnt:

**2) The message:** It should be (1) precisely (2) flexible and adapted to the different target groups (3) talking about people's interests and "passion points" (4) clear, intelligible and attractive (5) talking both emotions and concrete projects, and (6) modernize by highlighting new dimensions of volunteering such as free will, personal fulfillment, fun for exchanges.

**3) The tools and channels:** They should (1) involve volunteers themselves as important channels of communication (2) employ as many tools and channels as possible (3) build partnerships and gather supporters, and (4) assign one person as responsible for communication strategy in order to allocate the resources and time for an effective strategy.

**4) Assessing the effectiveness of a communication strategy:** It should (1) define objectives that can measure the results in order to evaluate the effectiveness of communication strategy (2) be realistic; determine objectives that can lead to practice (3) evaluate the effectiveness of the communication strategy and learn lessons.

#### **2.2.4.2 Seven steps of the strategic communication planning process**

Patterson and Radtke (2009: 2-3) noted that the communication plan is an implementation strategy to help the organization achieve its goals as follows:

**1) Preparing to plan: Essential building blocks.** Before define communication planning, the nonprofit organization should determine clear goal; assign roles and responsibilities for all stakeholders in organization; and select outside partners to be included in the process.

**2) Foundation of the plan: The situation analysis.** It refers to the analysis of the internal and external forces affecting the organization.

**3) Focusing the plan: Target audiences.** Nonprofit organization needs to emphasis on people who care about the issue and can be easily involved in the issue.

**4) Fostering audience support: Communication objectives.** Successful communication objectives are SMART: specific, measurable, appropriate, realistic, and time-bound.

**5) Promoting the nonprofit organization: Issue frames and message development.** Messages must be mission driven, audience focused, and action oriented.

**6) Advancing the plan: Vehicles and dissemination strategies.** It refers to spread messages via face-to-face, print, audio, video, and electronic communications and messages can adjust for different target.

**7) Ensuring the plan succeeds: Measurement and evaluation.** It refers to define results measures at the beginning of the process. These results should be easy to assess working and change.

#### **2.2.4.3 Six steps in developing effective communication**

Andreasen and Kotler (2003: 413-431) suggested that volunteer organizations should consider the marketing strategies and bring these processes to use for developing volunteer organization communication strategies as described below.

**1) Setting communication objectives.** There are many possible objective as follows: (1) making public aware of services or social behavior (2) educating target groups (3) changing beliefs (4) changing the relative importance of

particular consequences (5) communicating wide social support for an action (6) teaching skills (7) enlisting the support of intermediary agencies (8) recruiting, motivating, or rewarding employees or volunteers (9) changing perception (10) influencing governing agencies, review boards, commissions, (11) preventing discontinuation of behaviors. (12) proving superiority over competitors (13) combating the rumors, and (14) influencing funding agencies.

## **2) Generating possible messages.**

**2.1) Rational messages.** It refers to messages that express the benefit of service such as message that provide information about the long-term health consequences of exercise.

**2.2) Emotional messages.** It refers to messages that are design to provoke negative or positive emotion that will motive the desired behavior such as employing fear or guilt messages to stop someone smoking.

**2.3) Moral messages.** It refers to messages that related to people's sense of what is right and proper to do. These messages are utilized to encourage people to support social cause such as aiding the disadvantaged, maintaining environment, equal rights for women

**3) Overcoming selective attention.** People are likely to choose the messages that style, tone, wording, order, and format make them interested in.

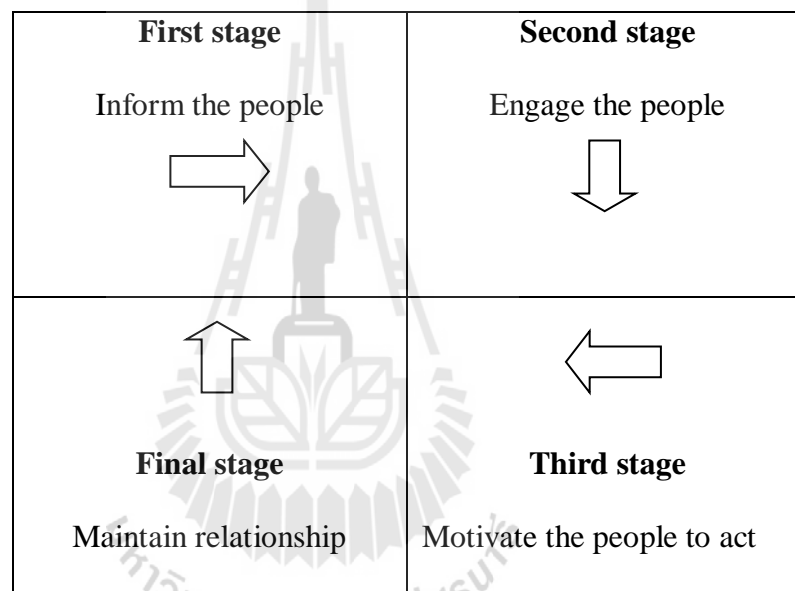
**4) Overcoming perceptual distortion.** Perception of target groups based on the previous experience, motives and biases of them.

**5) Choosing a medium.** A medium must be chosen to transmit the message to achieve the goal.

6) **Evaluating and selecting messages.** Organizations must evaluate all the possible messages and select the ones that are most desirable, exclusive, and believable.

#### 2.2.4.4 Cycle of volunteer communication process

Patterson and Radtke (2009: 81-82) noted that volunteer communication is the cycle of communication process that consists of four stages as showed in Figure 2.2.



**Figure 2.2** Cycle of volunteer communication process

Source: Patterson and Radtke (2009)

First volunteer organization starts to provide information about volunteer work, and then people become interested or engaged and ask more information. Then volunteer organization send message back. The message should motivate people in a discussion and begin to build the relationship between organization and people. If people feel satisfaction of opportunity for action, they will decide to be volunteers. The final stage is maintaining and strengthening the

relationship. Completing the final stage can lead back to the beginning of the cycle of communication process that is informing the people of related issue or initiating involvement in a new round of activities.

#### **2.2.4.5 Online volunteering communication**

Lorden (2005:6-7) suggested three main ways to communication with virtual members.

**1) Making regular contact.** Communication with virtual members is important because the remote volunteer or sponsor can feel isolated. Thus, the volunteer organizations have to make regular contact with virtual members by asking questions, getting to know them, soliciting their participation and increasing their feeling of being valuable and needed.

**2) Sending message.** Before sending messages to virtual members, the volunteer organizations should understand each message and choosing the best way to send it as well as identify who the message is for, what they need to know; in what order; how do they expect or what is the best way for them to receive this message; and how to confirm they understood it.

**3) Increase message receipt.** It is important to build relationships with virtual members. The volunteer organizations need to make connections on a personal level by encouraging small talk in working group (teleconferences) and communicating one on one. Moreover, the volunteer organizations should identify due dates or expected response dates in the message as well as avoid slang or acronyms as these can cause confusion. Each message needs to be precise and clear. Although virtual volunteering generates various communication

challenges, the volunteer organizations should address these challenges by incorporating enhanced communication techniques into the virtual environment.

While The European Volunteer Centre (2010b: 19-22) recommended seven rules for communicating online that consists of: 1) being prepared to invest time in the management of online communication tools, 2) considering the results of chosen online tools, 3) collecting as many e-Mail addresses as possible, maintaining and updating contact database, 4) updating information to public, 5) communicating in a concise, clear and attracting way through e-Mail and e-Newsletters, 6) allowing space for interactions, opinions, and questions, and 7) combining online and offline communication tools and channels

#### **2.2.4.6 Dialogic communication model**

This study explained dialogic communication model under the volunteer communication topic because this concept stated that two-way communication is the key tool to foster good relationship between the organizations and their public through online communication. Hon and Grunig (1999: 8) indicated that effective organizations choose and achieve appropriate goals because they develop relationships with their audience/publics. While, ineffective organizations cannot achieve their goals because they ignore the needs of their audience/publics.

According to Grunig, communication behavior of organizations has related to two independent dimensions: one-way versus two-way and asymmetrical versus symmetrical. From this concept, Grunig and Hunt presented four models of public relations (Childers, 1989: 87). This model consists of (1) press agency (a one-way asymmetrical model) (2) public information (a one-way

symmetrical model) (3) two-way asymmetrical and (4) two-way symmetrical model (Kent and Taylor, 1989, Childers, 1989: 87-88).

The characteristics of each model are describes as follows (Grunig and White, 1992: 39; Childers, 1989: 87; Interactive Media Lab, College of Journalism and Communications, University of Florida, www, 1994):

**1) Press agentry or a one-way asymmetrical model.** It related to public relation for publicity in the media by using persuasion and manipulation to influence audience to behave as the organization desires.

**2) Public information or one-way symmetrical model.** It related to public relation that journalist in residence use one-way communication to spread favorable information about the organization.

**3) Two-way asymmetrical model.** It related to the organization use research to develop message that are most likely to persuade publics to behave that the organization want.

**4) Two-way symmetrical model.** It related to the organization use research and dialogue to manage conflict, improve understanding, and build relation with public.

From these models, Hon and Grunig (1999: 11) pointed out that two-way symmetrical model is the best model for successful relationship building. Due to press agentry, public information and two-way asymmetrical model that attempt to change the behavior of publics, while two-way symmetrical model, both the organization and publics can be persuade; both also may change their behavior (Grunig and White, 1992: 39).



Kent and Taylor (1989: 323-325) explained that two-way symmetrical communication of Grunig and Hunt is to provide the interactive communicate process between the organization and its publics. Therefore, Kent and Taylor offered dialogic communication principle as a theoretical framework to guide relationship building between organizations and their publics.

They express that dialogic communication principle refers to any negotiated exchange of ideas and opinions, and dialogic means a communicative give and take and can be created, adapted and changed through the WWW. They offered five principles that are guidelines for the successful integration of dialogic public relations and the World Wide Web as described below.

**1) The intuitiveness/ease of the interface.** It relates to user-friendly websites. Publics should spend little time and find their interesting information easily. Online content should be textual because text loads faster than graphics.

**2) The usefulness of information.** It relates to beneficial information to all publics. The organizations should make information available to publics as well as create positive attitudes and good managed information.

**3) The rule of conservation of visitors.** It relates the way to keep the Internet users on the organizations' websites rather than surf to other websites such as adding essential links to entertain visitors with clearly marked paths for visitors to return to organizations' websites, and placing advertising at the bottom of pages.

**4) The generation of return visits.** It relates to features on websites that make publics attractive for repeat visits such as updating information, changing topics, creating special forums, providing on-line question and answer sessions, and answering on-line questions from experts for interested visitors.

**5) The dialogic loop.** It relates to feedback loop from the Internet users. If organizations send information to the Internet users, but the Internet users are not respond to organizations that cannot be considered dialogic loop. In the same way, if the Internet users send their messages to the comment boxes on websites, it cannot be considered dialogic loop until organizations respond to each comment. It includes each Internet user available to respond to public concerns, questions, and requests.

However, the findings of McAllister-Spooner (2009: 321-322) reported that literature review in ten-year after Kent and Taylor offered dialogic communication framework in 1998 found that websites are very lowly used dialogic tools. Thus, McAllister-Spooner recommends expanding Kent and Taylor's dialogic scholarship by exploring the four points following:

**1) Media choice and effectiveness.** Websites provides opportunities to dialogue and interaction with publics. However, relationship-building may be better suited for face-to-face communications. Therefore, media choice and effectiveness is important for future studies.

**2) Internal processes.** The organizations face many obstacles to develop and manage their own websites. Future research should investigate the limitations that obstruct the organizations to employ full potential of the new tools of Internet technologies.

**3) User expectations and preferences.** Future studies need to analyze input and feedback from the website users.

**4) Refine and standardize measurement of dialogic principles.** Each of the dialogic indicators measuring by Kent and Taylor's principles

was equal weight. Future research may generate weighting of each indicator in order to refine and build standardized measurement.

#### **2.2.4.7 Related studies concerning volunteering communication**

Lovejoy, Waters and Saxton (2012) analyzed organizational tweets from 73 nonprofit organizations and found that nonprofit organizations sent more than two tweets per day during the month and most of these tweets contain hyperlinks. In addition these tweets involved a one-way interaction and included links to external information as well as contained information about the nonprofit organization. Moreover, these organizations systematically follow anyone who follows them on Twitter. Some only follows users that may benefit to organizations.

Lovejoy and Saxton (2012) analyzed 2,437 tweets of the nonprofit organizations in the United States. The finding found that there were three categories function on Twitter: information, community, and action. Most nonprofit organizations employed tweets related to information more than community and action function. Information function aims to provide useful information. Many of these tweets included links to external information. While, community function related to dialogue and community-building. Most tweets of community function were giving recognition and thanks category. Action function aims at followers to do something for the organization by donation, buying a product, participating in event, joining a movement, launching a protest. Most tweets of action function were promoting an event.

Parker (2011) investigated Facebook messaging strategies of ten nonprofit and ten profit organizations and found that both nonprofit and profit organizations lacked of encouragement in conversation messages. Most nonprofit organizations posted non - engaging via informative messages. Moreover, fan

engagement and organizational encouragement of conversation do not have a direct correlation. While the Internet users may participate in the content, this does not mean that organizations are encouraging conversation. In addition, content of nonprofit organizations was more shareable than the content of profit organizations and when video and images were posted, the response rate was higher than when the post was text only.

Reynolds (2011) interviewed with six employees who work on the social networking plans of nonprofits and analyzed Facebook, Twitter and blogs were used from of four nonprofits. The finding showed that most posting on the SNSs was to respond to other users, followed by promotion of a sweepstakes or event and news sharing. Most categories of posts and comments made by other users were to share tips, advice, or words of wisdom, followed closely by sharing a story or person information and praising the organization.

Bortree and Seltzerb (2009) analyzed 50 Facebook profiles' environmental advocacy groups and found that organization employed the dialogic communication in three features: ease of interface, usefulness of information, and conservation of visitors but no features of generation of return visits and dialogic loop.

Ingenhoff and Koeling (2009) analyzed 134 Swiss charitable fundraising nonprofit organizations websites and found that most websites of nonprofit organizations greater emphasis on the technical and design aspects (ease of interface, usefulness of information and conservation of visitors) than on the dialogic aspects (generation of return visits and Dialogic loop) of their websites. Very few websites provided forums or chat rooms. Other forms of dialogic loop such as user surveys or call back options for donors rarely appeared on most websites and features of Web 2.0 such as blogs, podcasts, or RSS feeds, were not taken advantage.

Pornpen Payadyakul (1998) analyzed 21 websites and in-depth interviewed of 11 people who were website designers and NGO website building planners. The finding found that content and the communication purpose relate to the level of social change. The cognitive change is the most frequently found. These websites aim to generate awareness and provide organizational information. While websites in behavioral change aim to change attitude and lead to changes in the Internet users' behavior. These provide content relating to activities that the Internet users can participate for change their behavior. For action change, websites in this category provide articles and encourage the Internet users to participate in temporary and short-term activities. In addition, disseminating information strategies of NGOs websites consist of three strategies: 1) attractive strategies by registration in search engine, exploitation of electronic word of mouth, and campaign in traditional mass, 2) retaining strategies by providing organizational information, the useful source of information, and mobilizing helps, and 3) repeating visits strategies by updating information and collecting mailing list for report the activities continuingly. All previous studies were compared with others in Table 2.2.

**Table 2.2** A summary of related studies concerning volunteering communication compared with this study

Topic	*Related studies							This study
	1	2	3	4	5	6	7	
<b>Research variable</b>								
SNSs/ social media (web 2.0) usage by volunteer organizations	✓	✓	✓	✓	✓			✓
General website (web 1.0) usage by volunteer organizations						✓	✓	
Online features			✓		✓	✓		✓
Messages by volunteer organizations	✓		✓	✓		✓	✓	✓
Messages by the Internet users				✓				✓

**Table 2.2** A summary of related studies concerning volunteering communication compared with this study (continued)

Topic	*Related studies							This study
	1	2	3	4	5	6	7	
<b>Research variable</b>								
Communication strategies								✓
<b>Research methodology</b>								
Questionnaire								✓
Interview				✓				✓
Content analysis	✓	✓	✓	✓	✓	✓	✓	✓

\***Related studies** 1 = Lovejoy, Waters and Saxton (2012); 2 = Lovejoy and Saxton (2012), 3 = Parker (2011), 4 = Reynolds (2011), 5 = Bortreea and Seltzerb (2009), 6 = Ingenhoff and Koeling (2009), 7 = Payadyakul (1998).

In summary, this study focuses on online volunteers for offline and online projects for all volunteer activities that have operated in social giving platform. In addition, these volunteer activities emphasize on online helping strangers in form of casual helping and emergency helping through volunteer organizations' SNSs. The researcher coined these areas as "volunteering community SNSs".

Volunteering community SNSs were employed by volunteer organizations in order to engage members, building relationship between the volunteer organizations and the members, as well as address decreasing of government funding; increasing of demand for programs and services; declining in civic participation; and increasing of public demand for greater oversight and accountability. Key findings from previous studies on aboard reported that volunteer organizations recognized the rapid expansion of the SNSs phenomenon, and they wanted to be on SNSs (especially

Facebook). Some volunteer organizations use Web 2.0 to improve their performance, while some volunteer organizations use less Web 2.0 feature than Web 1.0 feature. However, most of them were not taking advantage of all features foster two-way communication on SNSs. This study therefore, aim at exploring Web 2.0 features of SNSs support volunteer organizations' performance via two-way communication on volunteering community SNSs.

Moreover, the researcher brought the concept of volunteer communication as a framework to create questions related to purpose of volunteering community SNSs usage and communication strategies on volunteering community SNSs to interview the volunteering community SNSs' administrators. Furthermore, the researcher brought the concept of two-way communication model and dialogic communication principle as a framework to create coding sheet for content analysis about two-way and dialogic communication on volunteering community SNSs

## **2.3 Participation**

### **2.3.1 Definition of participation**

Bhatnagar and Williams (1992: 6) explained participation is “a function of information through which people can come to share a development vision, make choices, and manage activities.”

The World Bank Participation Source book (The World Bank, Environmentally Sustainable Development, 1996: 3) defined participation as “a process through which stakeholders influence and share control over development initiatives and the decisions and resources which affect them.”

A document of Civil Society Organization and Participation Programme (CSOPP), United Nations Development Programme (UNDP) noted that participation can be defined in two areas of development. One, “participation is seen as a process whereby local people cooperate or collaborate with external introduced development programmes or projects”. On the other hand, “participation is seen as a goal in itself. This goal can be expressed as the empowering of people in term of their acquiring the skills, knowledge and experience to take greater responsibility for their development”. (Clayton, Oakley and Pratt, 1997: 3).

Driskell (2002: 32) described that participation involve residents of all ages in evaluating the local area and identifying issue, reviewing and analyzing relevant data, considering alternative courses of action, developing consensus on the best plan of action to take, and putting the plan into practice.

Creighton (2005: 7) defined public participations is “the process by which public concerns, needs, and values are incorporated into governmental and corporate decision making. It is two-way communication and interaction, with the overall goal of better decisions that are supported by the public”

Thus, participation means two-way communication and interaction process that people who are members of communities can share control, decision making, alternative action and action for development their communities by collaboration with other members in communities and external people. For this study refers to various forms in which members of SNSs volunteering communities have a part in activities or actions of giving and helping other people.

### **2.3.2 Elements of participation**



Driskell (2002: 32-34) explained that participation in participatory processes consist of twelve elements that are:

1) **Local.** Participatory development focused on needs and issues of local community.

2) **Transparent.** The aims of participatory projects are clear to all the participations.

3) **Inclusive.** Participatory process should be accessible to all members, regardless of age, gender, race or ethnic background, religion, disability or socio-economic status.

4) **Interactive.** Participations have a voice as well as listen to the other opinions.

5) **Responsive.** Facilitators have to reply on local needs.

6) **Relevant.** The topics related to area where participation live and affect their lives.

7) **Education.** Participatory is a learning process for everyone.

8) **Reflective.** Participatory development focus on the reflection as an opportunity for individual and group learning.

9) **Transformative.** The ultimate goal of participatory development is some form of transformation in the form of changes in the relationship between the local community and the society; changes in the relationships between participants; and changes in the personal values.

10) **Sustainable.** Sustainable development depends on local participation. If local members feel that a project responds to their needs, they are more likely to participate in implementation and next project.

**11) Personal.** Participation is a process of human interaction.

**12) Voluntary.** People engage in participatory process because they aware the crucial of the issue, understand the involving way, and believe that their action will make a difference.

### 2.3.3 Typology of civil participation

Creighton (2005: 52-54) unfold types of participation into six levels and called these levels as orbit of participation.

**1) Unsurprised apathetic.** These are people who choose not to participate.

**2) Observers.** These people read newspaper or articles about the process but they do not participate in public opinion.

**3) Commenters.** These people express that they are interested in the issue by speaking at meeting or sending a letter, but they wouldn't make the time commitment to participate.

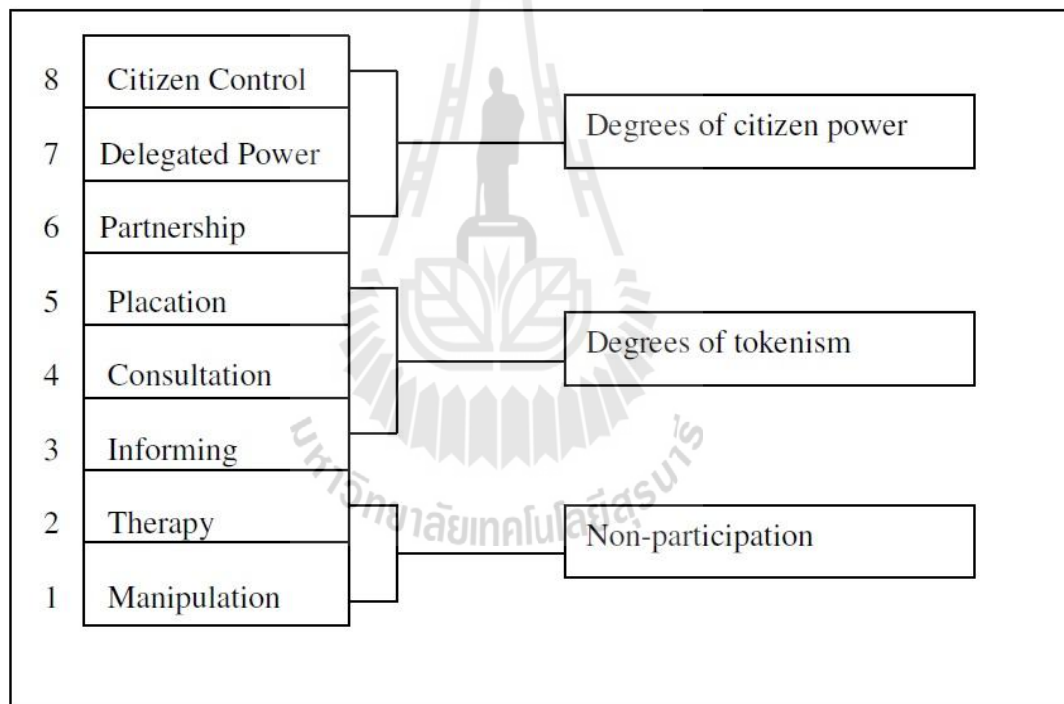
**4) Technical reviews.** Many agencies interact in arriving at an agency decision.

**5) Active participant.** These are people who will commit the time and energy to be sure they have an influence on the decisions.

**6) Co-decision makers.** These are people who will make the final decision. They might be the regulatory agencies, local government officers, key customers, or partners.

While, Arnstein (1969) expressed that type of participation can be divided into eight levels in form of ladder pattern as shown in Figure 2.3. From the bottom of the ladder, Arnstein explained manipulation and therapy are levels of non-participation that these people have just only received the information but they are not

participate in planning or managing. Level 3 and 4, informing and consultation, these are a part of degrees of tokenism that people can provide information and express their opinion, but no guarantee that the authoritarian will consider those view. Level 5, placation, is the highest level of tokenism degree. These are people who can provide suggestion and make decision. Level 6-8 are citizen power. Level 6, partnership means people who discuss for mutual understanding with authoritarian. Level 7, delegated power and level 8 citizen control, these levels enable people to fully manage or provide people with a position in the decision-making authority.



**Figure 2.3** Ladder pattern of participation

Pretty (1995: 1252) classified people participation into seven types as described below.

**1) Manipulative participation.** It means participation by no power.

2) **Passive participation.** It means participation by being told what has been decided or has already happened.

3) **Participation by consultation.** It means participation by being consulted or by answering questions.

4) **Participation for material incentives.** It means participation by contributing resources such as labor, cash or other material incentives.

5) **Functional participation.** It means participation by forming groups to meet objectives related to the project.

6) **Interactive participation.** It means participation in joint analysis, development of action plans and local institutions.

7) **Self-mobilization.** It means participation by taking initiatives independently of external institutions to change systems.

Whereas Singhal (2001: 9) developed the typology of participation from de Negri et al (1998)'s concept of participation into six types that consist of:

1) **Co-option.** It means local people who have no real input or power in community.

2) **Compliance.** It means local people who are assigned with incentives.

3) **Consultation.** It means local people who express their opinions.

4) **Cooperation.** It means local people who work together with outsiders to determine; however, responsibility remains with outsiders for directing the process.

5) **Co-learning.** It means local people who share their knowledge with outsiders to create new understanding and work together to form action plans.

6) **Collective Action.** It means local people who set their own agenda and mobilizes to carry it out.

IAP2 Spectrum (2007) divided public participation into five types as follows:

- 1) **Inform.** It means providing information to public.
- 2) **Consult.** It means public who send their feedback on analysis, and/or decisions.
- 3) **Involve.** It means public who work directly throughout the process.
- 4) **Collaborate.** It means public who are partner in each aspect of decision.
- 5) **Empower.** It means public who can make final decision-making.

Whereas, Organisation for Economic Co-operation and Development - OECD or OECD (Gramberger, 2001) divided public participation into three types according to the flow of information between government and citizens as follows:

- 1) **Information.** It refers to one-way communication that government originates and disseminates information to citizens. The citizens are passive access to information such as access to government websites, official gazettes.
- 2) **Consultation.** It refers to two-way communication that government requests information and receives feedback from citizens such as public opinion surveys.
- 3) **Active participation.** It refers to two-way communication that citizens exchange information and propose their idea to government in the form of partnership. However, the final decision depends on government such as citizens' forum, open working groups.

Hallahan (2000: 504-505) divided a typology of public of organizations into five groups that are described below.

- 1) **Inactive publics.** These people are low levels of knowledge about an organization and low levels of participate in operations.

2) **Aroused publics.** These people are low levels of knowledge about an organization and its operations with inactive publics.

3) **Aware publics.** These people might not be affected but they are knowledgeable about an organization or situation.

4) **Active publics.** These are people who share both high involvement and high knowledge of an organization.

5) **Nonpublics.** These are people who no knowledge and no involvement whatsoever with an organization.

#### 2.3.4 Typology of participation in volunteer work

Arai (2000, quoted in Stebbins, 2007: 9-10) divided volunteer into three types as described below.

1) **Citizen.** It is a volunteer participant in organizational decision making

2) **Techno.** It is an expert with a particular skill, in fund raising or computers.

3) **Labor.** It is a worker who does activities and services of volunteer organization.

Whereas Bruce (1995: 78-79) divide people of volunteer organizations into four groups as follows:

1) **Beneficiary.** It means people who receive benefit from the volunteer organization.

2) **Supporters.** It means people who provide resources for the organization.

3) **Stakeholders.** It means the third party in the form of staff and trustees/ board members, representatives of beneficiaries, representatives of major funders, staff managers, union representatives and committee leaders.

**4) Regulators.** It means people who have the power to control others.

While, Fletcher (2003) separated volunteer participation into 8 levels in the form of the ladder of volunteer participation. The level 1-3 of this ladder were non-participation. These levels consisted of volunteers who are manipulated, decoration and tokenized. While, the level 4 are volunteers who are assigned and informed, the level 5 are volunteers who are consultants and informers, the level 6 are volunteers who are shared decisions by the staff who initiate projects, the level 7 are volunteers who are leaders and action initiators, and the level 8 are volunteers who are initiators that share decisions with staff. However, Fletcher pointed out that some volunteer organizations engaged people to participate in the bottom of the ladder rather than supported people to participate in the top of the ladder.

### **2.3.5 Typology of participation in online environment**

#### **2.3.5.1 Typology of participation in general online communities**

Wenmoth (2006, www) expressed that there are four Cs of participation in online communities as follows:

**1) Consumer.** It means the Internet users who read and discover the posts of others. This participation type often referred to passive participation as the word “lurker.”

**2) Commenter.** It means the Internet users who make comments on others posts, often seeking clarification, asking question, testing opinion, offering feedback, agreeing with a statement, suggesting ideas or link to something similar.

**3) Contributor.** It means the Internet users who have originated their own posts in the form of offering draft for review, sharing of new ideas etc. They also responded to others who comment their posts.

**4) Commentator.** It means the Internet users who consider the overview of what is going on. They add leadership within the community. They also analyze and synthesize the contributions of others, make comparisons, draw conclusion etc.

Karrer (2006, www) explained that an online community consists of four types of participant roles as follows:

**1) Linking.** It refers to the Internet users who are visitors. They explore the services or activities of the community that makes them be interested in.

**2) Lurking.** It refers to the Internet users who pay attention to the community activities but participate in these activities occasionally. They are largest group of a community.

**3) Learning.** It refers to the Internet users who contribute to the community regularly.

**4) Leading.** It refers to the Internet users who are the leaders of the community.

Forrester Research Company classifies online social behaviors of the Internet users into a ladder with seven levels of participation (Bernoff, 2010:3) as follows:

**1) Creators.** This group is the Internet users who generate online content by publishing blogs and/ or webpages, uploading videos and/ or audio that they created, and posting articles that they wrote.

**2) Conversationalists.** This group is the Internet users who start a conversation in order to express themselves to others via their status updates on SNSs at least weekly. Conversationalists arise from Twitter and Facebook that have originated a rapid conversational characteristic by “Replies”, “Retweets”, and “Hashtags” features.



**3) Critics.** This group is the Internet users who respond online content from others by commenting on blogs, posting reviews, participating in forum, and editing wiki articles.

**4) Collectors.** This group is the Internet users who organize online contents for themselves or others by employing RSS feeds, adding “Tags” feature and voting for websites.

**5) Joiners.** This group is the Internet users who visit and maintain SNSs.

**6) Spectators.** This group is the Internet users who consume online content by reading blogs, watching video, reading online forums, customer ratings/reviews, and tweets as well as listening to podcasts.

**7) Inactives.** This group is users who neither generate nor consume online content.

#### **2.3.5.2 Typology of participation in online helping**

Early scholars studied about online helping communities on bulletin boards or Usenet groups that each group focuses on a particular discussion topic. Butler, Sproull, Kiesler, and Kraut (2007: 7) stated that participations in online group consist of (1) generating messages (2) responding to messages (3) organizing discussion (4) offering other online activities of interest to member and (5) reading (or consuming) messages. Generating and consuming messages is active participation that crucial role in sustaining online group.

While, Subramani and Peddibhotla (2004) separated participation on the discussion topics into three forms:

**1) Information sharing.** It refers to the help provided in response to posts requesting assistance

**2) Knowledge contribution.** It refers to the responding to posts involving issues that have no ‘answers’ as reflecting Knowledge Creation and Exchange.

**3) Only reading posts.** It refers to the passive participants that reading posts but not actively contributing to discussions

For online helping that expand to online volunteering , Ellis and Cravens (2000: 3); United Nation [UN], United Nation Volunteers [UNV], (www, 2002); and World Volunteer (www, 2005) pointed out that the Internet users can joint to online volunteering by translations, research, web design, website developing and maintaining, data analysis, database construction, proposal writing, editing articles, teaching online course, online mentoring, publication design, creating the layout of publications, creating flash animations, setting up blogs, moderating an online discussion group, evaluating software solutions, coordinating campaigns or any other services that can be done via Internet. The researcher calls this degree as share the skills via the Internet.

Many scholars studied about disaster noted that communication in online group can encourage the Internet users to be on-site helpers (Paul, 2001: 44-45; Huang, Chan and Hyder, 2010: 2-3; Khopolklang et al., 2011:30) For example, citizen sector of Thailand use Twitter and Facebook to report a huge flood disaster situation and make a request for contributions of money and things from the Internet users to help flood victims in the areas that lack of helping. Some Internet users who read these messages and joint to be volunteers in needed help areas (Khopolklang et al., 2011:30).

### 2.3.5.3 Typology of participation in SNSs

This part consists of typology of users' participation on SNSs from communication perspective and marketing perspective.

#### 1) Typology of participation on SNSs from communication perspective

One influential study in the discussion on social media usage is the 90-9-1 rule that suggested by Nielsen (Brandtzæg and Heim, 2011: 5). Nielsen (www, 2006) classified typology of the members of online communities by focusing on their' contribution. He noted that online member participation often more or less follows a 90-9-1 rule that consist of

(1)**Lurkers** (90% of members). Members in this group read or observe, but don't contribute content on the web.

(2)**Intermittent** (9 % of members). Members in this group contribute from time to time.

(3)**Heavy contributors** (1 % of members). Members in this group are active users. They participate a lot and account for most contributions (90% of posting).

Not only general websites, this rule can also explain the participation of charity websites' members, in April 2009, Nielsen also found that SNSs for charity fundraising has a 99.3% lurkers and 0.7% contributors rule.

In 2011 Brandtzæg and Heim (28-51) studied a typology of SNSs users by focusing on level of participation and objective of participation .They found five types of user as follows:

**(1)Sporadic.** Users in this type have a low level of participation. They visit SNSs only from time to time and tend toward an informational objective. For the most part, they check their status and see somebody that has contacted them.

**(2)Lurkers.** This type is the largest user. They participate in activities for recreational objective and they are quite low in participation. For the most part, they see somebody that has contacted them and kill some time.

**(3)Socializers.** This type is the next biggest users. They are high in participation and engaged in activities for recreational objective by small talk with others. For the most part, they see somebody that has contacted them, contact others and write letters and or messages.

**(4)Debaters.** Users in this type are as high in participation as socializers, but they participate for informational objective. For the most part, they see somebody that has contacted them, reading and writing contributions and discussions

**(5)Actives.** Users in this type are participated in almost all kinds of activities and they use SNSs for informal and recreational objective. For the most part, they see somebody that has contacted them, contact others, profile surfing and read new contributions.

While, Maia, Almeida and Almeida (2008: 4-5) explored user behavior on YouTube that are one type of social media. They found that there were four different groups identified:

**(1)Small Community Member.** This group corresponds to users that form small but highly interconnected communities such as family members or colleagues from work or school.

**(2)Content Producer:** This group corresponds to a typical content producer that can be either homemade or professional. They visit many channels, watch and upload many videos.

**(3)Content Consumer:** This group corresponds to a typical content consumer. These users browse through the available content more than they do with channels.

**(4)Producer and Consumer:** This group corresponds to users that have both characteristics of producers and consumers.

## **2) Typology of participation on SNSs from marketing perspective**

Kozinets (1999: 254-255) described four types of SNSs members by relations with the consumption activity, and relations with the virtual community as described below.

**(1)Tourist.** Members in this group be without strong social ties to the group, and maintain only a superficial or passing interest in the consumption activity.

**(2)Minglers.** Members in this group maintain strong social ties, but they are only roughly interested in the central consumption activity.

**(3)Devotees.** Members in this group maintain a strong interest in and enthusiasm for the consumption activity, but have weak social ties to the group.

**(4)Insiders.** Members in this group have strong social ties and enthusiasm for the consumption activity.

While, Alarcón-del-Amo, Lorenzo-Romero and Gómez-Borja (2011: 548-549) studied classifying and profiling SNSs users and found that there are four different segments as follows:

**(1)Introvert user.** It is smallest group. Users in this group are passive, using SNSs to maintain previous contacts offline, and connect to SNSs with low frequency and spend less time.

**(2)Novel user.** Users in this group use SNSs mainly to communicate with their friends and people that they have known offline and with whom they may or may not have physical contact at that moment.

**(3)Versatile user.** It is the largest group. Users in this group participate in all activities. They employ SNSs to maintain contact with friends, people they knew offline, and people they may or may not have any physical contact in the future.

**(4)Expert-communicator user.** Users in this group are the most active users and perform a greater variety of activities with a higher frequency. They use SNSs for keeping in touch with friends and people they know offline, and make closer relationship with people they do not maintain a direct relationship.

However, the overview of online participatory communication of this study consists of two main parties: the facilitators or volunteering community SNSs' administrators and the participants or volunteering community SNSs' members as described below.

**(1)An administrator.** An administrator is the representative of the volunteer organizations. This person has to be positive attitude towards this role flexible, patient, transparent, and honest as well as, balance the roles as listeners and

mobilisers. Moreover, each administrator has to build good relationship with members by developing rapport and trust as well as keeping commitment and promises. In addition, good communication skills are the important characteristic of an administrator because this communication skills is the key for drive members to do the activities of volunteer organizations that can be identified communication behavior of administrator into four types focus on the direction of communication and the objective of communication as shown in Figure 2.4.

		Objective of Communication	
		Information	Involvement
Direction of Communication	One-way communication	Information Provider	Involvement Requester
	Two-way communication	Information Exchange	Involvement Encouragement

**Figure 2.4** Types of an administrator of volunteering community SNSs

**(1.1) Information provider.** It refers to an administrator who communicates with members to inform and disseminate information of volunteer organizations, and use one-way items on volunteering community SNSs to communicate or use two-way items, but ignore the receivers and their feedback.

**(1.2) Information exchange.** It refers to an administrator who uses two-way items on volunteering community SNSs to inform and disseminate information of volunteer organizations to the members. Even though these messages aimed to report information, but he/she also pays attention to the opinions of the receivers. He/she usually has good skills in communication on SNSs.

**(1.3) Involvement requester.** It refers to an administrator who uses one-way or two-way items on volunteering community SNSs to motivate members to support and get involved in volunteer works, but he/she ignores the interaction with receivers. He/she is likely to lack the communication skills on volunteering community SNSs.

**(1.4) Involvement encouragement.** It refers to an administrator who use two-way items on volunteering community SNSs to motivate members to support and get involved in volunteer works and interact with the members. He/she usually has good skills in communication on volunteering community SNSs.

Information exchange and involvement encouragement are likely to build good relationship with the members because of their interaction, and their communication behavior can drive the members to do the activities more than information provider and involvement requester.

Each administrator expresses the role under the supporting from the volunteer organization in the form of volunteering community SNSs usage,

<b>Degree of participation in volunteer works</b>		
	<b>Low</b>	<b>High</b>
<b>One-way</b>	Passive Member	Passive Communication, Active Participation
<b>Two-way</b>	Active Communication, Passive Participation	Active Member

**Figure 2.5** Four types of the members on volunteering community SNSs



**(2)The members of volunteering community SNSs.** SNSs characteristics were design to support different user types (Brandtzæg and Heim, 2011: 17). This study classified member types on volunteering community SNSs by focusing on the two factors: direction of communication and degree of participation in volunteer works as shown in Figure 2.5

**(2.1) Passive member.** It refers to the members on volunteering community SNSs who read or share information on volunteering community SNSs, but no interaction with volunteer organization or other members, and get involved in few activities of volunteer works.

**(2.2) Active communication, passive participation.** It refers to the member on volunteering community SNSs who strong interest in communication with volunteer organization and other members but get involved in few activities that interested them.

**(2.3) Passive communication, active participation.** It refers to the member on volunteering community SNSs who get involved in many activities of volunteer works, but communicate in few issues get involved in few activities of volunteer works.

**(2.4) Active member:** It refers to the member on volunteering community SNSs who strong interest in communication with volunteer organization and other members and get involved in many activities of volunteer works.

Active member and active communication, passive participation are good relationship with volunteer organizations and other members. Active communication, passive participation is likely to cultivate to participation in volunteer works in the future more than passive member. The members also

participate in volunteering community SNSs in eight types of participation: originating volunteer activities and mobilizing helps by self, involving decision making related to the policy of volunteer organization's operation, participating in various forms of volunteer works such as doing volunteer work, mobilizing donation of money or things, coordinating, inviting other people to join volunteer activities, posting messages to provide useful information or express idea for volunteer organization's operation, posting messages to respond when volunteer organization asked questions or request information about volunteer activities, sharing or retweeting volunteer organization's information to external network, posting messages to request information from volunteer organization, and reading messages and or clicking the "Like" or the "Favorite" button only.

#### **2.3.5.4 Related studies concerning online participation**

Nantaporn Techaprasertsakul (2013) analyzed website and Facebook page of one volunteer organization in Thailand that point out to help flood victims in particular and interviewed with staff, volunteers, and the flood victims. The finding reported that content has been created via Twitter, Facebook, and website, respectively. The volunteer organization generated linkage between three channels of new media during the flood disaster in 2011. These channels were sources of information, public spheres for collecting information from citizen, channels for help cooperation among citizen and channels for mobilizing resource to help flood victims. Most communication on three channels was 360-degree networked communication. In addition, all channels of new media engage citizen participation by working directly throughout the process, receiving information, and providing emotional support to flood victims, respectively.

Miller (2011) analyzed three environmental nonprofit websites, interviewed a staff member of one environmental nonprofit website, and surveyed 105 people by questionnaire. The findings found that people who follow nonprofits through social media are interested in the news, issues, and current policy related to the nonprofit's mission. One out of three respondents were asked to volunteer via social media and they participated as volunteers. Most of them have been informed of advocacy opportunities and solicited for donations through social media but they don't participate and donate. While all three nonprofit organizations have a "donation" link on their website. All of them also used newsletters to reach the public, but the using detail was different way as well as staff of them have all sent tweets to provide information on what nonprofits are doing while they are actually doing them. In addition, only one nonprofit enabled people can write on its website regarding current policy, issues, or agency activities, and allowed anyone to comment on the posts.

Mukherjee (2011) interviewed 22 older virtual volunteers who are members of Learning and Retirement Group (LRG) in Carbondale, Illinois. The findings revealed that most of them had previous onsite volunteering experience and got involved in volunteering online because it gave them more choices in regards to selection of the cause, organization, and location for volunteering. All of them identified several tasks that they perform as volunteers by writing project reports, preparing audit statements, updating websites, acting as a consultant or advisor on financial and administrative matters, reviewing grant proposals, acting as a mentor, and researching for funding opportunities. They selected these tasks by their previous experience. Moreover, older virtual volunteers who have expressed a strong positive attitude to virtual volunteering had a tendency to spend a greater number of hours per week volunteering.

Passakorn Kowint (2010) surveyed 100 members of Hi5 and 300 general publics in Thailand by questionnaire. The finding reported that most people were likely to help the less fortunate when members of hi5 request and most of them think they had to responsible for less chance people. People with different gender, education, occupation, place of residence, income, religion, social capital, self-esteem had difference on doing philanthropy to help the less fortunate.

Diaz, Kanter, and Livingston (2009) surveyed 426 people from blog post by questionnaire and found that younger and older users employed conversational media on social media to discuss about philanthropy with charitable organizations and email is their preferred tool. Most of them trust philanthropic social media to provide important information and they looked for highly credible or quality source, trust organization, and interact with other donate, respectively. Moreover, most of them are looking from conversation were organizational impact, success stories, and learning more about the organizations they are participating with.

Thanapol Tanawatnavipark (2007) surveyed 400 Internet users by questionnaire and found that most of the Internet users had knowledge and experience in Internet transactions before they decided to donate. In addition, most of the Internet users decided to donate because of the convenience and most of the Internet users who don't donate via online services because they don't trust in the Internet system.

Treiblmaier and Pollach (2006) surveyed 222 Internet users by questionnaire and found that most of the Internet users were informed the possibility to donate online and their intention to donate online depend on seven factors that consist of type of project, location of project, trust in the organization, trust in the Internet,

anonymity, data usage, and attitude toward donating online. Most of nonprofit members pointed out that trust in the organization was the main factor affecting the intention to donate online, while respondents who were not members pointed out that the type of project is the main factor affecting their intention to donate.

Porntip Sirichusub (1999) surveyed 400 people who had the Internet skills and had ever visited the websites of NGOs by questionnaire and found that most people participated in NGOs websites in low level and most of them participated in form of donation. People with different age, education, income, and occupation had significant difference on participation in social issues on NGOs websites. Exposure to NGOs websites, knowledge, and attitude concerning social issue were significant correlated with participation in activities of NGOs. These studies were compared with others in Table 2.3.

In summary, types of participation are various dimensions both in form of offline and online participation. The researcher employed this concept as a framework to create eight types of online participation in volunteering community SNSs that consisted of 1) originating volunteer activities and mobilizing helps by self, 2) involving decision making related to the policy of volunteer organization's operation, 3) participating in various forms of volunteer works such as doing volunteer work, mobilizing donation of money or things, coordinating, inviting other people to join volunteer activities, 4) posting messages to provide useful information or express idea for volunteer organization's operation, 5) posting messages to respond when volunteer organization asked questions or request information about volunteer activities, 6) sharing or retweeting volunteer organization's information to external network, 7) posting messages to request information from volunteer organization, and

8) reading messages and or clicking the “Like” or the “Favorite” button only. Moreover, the researcher brought this concept as a framework to examine factor affecting members’ participation on volunteering community SNSs.

**Table 2.3** A summary of related studies concerning participation compared with this study

Topic	*Related studies							This study
	1	2	3	4	5	6	7	
<b>Research variable</b>								
SNSs/ social media (web 2.0) usage by volunteer organizations	✓		✓	✓	✓			✓
General website (web 1.0) usage by volunteer organizations	✓	✓				✓	✓	
Types of online participation	✓	✓	✓					✓
Factor affecting to online participation			✓	✓		✓	✓	✓
Online communication	✓	✓			✓			✓
Online features		✓			✓			✓
<b>Research methodology</b>								
Questionnaire		✓			✓	✓		✓
Interview	✓		✓					✓
Content analysis	✓			✓				✓

\*Related studies 1 = Techaprasertsakul (2013) ; 2 = Miller (2011), 3 = Mukherjee (2011), 4 = Kowint (2010), 5 = Diaz, Kanter, and Livingston (2009), 6 = Tanawatanavipark (2007) ,7 = Treiblmaier and Pollach (2006).

## 2.4 Participatory Communication

### 2.4.1 Background of participatory communication

Participatory communication is a part of communication development that related to three eras of development: modernization, dependency, and multiplicity paradigm as described below.

### 2.4.1.1 Modernization paradigm

**1) Development framework.** The modernization paradigm arose after the Second World War. At that time, most developers believed that economic and political systems of the developed society were the main tools to solve the problem of underdevelopment in less developed or developing societies (Servaes, 1996; Servaes and Malikhao, 2008). They assumed that the cause of the underdevelopment originated from internal factors of each country that could be solved by developed society help (Servaes and Malikhao, 2008) in the form of technology transformation (Melkote and Steeves, 2001; Servaes and Malikhao, 2008). This aid replaced traditional societies in many forms, such as changing rural societies to urban societies, and changing agricultural societies to industrial societies (Kanjana Kaewthep, 2005).

**2) Development communication.** Mass media was the main key in spreading the modern concept (Melkote and Steeves, 2001: 114). Messages were designed by center. They were conveyed from capital cities to the rural communities in one-way communication in order to tell and teach rather than exchange ideas between the center and periphery (Berrigan, 1979: 7).

**3) Development critique.** The development stage can not use the same model in all areas because each country has its own social, cultural, and political approach (Berrigan, 1997). Growth and modernization of western development led to greater inequality and underdevelopment in less developed or developing countries (Servaes and Malikhao, 2008).

### 2.4.1.2 Dependency paradigm

**1) Development framework.** A key role of the dependency paradigm in development started between the late 1960s and the early 1980s (Servaes and Malikhao, 2008). The developers of this paradigm believed that underdevelopment in countries in the Third World was a consequence of the developed society. Peripheral countries had to separate themselves from the world market (Servaes, 1996).

**2) Development communication.** Development communication of this paradigm remained the same way as the modernization paradigm. Content was designed from center and conveyed in one-way communication (Servaes, 1989, quoted in Kanjana Kaewthep, Kamjohn Louiyapong, Rujira Supasa, and Weerapong Polnigongit, 2000) by mass media (O'Sullivan-Ryan & Kaplún, 1978 quoted in Huesca, 2008).

**3) Development critique.** Although dependency paradigm indicates the causes of underdevelopment, it does not provide ways for solving it (Servaes and Malikhao, 2008). Dependency idea that is related to separation of peripheral countries from developed countries has rarely been a practical way because the growth of world changes the world to interdependency society (Servaes, 2008).

#### **2.4.1.3 Multiplicity paradigm or another development**

**1) Development framework.** This paradigm appeared after the criticism of two previous paradigms (Servaes, 2008: 14). The main idea of this paradigm is based on people participation. People who are directly affected in development take part in choosing resource and designing of development projects. (Berrigan, 1979). The developers of this paradigm noted that development is not served by the standard model. It can be adapted to suitable context of each society (Nerfin, 1997; Servaes, 1996). This



paradigm related to people's basic needs of each area. People identify goals, solution and outcome of development by themselves (Nerfin, 1997).

**2) Development communication.** Development communication of this paradigm differs from modernization and dependency paradigm. Top-down communication or diffusion model is the tool of modernization and dependency paradigm, while multiplicity's tool is participatory model or bottom-up communication. Servase (2008) concluded that diffusion model is persuasion patterns in one-way communication from source to the receiver. Mass media play the key role for development campaign through technologies, social marketing strategies, and opinion leaders in order to change people's attitude and their behavior, while people of participatory model are the development controller. Tufte and Mefalopulos (2009) explained that participatory model is a horizontal communication that enables everyone to engage in social issue, problem-posing, and dialogue in order to exchange information among them. They also pointed out that diffusion strategies focus on national mass media while, participatory communication emphasize on media that empower people to be greater dialogue.

#### **2.4.2 Definition of participatory communication**

Tufte and Mefalopulos (2009: 17) noted that “participatory communication is an approach based on dialogue, which allows the sharing of information, perceptions and opinions among the various stakeholders and thereby facilitates their empowerment, especially for those who are most vulnerable and marginalized. Participatory communication is not just the exchange of information and experiences: It is also the exploration and generation of new knowledge aimed at addressing situations that need to be improved.”

Singhal (2001: 12) defined participatory communication as “a dynamic, interactional, and transformative process of dialogue between people, groups, and institutions that enables people, both individually and collectively, to realize their full potential and be engaged in their own welfare.”

Nair and White (1987, quoted in White and Nair, 1994: 4) defined participatory development communication as “a two-way, dynamic interaction, between “grass-roots” receivers and the “information” source, mediated by development communicators as renewal facilitators.”

Therefore, in this study participatory communication refers to two-way communication based on dialogue between people, groups, and organizations, which empowers various stakeholders to equitably share and exchange information, knowledge, and experience.

### **2.4.3 Main principals of participatory communication**

There are two main principals of participatory communication. One is the dialogical pedagogy of Paulo Freire, and another is the ideas about access, participation and self-management of UNESCO debates in 1970s (Servaes, 1996: 17).

#### **2.4.3.1 Dialogical pedagogy of Paulo Freire**

There are five characteristics of Freire’s dialogue, which was explained by Cadiz (2005: 147-149). The details are as follows:

**1) Communication between equals.** It refers to the equality between all stakeholders. They can interchange roles as sender and receiver.

**2) Problem-posing.** It refers to the developer, expert or facilitator act as a mediator to facilitate the members to discuss together, not a solution provider.

**3) Praxis, a cycle of action and reflection.** It refers to translation of information into communication practice in development.

**4) Conscientizing.** It refers to the growing of all stakeholders in understanding human, social and development processes

**5) Five values.** It refers to love, humility, hope, faith in development partners' capability, and critical thinking. True dialogue happens in a context of these values.

#### **2.4.3.2 Ideas of UNESCO Debates in 1970s.**

The result of UNESCO Debates about access, participation, and self-management was expressed by Jouet (1997: 3-5). The details are described below.

**1) Access.** It refers to the opportunities available to people to come closer to communication systems as the chooser and feedback transmitter. At the chooser level, people have the right to consume relevant programs anytime when they want, and they can request the program that they needs. At the feedback transmitter level, people have the right to comment and criticize, interact with producers, administrators/ managers of communication organizations.

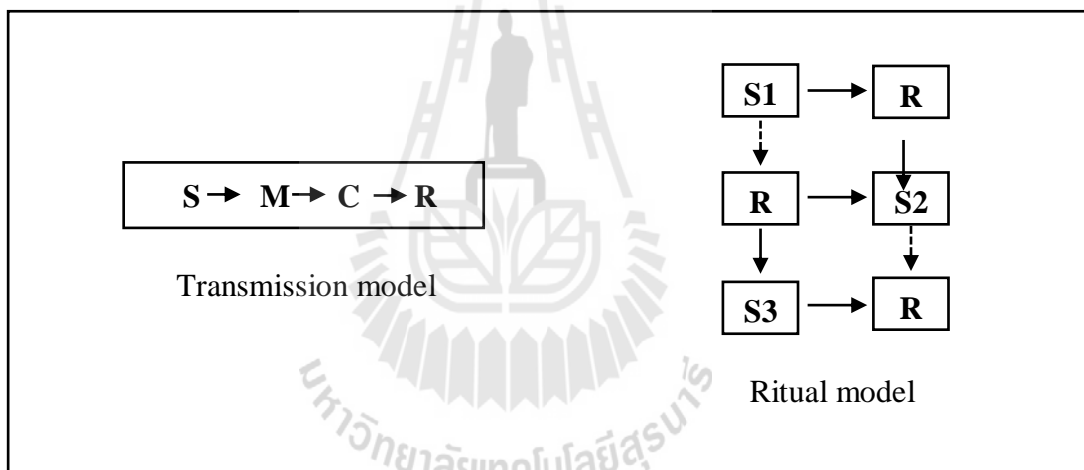
**2) Participation.** It refers to people participation in production and management of communication systems at the production, decision-making, and planning level.

**3) Self-management.** It refers to the most advanced form of participation.

### **2.4.4 Models of participatory communication**

#### **2.4.4.1 Ritualistic models of communication**

Carey (1989) stated that the ritual model is opposite to transmission model. From transmission model's perspective, communication is the transmission of messages from the sender to the receiver in order to control. While, communication of ritual model is the process that draws people to share beliefs toward the maintenance of society. Kanjana Kaewthep (2002) extended Carey's notion that transmission model focuses on one-way communication that the role of sender and receiver was fixed throughout the communication. On the other hand, ritual model emphasizes on two-way communication that the role of sender and receiver can interchange in order to share the meaning between them as displayed in Figure 2.6.



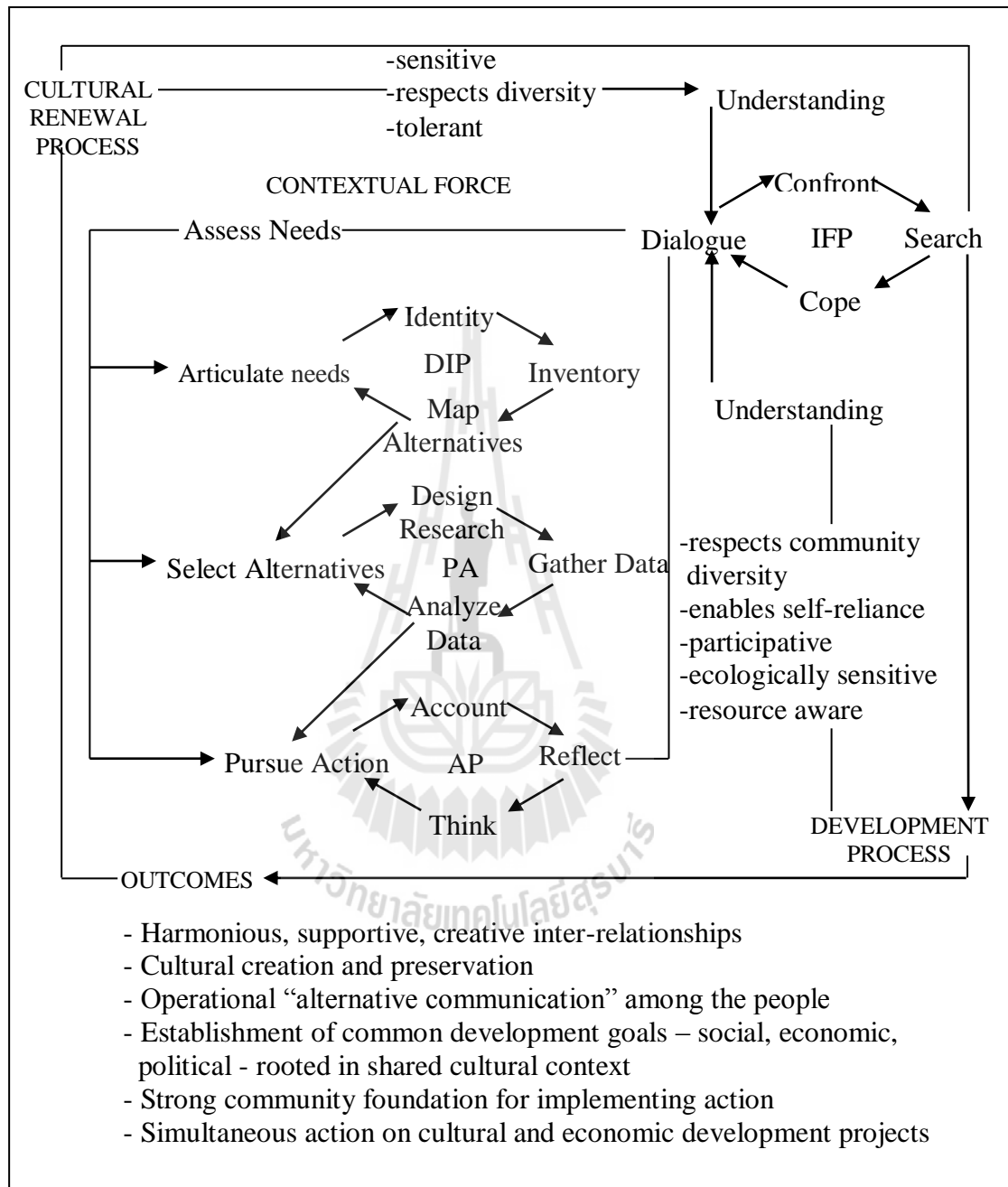
**Figure 2.6** Transmission and ritual model of communication

Source: Kanjana Kaewthep (2002)

#### 2.4.4.2 Cultural renewal models of communication.

White and Nair (1994) explained the cultural renewal model that is the action framework for sharing diversity via participatory communication. A dialogic process at a local level is a key element for this model to determine mutual aim of economic culture development. This model is started by people in the

community or government sectors or other agencies. The model consists of three main processes as described in Figure 2.7.



**Figure 2.7** Cultural renewal model. Source: White and Nair (1994)

The interfacing process (IFP), cultural renewal process, and development process. The cultural renewal process is sensitive to human needs,

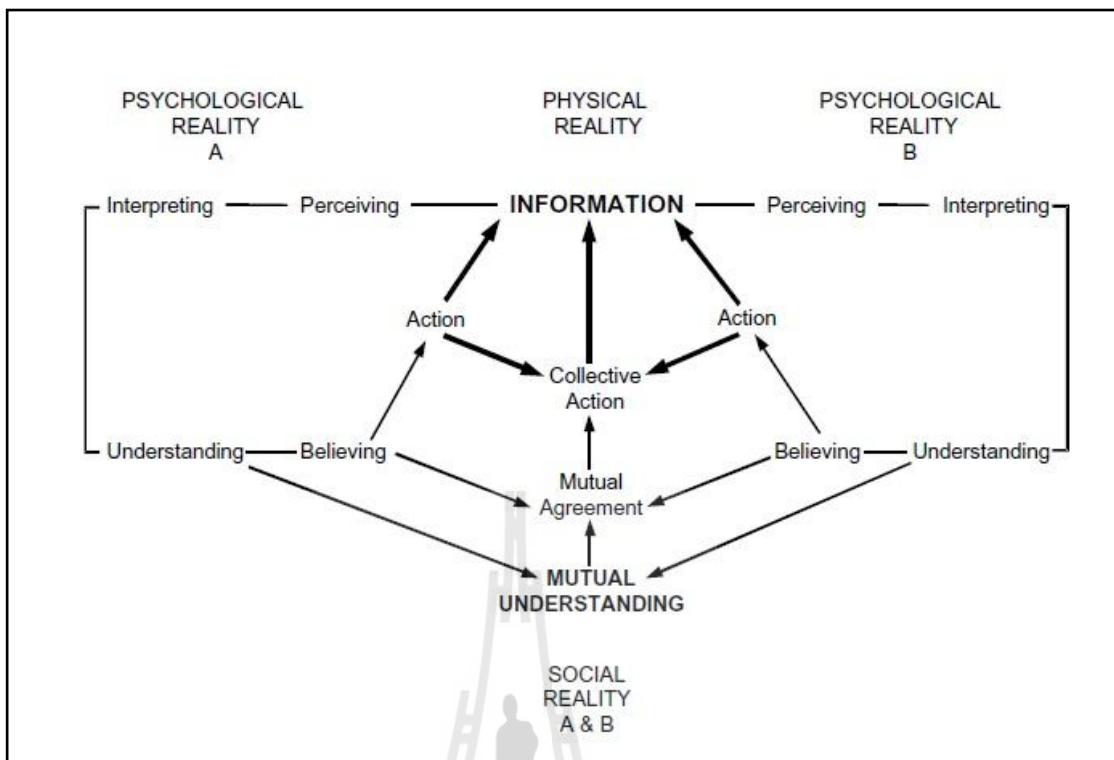
respecting the cultural diversity, and tolerance, while the development process is resource aware, ecologically sensitive, participative, enabling self-reliance and respecting community diversity. Understanding of diversity in these processes emerges from the interfacing process that is the important element of this model.

Interfacing is a process of dialogue, confrontation of diversity views, searching for appropriate or beneficial information and coping with the nature of the dialogic exchanging. In addition, interfacing process consists of three sub-processes: the diagnostic process (DIP), the participatory research process (PAR), and the action process (AP). DIP begins with articulate needs, identifying affected people and change issues, inventory of possible idea, and mapping feasible alternatives of each need. Next process, PAR starts with the selection of alternative from the diagnostic process. It is followed by design research, gathering and analyzing data. Finally, AP originates from thinking of action outline, pursuing the action, evaluating and accounting of implementation and reflecting on the outcomes.

#### **2.4.4.3 Convergence model of communication**

Rogers and Kincaid (1981, quoted in Figueroa, Kincaid, Rani and Lewis, 2002) offered the model that represents a communication of horizontal information sharing between two or more individuals within social networks as shown in Figure 2.8.

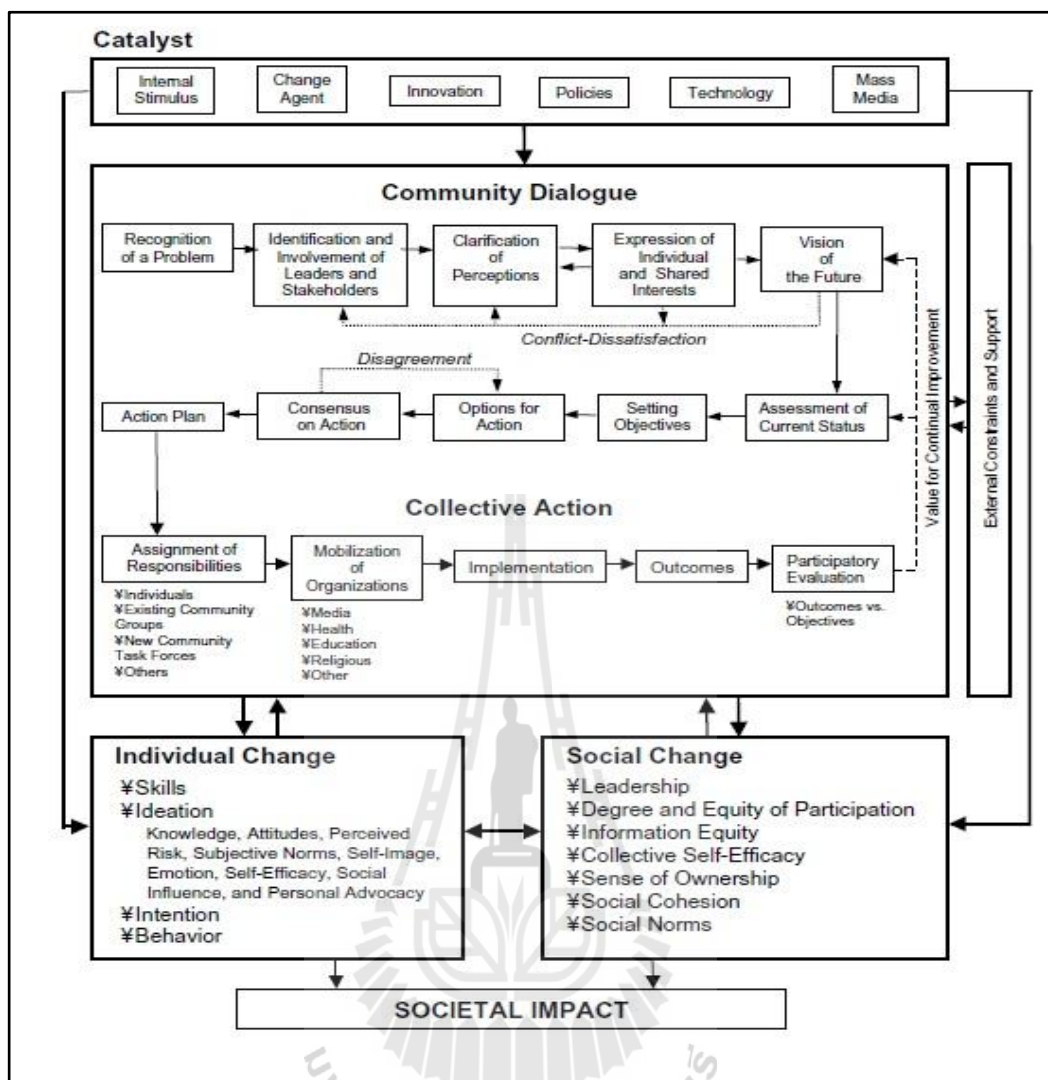
The individual generate information to share to others. The information was perceives, interpret, understand and believe by each individual. Sharing and exchanging information was a loop process. These actions occur repeatedly until mutual understanding and agreement arise and lead to collective action.



**Figure 2.8** Convergence model of communication. Source: Rogers and Kincaid (1981 quoted in Figueroa et al., 2002)

#### 2.4.4.4 The integrated model of communication for social change (IMCFSC).

The integrated model of communication for social change was developed by Figueroa et al. (2002: 6). They call the model in short term that IMCFC. They noted that this model described community members take action as a group to solve a common problem by community dialogue and collective action as displayed in Figure 2.9.



**Figure 2.9** The integrated model of communication for social change

Source: Figueroa et al. (2002)

The model starts with a catalyst that may be come from the affected members, public sector or private sector or non-profit organization, an innovation of tools and methods for solving the problem within the community, policies, availability of technology in the community, and mass media. These catalysts lead to 10 steps of community dialogue that consist of recognition of a problem, identification and involvement of leaders and stakeholders in the



community, clarification of problem perceptions, expression of the members and sharing their needs, ideal of the future community, assessment of current status, setting objectives, options for action, consensus on action, and action plan.

If the community dialogue is effective, it leads to collective action for problem solving. There are five key action steps of collective action that consist of assignment specific members to take responsibility to specific tasks, mobilization of some task by internal and external existing organizations, implementation, the measurable outcomes, and participatory evaluation. The community dialogue and collective action may arise the potential outcomes in the form of individual change (improvement in skills, ideation, intention to engage in new behavior in the future, specific behaviors related to the problem addressed) and social change (leadership, degree and equity of participation, information equity, collective self-efficacy, sense of ownership, social cohesion, and social norms). Moreover, the successful degree of these processes is the key to motivate community members to work together for solving other problems in the future. Thus, it implies that each indicator of individual and social change may affect to the community dialogue and collective action of next projects.

#### **2.4.4.5 Muti-trace models of communication**

Tufte and Mefalopulos (2009) offered muti-trace model that aimed at combining between monologic communication and dialogic communication within a flexible framework. Monologic communication or one-way communication focuses on information transmission while, dialogic communication is two-way communication that aims to find out and create new knowledge more than convey information as described in Table 2.4. This model suggested that communication

methods should be applied to various situations. The participatory communication paradigm is not a replacement for basic communication (information dissemination), but it expands to more interactive communication. If the combination methods usage suits for circumstances, it will take advantage of the fullest communication.

**Table 2.4** The main Features of monologic and dialogic communication

<b>Communication types</b>	<b>Main Features</b>	<b>Main purpose</b>	<b>Preferred methods and media</b>
<b>MONOLOGIC</b> (one-way communication)	<b>Communication to inform</b>	Raise awareness, increase knowledge	Predominant use of mass media
	<b>Communication to persuade</b>	Promote attitude and behavior change	Predominant use of media
<b>DIALOGIC</b> (two-way communication)	<b>Communication to explore</b>	Assess, probe and analyze issues, prevent conflicts	Heavy use of interpersonal method
	<b>Communication to empower</b>	Build capacities, involve stakeholders	Use of dialogue to promote participation

#### 2.4.5 Elements of participatory communication

Although participatory communication is widespread, the concept of participatory communication is subject to interpretation in many ways. Thus, the

researcher gathered elements of participatory communication from many scholars to determine framework of this study as described below.

#### **2.4.5.1 Participants**

Participants in participatory communication can be separated into three characteristics as described below.

**1) Personality of participants.** All people who join in participatory communication should be voluntary participation (Parichart Sthapitanonda, 2006; Fliert, 2010). In addition, they should have an awareness of the problem or need for change, have enough time to participate, and involve in activities that was suitable for their abilities (Fliert, 2010).

**2) Personal characteristics of participants.** Participants should have a variety of personal characteristics (Figuerola et al., 2002; Servaes and Malikhao, 2005; Parichart Sthapitanonda, 2006) such as age, experience, and occupation (Figuerola et al., 2002)

**3) Relevant to the issue of participants.** Participant should consist of people who are effect by the problem, people who work for solving problem, people who support for solving problem, and people who interested in issues (no expectation of the benefits in return) (Figuerola et al., 2002).

#### **2.4.5.2 Facilitators**

There are many qualifications of facilitator as follows:

**1) Personality of facilitators.** People or individual who are facilitators should be positive attitude towards this role (Van de Fliert's, 2010: 97; Voluntary Services Overseas, 2004: 12). In addition, they should be flexible, patient, transparent, and honest as well as understanding cultural influences and balancing the roles

as listeners and mobilisers (Voluntary Services Overseas, 2004: 12).

**2) Communication skills.** The facilitator should communicate with language and symbols that everyone can understand as well as choose the suitable media to target and message (Geoghegan, Renard, and Brown, 2004: 20). The facilitator should also convert information plans for change and make them were attractive (Voluntary Services Overseas, 2004: 12). In addition, the facilitator should contact to all stakeholders continuingly (Servaes and Malikhao, 2008: 22).

**3) Relationship building skills.** Facilitator should develop rapport and trust as well as keep commitment (Servaes and Malikhao, 2008: 22; (Voluntary Services Overseas, 2004: 12). In addition, the facilitator should keep promises, and learn to work as a team (Servaes and Malikhao's, 2008: 22). The facilitator should also generate the context of empower and start the process with easy task in order to build confidence with stakeholders (Voluntary Services Overseas, 2004: 12).

**4) Treat all stakeholders equally.** Facilitator should provide the space for the disadvantaged people to express their needs and their opinions as well as enable them to employ their skills (Voluntary Services Overseas, 2004: 12). Moreover, the facilitator's messages (including language and picture) should reflect the needs of all stakeholders, especially the gender (Geoghegan et al., 2004: 20). Furthermore, the facilitator should create appropriate methods and set up range of activities for all stakeholders (Van de Fliert, 2010: 97). In addition, the facilitator should facilitate a process of mutual discovery, remember every individual's idea and put the individual's feedback first (Voluntary Services Overseas, 2004: 12).

**5) Facilitate horizontal communication.** Facilitator should create environment that all stakeholders are comfortable to express their opinions as well as facilitate an exchange of information and provide space for the expression of different idea (Geoghegan et al., 2004: 20).

**6) Others.** The facilitator should manage of adequate resources and all facilitator's action should be supported by the organization (Van de Fliert's, 2010: 97). Moreover, facilitator should emphasize on the process and the context more than task or result as well as keep everything simple. In addition, facilitator should express their role through the eyes of community's members (Voluntary Services Overseas, 2004: 26).

### **2.4.5.3 Organizational capacity**

Effective individuals as participants and facilitators depend on supporting from organization. Organizations can start to support participatory communication at basic level by gathering good previous experiences, collecting documented impacts that are important evidence, generating flexible funding mechanisms that allow long term engagement, and being open minded as well as creative leadership.

### **2.4.5.4 Media characteristic**

The scholar considered media as three forms as follows:

**1) Community media.** It refers the means of an exchange of opinions and information based on people needs and interests, not a transmission that guessed audience needs and interests. Moreover community media is a media that convey information from the periphery to the center and provide the way to people participates as planners, producers, and performers. In addition, community media is adapted for utilize by the community and links with existing media in the community.

They become the backbone of the horizontal communication in the form of discussion, suggestion and decision-making (Berrigan, 1979: p.49)

**2) Participatory media.** Media were considered as participatory media in three dimensions: technical–structural characteristic, social characteristic, and economic and political characteristic. For technical–structural characteristic, participatory media are many-to-many media that enable people to connect to the network in order to send and receive multi-messages (such as text, picture, video, audio, link) from other people. Whereas, social characteristic considered participatory media as social media that their value and power originate from active participants that can connect to each other. Finally for economic and political characteristic, participatory media is social network in terms of communications networks that can spread information to public quickly, but low cost of operation. Therefore, participatory media consist of blogs, wikis, music-photo-video sharing, digital storytelling, virtual communities, social network services, videoblogs, etc. (Rheingold, 2008: 100).

**3) Cyber activism media.** Media in this group should be cheap, accessible, enable all stakeholders to publish information, and access information (Olamilekan, 2003)

#### **2.4.5.5 Equity of participation.**

Participatory communication focuses on “horizontal” interactions that all community members specify their needs, the ways to change and desired results by themselves (Goodsmith and Acosta, 2011: 10). Moreover, all community members have the same status in the communication arenas (Gustavsen (1992), and Gustavsen and Engelstad (1986) quoted in Gustaven 2004; Charlotte

Ryan, 2007), especially affected groups of members (Ryan, 2007; Figueroa et al., 2002). In addition, dialogue is based on two-way communication as well as all topics discussed are topics that all members can participate and understand these topics. Furthermore, the members have to encourage other members to active in the horizontal communication as well as accept that other members may have better opinions than their own (Gustavsen (1992), and Gustavsen and Engelstad (1986) quoted in Gustaven 2004). However, member participants depend on promoting opportunities for people to participate in various activities of community or organizations (Figueroa et al., 2002)

#### **2.4.5.6 Reflection**

Participants or actions and their reflection were repetitive (Goodsmith and Acosta, 2011: 10). Therefore, community should learn from the reflection of earlier collective action and adjust the methods that are suitable for current situation of the community and implicate for future project (Berrigan, 1979: p.47-49; Figueroa et al., 2002; Ryan, 2007).

#### **2.4.5.7 Flow of information**

Flow of information for participatory communication can be separated into three dimensions: bringing information from outside to the community in the form of external linkages, spreading information from the community to outside in the form of networking, and exchanging information among the members within the community.

**1) External linkages.** Updating information from external community is the important. The community should bring good perspective from the

outside power group and useful information that affect to the community to fulfill the community's task (Berrigan, 1979: p.48).

**2) Networking.** The community should coordinate with the power groups both internal and external community that can help to solve the community's problem (Berrigan, 1979: p.48; Figueroa et al., 2002). For external community, it should focus on potential partnership (Ryan, 2007). Moreover, the community's members should convey their community's views to the outside (Berrigan, 1979: p.48). Not only disseminate community's information but also generate collective participants by expanding networks of people who interested in the same issue and focus to complete the mission together (Ryan, 2007).

**3) Information exchanging.** Sharing information at high level are likely to influence on member participation in activities related to the issue. The members who understand the issue well are more likely to participate in the activities (Figueroa et al., 2002: 29)

Moreover, flow of information also include access to diversity sources of information, frequency of media usage by community members, number of reports related to community's activities by media, degree of media participation about issue, and number of community members who have discussed the issue with other community members/ (Figueroa et al., 2002: 30)

#### **2.4.5.8 Message attribute**

Messages that are presented by the facilitator should be clear, concise language, simple and have a single focus. In addition the facilitator should support the messages by employing visual aids such as visual stimuli like pictures, diagrams, colors in order to increase the effectiveness of dialogue (Voluntary Services Overseas, 2004: 12)..



#### **2.4.5.9 Social cohesion**

People participate in participatory communication process in order to emphasize on collaborative processes that find out solutions from the members within the community (Goodsmith and Acosta, 2011: 10) Thus, social cohesion is a key success of the member's participation in the community because it is the power that motive people to remain the community's members. The indicators of social cohesion consists of sense of each member feel as belonging the community, happiness and pride of being a community's member, agreement on community's goal, trust and confidence in honesty, capability and good trait of other members ,the exchange of social benefits, and the links of information exchange among the community's members. (Figueroa et al., 2002: 33).

#### **2.4.5 Participatory communication and solving social problems**

Social problem refers to “a social condition that has negative consequences for individuals, social world, and physical world” (Leon-Guerrero, 2016). Social problem are decrease by social assistance that provided financial assistance, and social services to persons in need and other persons. When considered types of social assistance, these consist of (1) emergency assistance for a period not exceeding one month, (2) short-term assistance for a period of less than four consecutive months, (3) long-term assistance for a period of four or more consecutive months, or (4) special assistance (SOCIAL ASSISTANCE ACT, www, 2013).

#### **2.4.6 Related Studies concerning participatory communication**

The findings from the 60 Thai previous researches<sup>2</sup> on participatory communication since 1993 to 2012 focused on two areas: study of investigation the role of community media, and study of design of participatory communication as

tools for solving problem or community development. These earlier studies investigated in (1) communication strategies, (2) types and degrees of participation, and (3) factors affecting the people participation. In addition, these studies examined a variety of media which are (1) community media in the form of person media, community radio, community television, news broadcasting tower, and wire broadcasting, (2) mass media in the form of radio and television, and (3) new media in the form of the internet radio and website. However, there were only two studies focused on Thai online community context. Both of them highlighted in online student communities in the form of internet radio program (Patchara Chatwaree, 2009) and collaborative learning website (Nareerat Sroisri, 2011)

#### **2.4.7 SNSs and participatory communication**

SNSs are participatory media that empower the Internet users to connect to others in order to send and receive multi-messages via the network (Rheingold, 2008). Moreover, the key characteristic of SNSs that be consistent with the idea of participatory communication is interactivity. The interactivity enables people to be powerful the Internet users (Listen et al., 2009) by contributing content by themselves such as posting message to blogs, creating and editing videos, expressing opinion about the product (Friedman and Friedman, 2008). In addition, interactivity also enables all the Internet users to interchange the communication roles as the sender and the receiver (Kiouisis, 2002). That means the Internet users are communication controllers on this platform. SNSs also provide area of collaboration through online community (Friedman & Friedman, 2008) that the Internet users can communicate with others who are interested in the same topics (Banbersta, 2010). When the problems occur, people who are effect by the problem, people who work for solving

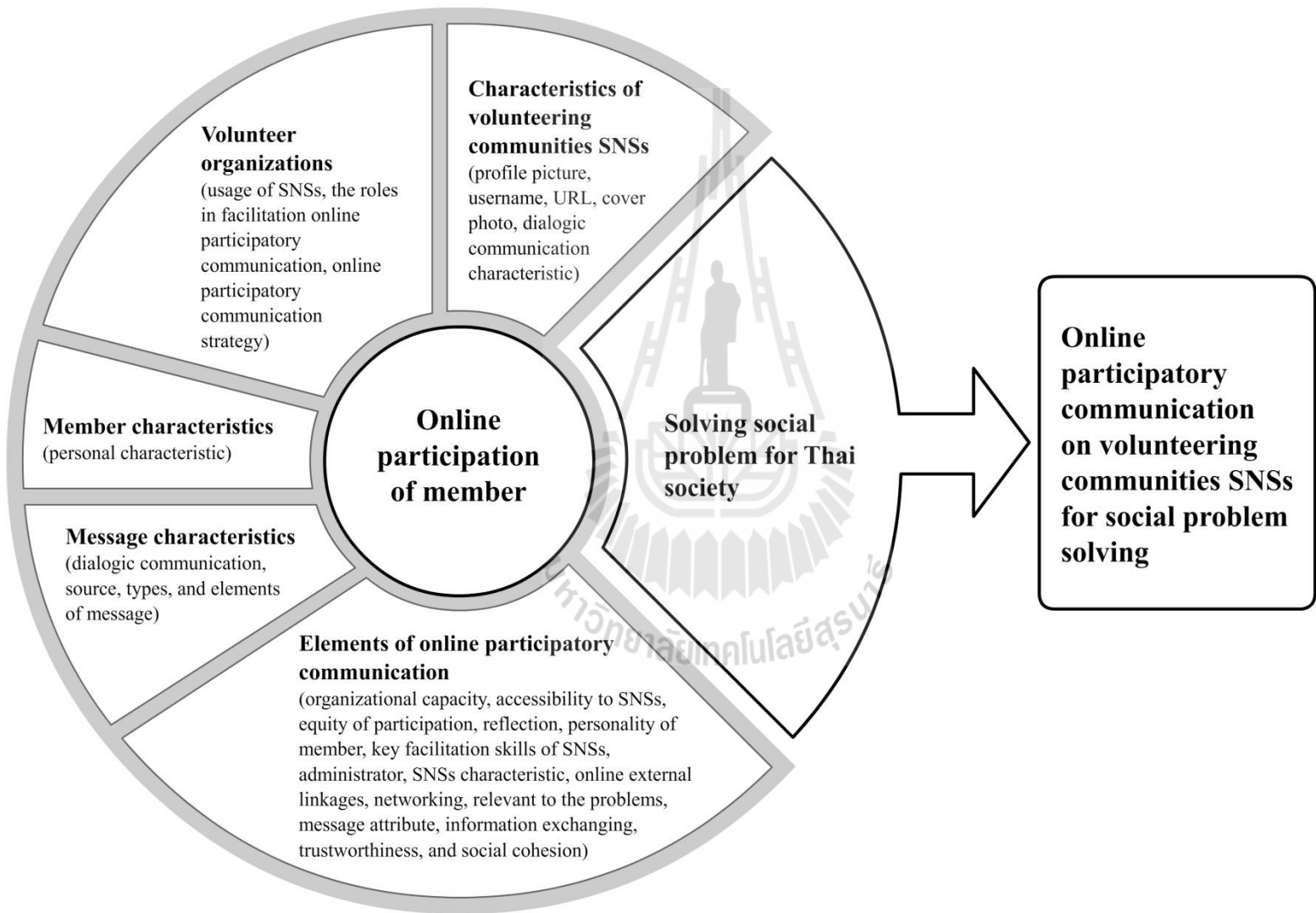
problem, people who support for solving problem, and people who interested in issues can exchange their knowledge, skills and experiences to each other in order to find out the appropriate solution. These explanations support people-centeredness and equality of communication, communication controller, and collaboration concept of participatory communication. Thus, SNSs are media that suitable for participatory communication in today.

In summary, participatory communication plays a very important role within multiplicity paradigm that focused on people-centeredness of development. Most previous studies in Thailand employed participatory communication as framework to investigate the role of traditional media or community media, and examined the design of participatory communication as tools for solving problems or community development in offline context. Few studies focused on new media in online community context. Nowadays, communication among Thai people is shifting from offline to online media, especially SNSs in the form of Facebook and Twitter. These SNSs support people-centeredness, equality of communication, communication controller, and collaboration concept of participatory communication. Therefore, studying how participatory communication applies to online volunteering is crucial for solve social problems. To achieve this goal, the researcher brought participatory communication concept as a framework to create coding sheet for content analysis and create questions related to horizontal communication on Facebook and Twitter to interview these SNSs' administrators as well as create online questionnaire to examine participatory communication elements affecting online participant leading to solving social problems.

## 2.5 Conceptual Framework of This Study

The members on volunteering community SNSs of this study are diversity of personal characteristics such as age, experience, and occupation. In addition, they are relevant issue in the form of people who are effect by the problem, people who work for solving problem, people who support for solving problem, and people who interested in issues. The members should also recognize of the problem or need for change and involve in activities willingly. Furthermore, they have to apply methods from the reflection of previous projects as well as learn as a team to find out the suitable solution in the form of social cohesion.

All members have also the same status in the communication on volunteering community SNSs that emphasize on horizontal interactions. Communication on volunteering community SNSs is multi-dimension between volunteer organizations and the members as well as among the members in the form of press agency or a one-way asymmetrical model, public information or one-way symmetrical model, two-way asymmetrical model, and two-way symmetrical model. Communication on volunteering community SNSs consists of multi-media (such as texts, pictures, videos) that occur via various features of SNSs. In addition, the information on volunteering community SNSs is free flow. Both the volunteer organizations and the members can bring information from outside to volunteering community SNSs in the form of external linkages as well as broadcast information from volunteering community SNSs to outside in the form of networking. It includes exchanging information among the members within volunteering community SNSs. These online participatory communication on volunteering community SNSs lead to solving social problems as described in the conceptual framework of this study as shown in Figure 2.10.



**Figure 2.10** Conceptual framework of this study

## **CHAPTER 3**

### **RESEARCH PROCEDURE**

This chapter consists of research methodology, population and sample, research instruments, research variables, instruments, construction, the efficiency of the instrument, and the procedures for data collection and data analysis are described below.

#### **3.1 Research Methodology**

This research was mix method combining between qualitative and quantitative research involving a content analysis of volunteering community SNSs in Thailand, an online questionnaire of individual who registered as members of volunteering community SNSs in Thailand, and a se-mi structured interview of administrators who were responsible for volunteering community SNSs in Thailand.

#### **3.2 Population and Sampling**

##### **3.2.1 Population**

The population in this study consisted of three groups.

3.2.1.1 Volunteering community SNSs in Thailand.

3.2.1.2 The administrators who were responsible for volunteering community SNSs in Thailand

3.2.1.3 The individuals who registered as members of volunteering community SNSs in Thailand.

### 3.2.2 Samples

The samples of this study consisted of three groups.

#### 3.2.2.1 The first group. Volunteering community SNSs in Thailand.

Although there are many volunteer organizations using SNSs for their volunteer work in Thailand, there is no agency collecting the lists of volunteer organizations that use SNSs for volunteer work. Consequently, there is no information of total groups of SNSs volunteering communities in Thailand. Thus, the researcher selected volunteering community SNSs by snow ball technique from volunteer organizations that have employed SNSs in the form of Facebook and Twitter and have made social movements or have enabled some changes in Thai society. This technique started from popular volunteer organizations that were presented through mass media. The research started to collect data by snow ball technique on June, 2014. 20 volunteering community SNSs from 12 volunteer organizations as shown in Table 3.1 were selected to study.

These volunteer organizations were different by their operations. JB, SA and VSN were volunteer coordinators that intended to be center between volunteers and other volunteer organizations. 1500Miles, AD, BV, DNT, Gen-V, HSG, JSC, MF and TF were volunteer initiators that created volunteer work by themselves. These volunteer organizations collaborated with others in the form of volunteer organization networking.

**3.2.2.2 The second group.** The administrators who were responsible for volunteering community SNSs in Thailand.

The administrators of volunteering community SNSs of the samples of the first group were selected. Only 7 administrators were convenient to interview. The research interview these administrators on December 2014 – March 2015.

**Table 3.1** The sample in the form of volunteering community SNSs in Thailand

Volunteer organization types	English and Thai name of volunteer organizations	Objective	URL of SNSs	Number of SNSs' members
Volunteer coordinator	1. JitArsa Bank (JB): ธนาคารจิตอาสา	To aim to support and exchange information between volunteers and other organizations as well as match people's abilities and interests with appropriate volunteering opportunities.	www.facebook.com/JitArsaBank	25,447
	https://twitter.com/JitArsaBank		2,064	
	2. SiamAsra (SA): อาสาสมัครพันธุ์ประเทศไทย	To aim to be information center of volunteer activities and the volunteers	www.facebook.com/SiamArsa	166,479
	https://twitter.com/SiamArsa		62,000	
	3. VolunteerSpirit Network (VSN): เครือข่ายจิตอาสา	To aim to provided online database of volunteer opportunities and volunteer organizations all over Thailand as well as volunteer management training and coaching service	www.facebook.com/Jitasa	173,061
	https://twitter.com/volunteerspirit		1,310	
Volunteer initiator	4. 1500 Miles Foundation (1500Miles): มูลนิธิ 1500 ไมล์	To focus on helping victims survive from all types of natural disasters around Thailand that the public sector or other departments could not get to	www.facebook.com/1500FD	2224
	https://twitter.com/1500miles		12,800	
	5. ArsaDusit (AD): อาสาคุณิต	To collect people to do good activities for Thai society	www.facebook.com/ArsaDusit	5,260
	https://twitter.com/ArsaDusit		1,017	

\* Number of SNSs' members on October, 2014



**Table 3.1** The sample in the form of volunteering community SNSs in Thailand

(continued)

Volunteer organization types	English and Thai name of volunteer organizations	Objective	URL of SNSs	Number of SNSs' members
Volunteer initiator	6. Boonvolunteer (BV): พุทธิกานฉลาดทำบุญด้วยจิตอาสา	To aim to Buddhist issues	<a href="http://www.facebook.com/boonvolunteer">www.facebook.com/boonvolunteer</a>	53,199
	7. Dog Nation Team (DNT): ทีม (เพื่อ) ชาติหมา	To emphasize on helping homeless animals, such as dogs and cats	<a href="http://www.facebook.com/DogNationTeam">www.facebook.com/DogNationTeam</a>	32,174
	8. Generation of Volunteer (Gen-V) คนรุ่นใหม่ใจอาสาเพื่อผู้ประสบภัย (สวนโมกข์กทม)	To focus on young volunteers and coping with disaster	<a href="http://www.facebook.com/GenV2011">www.facebook.com/GenV2011</a>	5,938
	9. Happy Seed Group (HSG): เครือข่ายอาสาอิสระ ไร้พรมแดน อารมณ์สุข	To emphasize on volunteer work through journey upon the concept of a trip to share good action	<a href="http://www.facebook.com/HappySeedsGroup">www.facebook.com/HappySeedsGroup</a>	570

\* Number of SNSs' members on October, 2014

**Table 3.1** The sample in the form of volunteering community SNSs in Thailand

(continued)

Volunteer organization types	English and Thai name of volunteer organizations	Objective	URL of SNSs	Number of SNSs' members
Volunteer initiator	10. Jivita Sikkhalay Club (JSC): จีวีตสิกขา	To aim to Buddhist issues	<a href="http://www.facebook.com/Jivitasikkha">www.facebook.com/Jivitasikkha</a>	2,818
	11. The Mirror Foundation (MF): มูลนิธิกระจกเงา	To work largely on urban issues - missing persons, street children, begging and homelessness	<a href="http://www.facebook.com/mirrorf">www.facebook.com/mirrorf</a>	207,167
			<a href="https://twitter.com/Mirror_org/">https://twitter.com/Mirror_org/</a>	15000
	12. Thai Flood (TF): ศูนย์ข้อมูลช่วยเหลือผู้ประสบภัยน้ำท่วม	To point out to help flood victims in particular	<a href="http://www.facebook.com/thaiflood">www.facebook.com/thaiflood</a>	82,287
			<a href="https://twitter.com/thaiflood">https://twitter.com/thaiflood</a>	143,000

\* Number of SNSs' members on October, 2014

**3.2.2.3 The third group:** The individuals who registered as members of volunteering community SNSs of the samples of the first group.

The population of this group is the total members of all volunteering community SNSs on October, 2014 that were 999,164 members. According to Yamane (1976 quoted in Suthipol Udompuntharak and Julaporn

Pooliam, www, 2012), the population more than 200,000 and error  $\pm 5\%$ , the sample size should be 400. The researcher used Yamane's rule for determining the samples of this group. The members of each volunteering community SNSs from the first group were selected by convenience sample sampling. More than 400 members received online questionnaire from the research and 408 members responded online questionnaire.

### **3.3 Research Variables**

Research variables of this study can be classified into two groups as follows;

#### **3.3.1 The first group**

**3.3.1.1 Independent variable.** Independent variable in this group consisted of (1) characteristics of volunteering communities SNSs (included profile picture, username, URL, cover photo, dialogic communication characteristic), (2) volunteer organizations (included usage of SNSs, the roles in facilitation online participatory communication, online participatory communication strategy), (3) member characteristics (included volunteering community SNSs membership, age, occupation, educational background, the role on volunteering community SNSs, duration of volunteering community SNSs membership, frequency of volunteering community SNSs usage, and experience as a volunteer), (4) message characteristics (included dialogic communication, source, types, and elements of message), and (5) elements of online participatory communication (included organizational capacity, accessibility to SNSs, equity of participation, reflection, personality of member, key facilitation skills of SNSs, administrator, SNSs characteristic, online external linkages,

networking, relevant to the problems, message attribute, information exchanging, trustworthiness, and, social cohesion).

**3.3.1.2 Dependent variable.** It refers to characteristics of online public participation (included originating volunteer activities and mobilizing helps by self, involving decision making related to the policy of volunteer organization's operation, participating in various forms of volunteer works such as doing volunteer work, mobilizing donation of money or things, coordinating, inviting other people to join volunteer activities, posting messages to provide useful information or express idea for volunteer organization's operation, posting messages to respond when volunteer organization asked questions or request information about volunteer activities, sharing or retweeting volunteer organization's information to external network, posting messages to request information from volunteer organization, and reading messages and or clicking the "Like" or the "Favorite" button only).

### **3.3.2 The second group**

**3.3.2.1 Independent variable.** It refers to characteristics of online public participation (in topic 3.3.1.2)

**3.3.2.2 Dependent variable.** It refers to form of solving social problems (included eliminating social problems, solving social problems in an emergency relief phase (not exceeding 1 month), solving social problems in a short-term relief (less than 4 months), solving social problems in a long-term relief (over 4 months), no solving social problems, but there was guidelines for solving, and no solving social problems and no guidelines for solving, but publicizing social problems to Thai society only).

### 3.4 Research Instruments

In this study, there were three research instruments as described below.

**3.4.1 Coding sheet (in Thai).** This instrument was used to analyze the content on volunteering community SNSs in Thailand. The units of analysis consisted of three main parts: (1) volunteering community SNSs characteristics (included volunteering community SNSs profile picture, volunteering community SNSs username, volunteering community SNSs URL, and volunteering community SNSs cover photo); (2) dialogic communication characteristic; and (3) characteristics of messages of online participatory communication.

For content analysis in the form volunteering community SNSs characteristics and dialogic communication characteristic, coding sheet was designed for all volunteering community SNSs of 12 volunteer organizations. Therefore, data from 20 volunteering community SNSs of 12 volunteer organizations were collected. However, coding sheet for analysis characteristics of messages of online participatory communication was designed for collecting data from volunteering community SNSs that were used on October, 2014 only. VSN's Twitter was excluded from this coding sheet. Thus this part only collected data from 19 volunteering community SNSs of 12 volunteer organizations.

**3.4.2 Se-mi structured interview form (in Thai).** This instrument was used to explore information from administrators who were responsible for SNSs volunteering communities. The se-mi structured interview consisted of six main parts: (1) volunteering community SNSs usage of volunteer organizations; (2) acquiring and maintaining members of volunteer organizations via volunteering community SNSs; (3) strategy of presenting information on volunteering community SNSs of volunteer organizations; (4) volunteer organization role for facilitation online participatory communication by using SNSs; (5) evaluation of volunteering community SNSs

usage by volunteer organizations; and (6) result of using volunteering community SNSs of volunteer organizations.

**3.4.3 Online questionnaire (in Thai).** This instrument was used to explore information from members of volunteering community SNSs in Thailand. It consisted of four main parts consisting of (1) personal information of members (2) participatory communication elements affecting to member participation in volunteering community SNSs (3) members' participation in volunteering community SNSs and (4) member participation in volunteering community SNSs affecting to solve social problem. However, online questionnaire was designed for collecting data from volunteering community SNSs that were used during the time of collecting data (October, 2014 – June 2015). VSN's Twitter was stopped working on March 2014. Therefore, VSN's Twitter was excluded from online questionnaire. Moreover no member of 1500Miles' Facebook responded the online questionnaire. Thus this part only obtained data from 18 volunteering community SNSs of 12 volunteer organizations.

## **3.5 Construction and Efficiency of the Research Instruments**

**3.5.1 Coding sheet for content analysis.** The researcher created a coding sheet with a codebook which explains the definitions of content and how to code categories. A coding sheet and a codebook were developed based on the literature review about Twitter, Facebook and general website content analysis studies. The coding sheet was pre-tested on 3 volunteering community SNSs that were similar to the population, and examine by the researcher's advisor. The coding sheet and the codebook were further tested its reliability by two coders, including the researcher, in data collection. Before data collection, each coder was trained by the researcher. Moreover, during data

collection, if there are categories missing from the code sheet that needs to be added or changed, the coders can discuss the information together.

Coding sheet in the second part (dialogic communication characteristic) utilized four point rating scales for weighting the appearance of the dialogic principles on volunteering community SNSs as follows:

3 = High

2 = Neutral

1 = Low

0 = None

The data from this rating scale was calculated for arithmetic means. The research adapted Boonchom Srisa-ard's criteria (Boonchom Srisa-ard, 1996: 68) to interpret these means as follows:

2.51 - 3.00 = This item was high appearance on volunteering community SNSs.

1.51 - 2.50 = This item was neutral appearance on volunteering community SNSs.

0.51 - 1.50 = This item was low appearance on volunteering community SNSs.

0.00 - 0.50 = This item was no appearance on volunteering community SNSs.

**3.5.2 Interview administrators who were responsible for volunteering community SNSs in Thailand.** The questions of interview were developed based on literature review by the researcher. It tested content validity by 7 experts who checked the relevance between the questions of interview and the research objectives as well as the understanding of each question. This formula called as IOC (Index of Item Objective Congruence) that described below (Somthawin Wjitwanna, 2005: 62-63):

$$IOC = \frac{\sum R}{N}$$

IOC is the index of relevance between the questions and research objectives.

R is the opinion of an expert.

N is the number of experts.

The score is +1, if experts are sure that the questions are appropriate.

The score is 0 if the experts are not sure if the question is appropriate.

Score value is -1 if experts are sure that the questions are inappropriate.

If the IOC is 0.50 up, it shows that a question is appropriate.

After that, the researcher modified the interview questions with the research's advisor for checking the understanding.

**3.5.3 Online-questionnaire for members of volunteering community SNSs in Thailand.** The questions of online-questionnaire were developed based on literature review. They were tested content validity by IOC from 7 experts as same as the questions of the interview. Then online-questionnaire was modified and used to be a pre-test with 30 people who are similar to the sample group for checking the understanding. After that the data from pre-test were tested reliability by Cronbach's alpha coefficient as described below: (Somthawin Wjitwanna, 2005: 64-65).

$$\alpha = \frac{k}{k-1} \left[ 1 - \frac{\sum si^2}{st^2} \right]$$

$\alpha$  is the reliability.

k is number of question.

$si^2$  is the variance of the scores of each question.

$st^2$  is the variance of the scores of all questions.



The calculated  $\alpha$  was 0.969. It was higher than 0.50, therefore it shows that the reliability of this measure has the potentiality to be used.

Online-questionnaire in the second (participatory communication elements affecting to member participation in volunteering community SNSs) and third parts (members' participation in volunteering community SNSs) employed five point rating scales for rating the opinions of volunteering community SNSs' members.

The second part consists of 52 items. The detail of five point rating scales was explained as follows:

5 = Highest

4 = High

3 = Neutral

2 = Low

1 = Lowest

Regarding to data from Likert's scale method, the data was calculated for arithmetic means. The research utilized Boonchom Srisa-ard's criteria (Boonchom Srisa-ard, 1996: 68) to interpret these means as follows:

4.51 - 5.00 = This item was highest affecting to member participation in volunteering community SNSs.

3.51 - 4.50 = This item was high affecting to member participation in volunteering community SNSs.

2.51 - 3.50 = This item was neutral affecting to member participation in volunteering community SNSs.

1.51 - 2.50 = This item was low affecting to member participation in volunteering community SNSs.

1.00 - 1.50 = This item was lowest affecting to member participation in volunteering community SNSs.

The third part consists of 8 items of online participation. Five point rating scales used for rating opinions of volunteering community SNSs' members as follows:

5 = Always

4 = Often

3 = Sometime

2 = Rarely

1 = Never

Data from this rating scale was calculated for arithmetic means by the same criteria as the second part as follows:

4.51 - 5.00 = Volunteering community SNSs' members always participated in this type.

3.51 - 4.50 = Volunteering community SNSs' members often participated in this type.

2.51 - 3.50 = Volunteering community SNSs' members sometime participated in this type.

1.51 - 2.50 = Volunteering community SNSs' members rarely participated in this type.

1.00 - 1.50 = Volunteering community SNSs' members never participated in this type.

### **3.6 Data Collection**

**3.6.1 The data on volunteering community SNSs in Thailand were collected by a coding sheet.** The data was collected on coding sheets for one month (on October, 2014) by two coders (the researcher and a IT student who was trained by the researcher).

For the part of characteristics of messages of online participatory communication on volunteer organizations' Facebook and Twitter, all messages that were posted by volunteer organization as well as message generated by the members were collected. For each platform, members' messages on Facebook is available for collecting data because these messages were posted on volunteer organizations' Facebook and were collected and grouped together publicly by Facebook platform. On the other hand, the members of the volunteer organization's Twitter posted their messages to the volunteer organization by making a post on their personal Twitter pages and using @ symbol that followed by the volunteer organization's Twitter ID (such as @1500Miles) (the @ sign followed directly by their username is called a "mention"). These messages were sent directly to the volunteer organization. However, only the administrator of the volunteer organization's Twitter had access to these messages. Only members' messages which were responded by the volunteer organization could display on public feed page of the volunteer organization's Twitter. Therefore, this study could collect only these public messages.

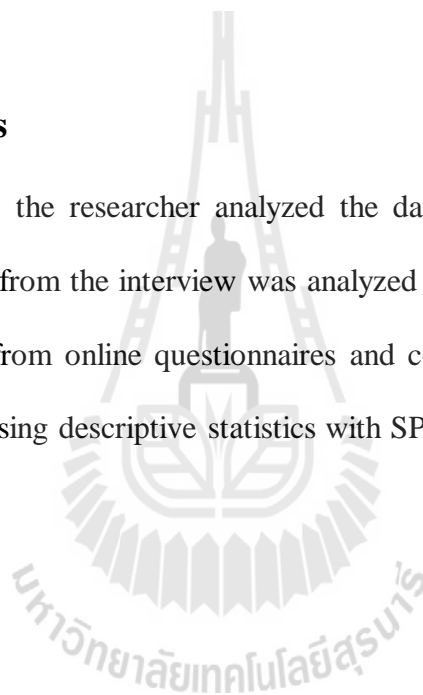
**3.6.2 The data were collected from administrators who were responsible for volunteering community SNSs in Thailand by interview.** The researcher contacted with administrators through their e-Mail addresses that appear on Volunteering community SNSs or instant message boxes to ask for interviews. 7

administrators convenient to interview face-to-face, thus the researcher wrote the answers on a book and recorded their sounds by sound recorder.

**3.6.3 The data were collected from members of volunteering community SNSs in Thailand by online questionnaires.** The researcher sent URL (link) of online questionnaires to the Internet users who are the members of volunteering community SNSs.

### **3.7 Data Analysis**

In this research, the researcher analyzed the data obtained from the research instruments. The data from the interview was analyzed in descriptive analysis. In term of the data obtained from online questionnaires and content analysis, the researcher analyzed the data by using descriptive statistics with SPSS programme.



## **CHAPTER 4**

### **THE CHARACTERISTIC AND USAGE OF VOLUNTEERING COMMUNITY SNSs**

The results in this chapter were derived from content analysis of 19 volunteering community SNSs of 12 volunteer organizations that consisted of Facebook of JB, SA, VSN, 1500Miles, AD, BV, DNT, Gen-V, HSG, JSC, MF, and TF as well as Twitter of JB, SA, 1500Miles, AD, Gen-V, MF, and TF. Including, the finding obtained from the se-mi structured interview with 7 volunteering community SNSs administrators of JB, VSN, BV, Gen-V, HSG, JSC, and MF.

This chapter presented two main parts namely: (1) characteristic of volunteering community SNSs, and (2) volunteering community SNSs usage of volunteer organizations as described below.

#### **4.1 Characteristic of Volunteering Community SNSs in Thailand**

By analyzing the content of 19 volunteering community SNSs, this study examined the characteristic of volunteering community SNSs in the form of (1) profile picture of volunteering community SNSs, (2) username of volunteering community SNSs (3) URL of volunteering community SNSs, and (4) cover photo of volunteering community SNSs as shown in Figure 4.1, and Figure 4.2. The study also explained the dialogic communication characteristic on volunteering community SNSs.

#### 4.1.1 Profile picture of volunteering community SNSs

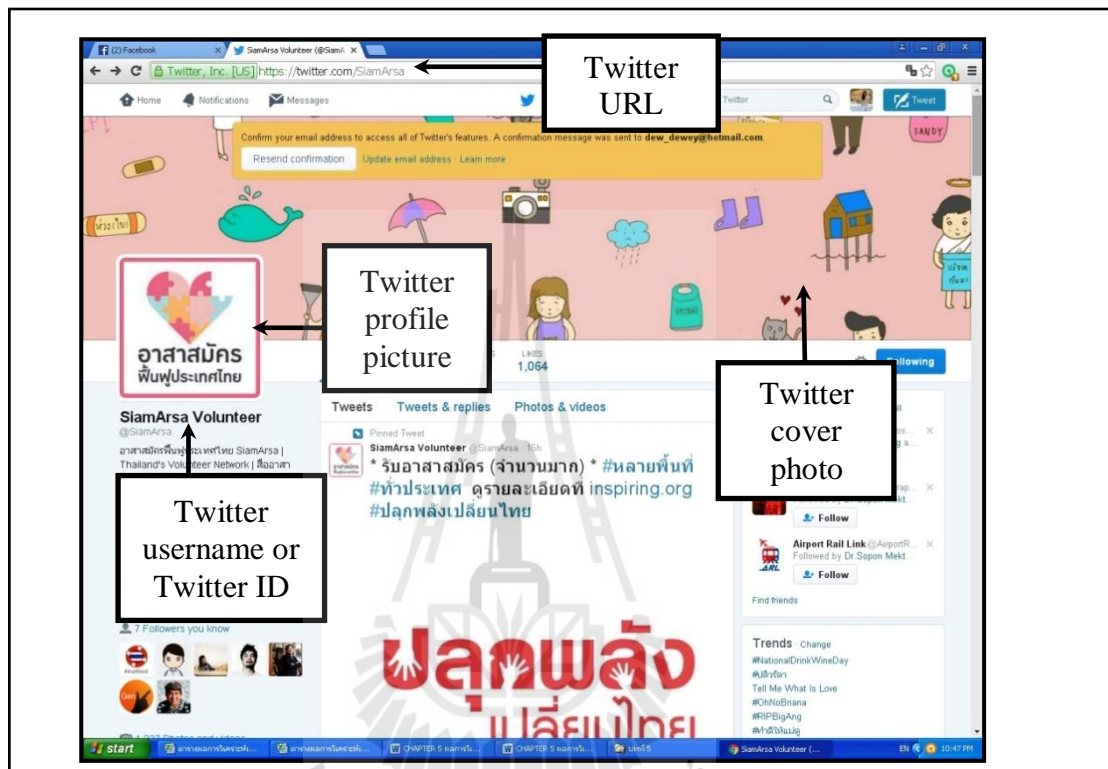
Volunteer organizations presented the profile pictures of their SNSs in three ways: (1) using the logo of volunteer organization was the profile picture, (2) employing the name of volunteer organization was the profile picture, and (3) utilizing the founder's photo of volunteer organization was the profile picture. All volunteer coordinators (JB, SA ,and VSN) and four out of the nine volunteer initiators (AD, Gen-V, MF, and TF) employed their logos as the Facebook profile picture and Twitter profile picture in order to represent themselves.



**Figure 4.1** Facebook front page and the elements: An example of MF

For Facebook, all volunteer coordinators (JB, SA ,and VSN) and eight out of the nine volunteer initiators (1500Miles, AD, DNT, Gen-V, HSG, JSC, MF, and TF) presented their logos as the Facebook profile picture. Only one of the volunteer initiators, BV, used the name of volunteer organization was the profile picture.

For Twitter, this study found that all volunteer coordinators (JB, SA, and VSN) and four out of the five volunteer initiators (AD, Gen-V, MF, and TF) represented themselves visually by their logos. Only one of the volunteer initiators, 1500Miles, employed the founder's photo as the profile picture.



**Figure 4.2** Twitter front page and the elements: An example of SA

#### 4.1.2 Username of volunteering community SNSs

Username of volunteering community SNSs were employed in six ways:

(1) the volunteer organization's full English name, (2) the volunteer organization's full English name that was transcribed from the full Thai name, (3) the volunteer organization's full Thai name, (4) some English word drawn from the volunteer organization's full English name, (5) the volunteer organization's full English name that was transcribed from the full Thai name, and (6) The English name of the founder.

All volunteer coordinators employed their username in different ways, while each volunteer initiator utilized username either the same way or in a different way as described below.

The full Thai name of the volunteer organization was employed by most volunteer organizations for their Facebook. One out of three volunteer coordinator, SA, and three out of the nine volunteer initiators, BV, Gen-V, and HSG, only utilized the volunteer organization's full Thai name as their Facebook ID.

For the rest of the volunteer coordinators, JB employed the volunteer organization's full Thai name and the volunteer organization's full English name. JB utilized the volunteer organization's full English name was combination word between an English word and an English word that was transcribed from the Thai word, while VSN used volunteer organization's full English name as Facebook ID.

For the rest of the volunteer initiators, three out of the nine volunteer initiators, DNT, MF, TF used the volunteer organization's full Thai name and the volunteer organization's full English name as their Facebook ID, AD utilized the volunteer organization's full Thai name and the volunteer organization's English full name that was transcribed from the full Thai name as AD's Facebook ID, JSC employed the volunteer organization's full English name that was transcribed from the full Thai name as JSC's Facebook ID, whereas 1500Miles utilized some English word drawn from the volunteer organization's full English name and type of organization as Facebook ID.

For Twitter, each volunteer organization utilized Twitter username in different way. JB used the volunteer organization's full Thai name before @ symbol and employed the volunteer organization's full English name (in the form of an English word mixed an English word that was transcribed from the Thai word) after @ symbol. SA



used the volunteer organization's full English name that was transcribed from the full Thai name before and after @ symbol but, the word "volunteer" was also added before @ symbol. VSN utilized some English word drawn from the volunteer organization's full English name before and after @ symbol. 1500Miles employed the English name of the founder before @ symbol and used some English word drawn from the volunteer organization's full English name after @ symbol. Ad utilized volunteer organization's full English name before and after @ symbol. Gen-V used Thai word drawn from the volunteer organization's full Thai name before @ symbol and employed abbreviation full English name of volunteer organization's partner after @ symbol. MF utilized full Thai name of volunteer organization before @ symbol and employed some English word drawn from the volunteer organization's full English name after @ symbol. TF employed Thai word drawn from the volunteer organization's full Thai name before @ symbol and utilized volunteer organization's Full English name after @ symbol.

#### **4.1.3 URL of volunteering community SNSs**

Volunteer organizations used URL of volunteering community SNSs in seven ways: (1) the volunteer organization's full English name, (2) the volunteer organization's full English name that was transcribed from the full Thai name, (3) some English word drawn from the volunteer organization's full English name (4) some English word that was drawn from the volunteer organization's full English name that was transcribed from the full Thai name, (5) an abbreviation of the volunteer organization's full English name, (6) an abbreviation of the volunteer organization's full English name with the year of foundation, and (7) an English word mixed with an English word that was transcribed from the Thai word.

One out of the three volunteer coordinators, SA, and one out of the nine volunteer initiators, AD, utilized the volunteer organization's full English name that was transcribed from the full Thai name as their Facebook URL and Twitter URL.

For Facebook, the volunteer organization's full English name was employed as URL by one out of the three volunteer coordinators, JB, and three out of the nine volunteer initiators, DNT, HSG, and TF. One out of the three volunteer coordinators, SA, and one out of the nine volunteer initiators, AD, utilized the volunteer organization's full English name that was transcribed from the full Thai name as their Facebook URL. One out of the three volunteer coordinators, VSN, and one out of the nine volunteer initiators, MF utilized some English word drawn from the volunteer organization's full English name as their Facebook URL. The rest of the volunteer initiators, 1500Miles employed an abbreviation of the volunteer organization's full English name, BV utilized an English word mixed with an English word that was transcribed from the Thai word, Gen-V used an abbreviation of the volunteer organization's full English name with the year of foundation, and the volunteer organization's full English name that was transcribed from the full Thai name was employed by JSC.

For Twitter, this study found that one out of the three volunteer coordinators, VSN, and two out of the nine volunteer initiators, 1500Miles, and MF, employed some English word drawn from the volunteer organization's full English name as their Twitter URL. One out of the three volunteer coordinators, JB, and one out of the nine volunteer initiators, BV, utilized an English word mixed with an English word that was transcribed from the Thai word. The rest of the volunteer coordinators, SA, and one out of the nine volunteer initiators, AD, employed the volunteer organization's full English name that was transcribed from the full Thai name as

Twitter URL. The rest of the volunteer initiators, TF, utilized full English name of volunteer organization as their Twitter URL, and Gen-V used an abbreviation of the volunteer organization's full English name as Twitter URL.

These findings imply that employing Thai language or English language that was transcribed from the Thai language, both on Facebook and Twitter, was exclusive for Thai Internet users.

#### **4.1.4 Cover photo of volunteering community SNSs**

Volunteer organizations used cover photo of volunteering community SNSs in five ways: (1) utilizing the graphic picture that is related to the volunteer organizations' operation, (2) using no pictures (3) employing the photo that is related to the volunteer organizations' operation, (4) utilizing the staff photo of the volunteer organization, and (5) using the logo of the volunteer organization as the cover photo.

Most volunteer organizations employed the graphic picture that is related to the volunteer organizations' operation as their cover photo.

All volunteer coordinator JB, SA, and VSN, and five out of the nine volunteer initiators, DNT, HSG, JSC, MF, and TF used the graphic picture that is related to the volunteer organizations' operation as their Facebook cover photo. Moreover, this study also found that two out of these the five volunteer initiators added the contact way on the graphic picture. DNT added DNT Facebook URL, while TF added TF website URL as well as TF Twitter URL. Three out of the nine volunteer initiators, 1500Miles, BV, and JSC, used the photo that is related to the volunteer organizations' operation as their Facebook cover photo. In addition, 1500Miles added bank account number for donation on 1500Miles' cover photo. For the rest of the volunteer initiators, a staff photo

of the volunteer organization with the organizational website was used by AD, and the logo of the volunteer organization with the organizational website was utilized by Gen-V.

One volunteer coordinator, VSN, and three out of the nine volunteer initiators, AD, Gen-V, and TF employed no pictures as their Twitter cover photo. Two out of the three volunteer coordinators, JB, and SA, used the graphic picture that is related to the volunteer organizations' operation as their Twitter cover. For the rest of the volunteer initiators, a founder photo of the volunteer organization was utilized by 1500Miles. The photo that is related to the volunteer organizations' operation was employed by MF. Moreover, this photo was added a phone number in order to contact MF.

**Table 4.1** The occurrence of dialogic communication characteristic on volunteering community SNSs

<b>Dialogic communication characteristic</b>	<b>Mean</b>	<b>Level of presentation</b>
The ease of interface principle	1.54	Neutral
The usefulness of information principle	0.86	Low
The conservation of member principle	1.37	Low
The generation of return member principle	1.16	Low
The dialogic loop principle	0.46	None
<b>Overview</b>	<b>1.08</b>	<b>Low</b>

#### **4.1.5 Dialogic communication characteristic on volunteering community SNSs**

Dialogic communication characteristic on volunteering community SNSs was analyzed according to the five dialogic principles: the ease of interface, the usefulness of information, conservation of members, generation of members, and the dialogic loop principle.

This study found that dialogic communication characteristic low occurred on volunteering community SNSs with mean 1.08 as shown in Table 4.1. The top highest

average score on the measure of dialogic communication characteristic on volunteering community SNSs was the ease of interface principle (Mean = 1.54, Level of presentation = neutral). The second highest average score was the conservation of member principle (Mean = 1.37, Level of presentation = low). Next were the generation of return member principle (Mean = 1.16, Level of presentation = low) and the usefulness of information principle (Mean = 0.86, Level of presentation = low). The lowest average score was the dialogic loop principle (Mean = 0.46, Level of presentation = low).

**Table 4.2** The occurrence of dialogic communication characteristic on Facebook and Twitter

Principle	Facebook			Twitter		
	Mean	SD	Level of presentation	Mean	SD	Level of presentation
The ease of interface principle	1.53	0.445	Neutral			
The usefulness of information principle	1.08	0.391	Low	0.51	0.320	Low
The conservation of member principle	1.46	0.351	Low	1.23	0.379	Low
The generation of return member principle	1.10	0.432	Low	1.21	0.404	Low
The dialogic loop principle	0.53	0.556	Low	0.36	0.745	None
<b>Overall</b>	<b>1.12</b>	<b>0.315</b>	<b>Low</b>	<b>0.77</b>	<b>0.304</b>	<b>Low</b>

With regards to SNSs types as displayed in Table 4.2, it found that volunteer organizations lowly incorporated the dialogic communication characteristic into their Facebook (Mean = 1.12, SD = 0.315), and Twitter (Mean = 0.77, SD = 0.304). However, the ease of interface principle was omitted from the analysis because this feature on

Twitter's interface was designed the same for all profiles. The dialogic communication characteristic in the form of the usefulness of information principle, the conservation of member principle, and the dialogic loop principle had a higher average score of occurrence on Facebook than Twitter. On the other hand, the dialogic communication characteristic in the form of the generation of return member principle was presented on Facebook at lower than Twitter. However, the dialogic loop principle that expressed the fullest of two-way communication was the lowest occurrence on both Facebook and Twitter.

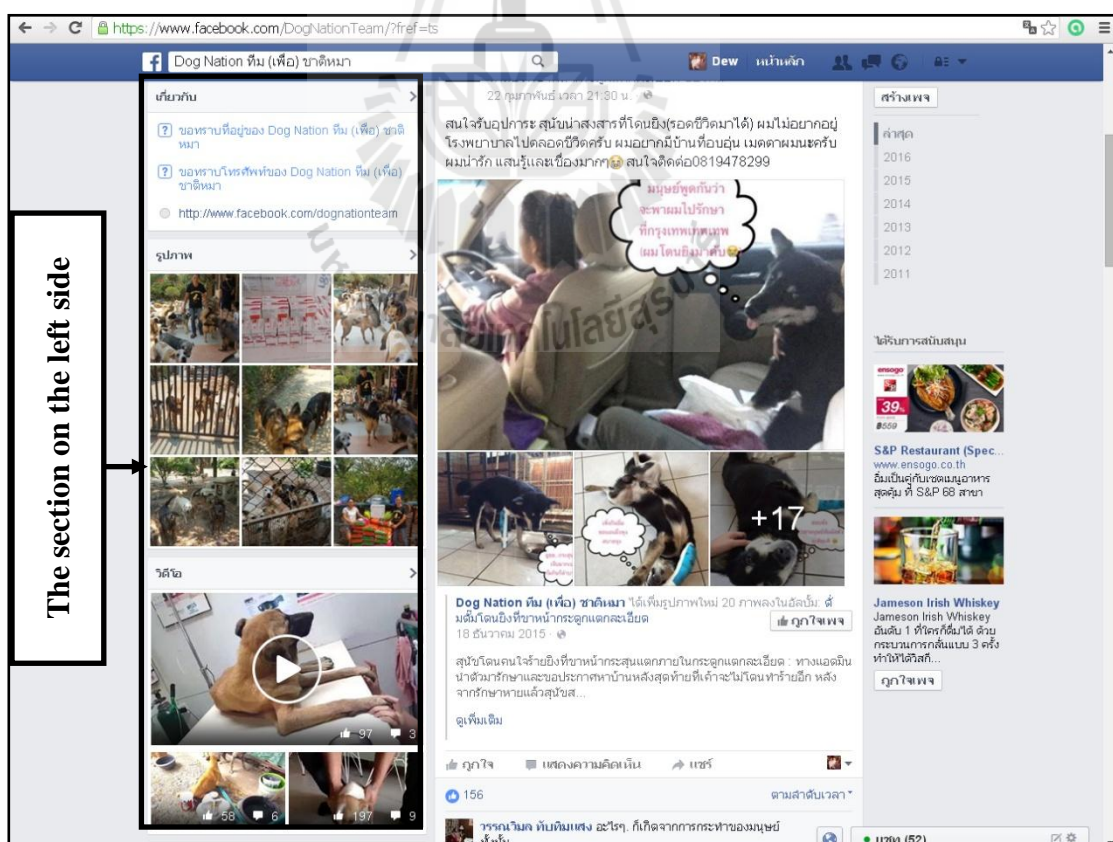


**Figure 4.3** The “Information Tab” on Facebook: An example of JSC

For Facebook, the dialogic communication characteristic indicating by the ease of interface principle were the most frequently occurring with mean 1.53 (SD = 0.445, Level of presentation = Neutral), followed by the conservation of member

principle (Mean = 1.46, SD = 0.351, Level of presentation = low), the generation of return member principle (Mean = 1.10, SD = 0.432, Level of presentation = low), the usefulness of information principle (Mean = 1.08, SD = 0.391, Level of presentation = low), and the dialogic loop principle (Mean = 0.53, SD = 0.556, Level of presentation = low), respectively.

For Twitter, the occurrence average score of the conservation of member principle was the highest (Mean = 1.23, SD = 0.379, Level of presentation = low), followed by the generation of return member principle (Mean = 1.21, SD = 0.404, Level of presentation = low), the usefulness of information principle (Mean = 0.51, SD = 0.320, Level of presentation = low), and the dialogic loop principle (Mean = 0.36, SD = 0.745, Level of presentation = none), respectively.



**Figure 4.4** “The section on the left side” of Facebook : An example of DNT

**Table 4.3** The overview of dialogic communication characteristic on Facebook

<b>Feature</b>	<b>Mean</b>	<b>SD</b>	<b>Level of presentation</b>
<b>The ease of interface principle</b>			
Using the “Information Tab” Feature to categorize information that shared to members	2.75	0.442	High
Creating new the “Information Tab” Feature to provide specific information of volunteer organization	0.21	0.721	None
Reordering the “Information Tab” Feature	1.00	1.103	Low
Reordering “The sections on the left side” of Facebook related to current volunteer work	2.38	1.013	Neutral
Categorizing information of previous volunteer activities by photo album via the “Photos Tab” Feature	1.29	0.464	Low
<b>Overall</b>	<b>1.53</b>	<b>0.445</b>	<b>Neutral</b>
<b>The usefulness of information principle</b>			
Providing description of volunteer organization overview	1.91	0.921	Neutral
Providing the ways to connect with volunteer organization	1.82	1.053	Neutral
Providing the ways to connect with the administrator of the volunteer organization	0.00	0.000	None
Providing the details of how to join volunteer activities with volunteer organization	1.45	1.057	Low
Providing the details of how to donate money or things	1.18	1.181	Low
Providing the volunteer work report	1.09	0.971	Low
Networking with other similar volunteer organizations	1.27	1.162	Low
Networking with other dissimilar volunteer organizations	1.09	1.269	Low
Networking with government agencies	0.86	1.037	Low
Networking with profit oriented organization	0.68	1.129	Low
Networking with mass media	0.09	0.294	None
Providing the calendar of volunteer activity via the “Events Tab” Feature	1.55	1.224	Neutral
<b>Overall</b>	<b>1.08</b>	<b>0.391</b>	<b>Low</b>



**Table 4.3** The overview of dialogic communication characteristic on Facebook  
(continued)

<b>Feature</b>	<b>Mean</b>	<b>SD</b>	<b>Level of presentation</b>
<b>The conservation of member principle</b>			
Employing the “Pin to Top” option	0.13	0.338	None
Providing the details of how to join with volunteer organization on the first page of Facebook	0.96	0.999	Low
Presence of multimedia (text, picture, graphic and video clips)	2.46	0.658	Neutral
Providing link to other volunteer organization’s online sources	1.33	1.007	Low
There was no attractive- nuisance (advertising for commercial and public relation that no relate to volunteer work from other Facebook’s users)	2.42	0.830	Neutral
<b>Overall</b>	<b>1.46</b>	<b>0.351</b>	<b>Low</b>
<b>The generation of return member principle</b>			
Updating recent message everyday	1.23	0.612	Low
Creating new topics within a week	1.59	0.734	Neutral
The speed of responding members’ questions or members’ request for information	1.50	1.366	Low
Asking questions or requesting information or opinions from the members	0.18	0.395	None
<b>Overall</b>	<b>1.10</b>	<b>0.432</b>	<b>Low</b>
<b>The dialogic loop principle</b>			
Creating message in the form of question	0.68	1.287	Low
Paying attention to respond members’ questions or members’ request for information	1.06	1.259	Low
Responding to any post of members	1.14	1.037	Low
Individual members can respond the questions or the request from other members	0.93	1.141	Low
Creating the message in the form of the poll	0.00	0.000	None
Creating discussions board via Tab Feature	0.00	0.000	None
<b>Overall</b>	<b>0.53</b>	<b>0.556</b>	<b>Low</b>

Table 4.3 expressed that only one indicator was a high presence on the overview of Facebook. This indicator was using the “Information Tab” Feature to categorize information that shared to members. When considered each dialogic communication characteristic on Facebook as described in Table 4.3, the ease of interface principle was examined by the indicators in the form of using the “Information Tab” Feature to categorize information that shared to members as shown in Figure 4.3, creating new the “Information Tab” Feature to provide specific information of volunteer organization, reordering the “Information Tab” Feature, reordering “The sections on the left side” of Facebook related to current volunteer work as shown in Figure 4.4, and categorizing information of previous volunteer activities by picture album via the “Photos Tab” Feature as shown in Figure 4.5.



**Figure 4.5** Previous volunteer activities were presented on photo album via the “Photos Tab” Feature of Facebook: An example of AD

Using the “Information Tab” Feature to categorize information that shared to members was the top highest average score on the measure of the ease of interface principle on Facebook (Mean = 2.75, SD = 0.442, Level of presentation = high). The second highest average score was reordering “The sections on the left side” of Facebook related to current volunteer work (Mean = 2.38, SD = 1.013, Level of presentation = neutral), followed by categorizing information of previous volunteer activities by photo album via the “Photos Tab” Feature (Mean = 1.29, SD = 0.464, Level of presentation = low), reordering the “Information Tab” Feature. (Mean = 1.00, SD = 1.103, Level of presentation = low), and creating new the “Information Tab” Feature to provide specific information of volunteer organization (Mean = 0.21, SD = 0.721, Level of presentation = none), respectively.



**Figure 4.6** Volunteer organizational information was presented via the “About Tab” Feature of Facebook: An example of TF

The usefulness of information principle was measured by the indicators in the form of providing description of volunteer organization overview, providing the ways to connect with volunteer organization, providing the ways to connect with the administrator of the volunteer organization, providing the details of how to join volunteer activities with volunteer organization, providing the details of how to donate money or things, providing the volunteer work reports, networking with other similar volunteer organizations, networking with other dissimilar volunteer organizations, networking with government agencies, and networking with profit oriented organization, networking with mass media. Most of these indicators were presented via the “About Tab” Feature as shown in Figure 4.6. It included an indicator in the form of providing the calendar of volunteer activity via the “Events Tab” Feature as shown in Figure 4.7.



**Figure 4.7** The calendar of volunteer activity via the “Events Tab” Feature of Facebook: An example of HSG

The most frequently occurring was providing description of volunteer organization overview (Mean = 1.91, SD = 0.921, Level of presentation = neutral). The second was providing the ways to connect with volunteer organization (Mean = 1.82, SD = 1.053, Level of presentation = neutral), followed by providing the calendar of volunteer activity via the “Events Tab” Feature (Mean = 1.55, SD = 1.224, Level of presentation = neutral), providing the details of how to join volunteer activities with volunteer organization. (Mean = 1.45, SD = 1.057, Level of presentation = low), networking with other similar volunteer organizations (Mean = 1.27, SD = 1.162, Level of presentation = low), providing the details of how to donate money or things (Mean = 1.18, SD = 1.181, Level of presentation = low), providing the volunteer work report (Mean = 1.09, SD = 0.971, Level of presentation = low), networking with other dissimilar volunteer organizations (Mean = 1.09, SD = 1.269, Level of presentation = low), networking with government agencies (Mean = 0.86, SD = 1.037, Level of presentation = low), networking with profit oriented organization (Mean = 0.68, SD = 1.129, Level of presentation = low), networking with mass media (Mean = 0.09, SD = 0.294, Level of presentation = none), and providing the ways to connect with the administrator of the volunteer organization (Mean = 0.00, SD = 0.000, Level of presentation = none).

The conservation of member principle was identified by the indicators in the form of employing the “Pin to Top” option as shown in Figure 4.8, providing the details of how to join with volunteer organization on the front page of Facebook, presence of multimedia (text, photo (picture), graphic and video clips, providing link to other volunteer organization’s online sources, and there was no attractive-nuisance (advertising for commercial and public relation that no relate to volunteer work from

other twitter's users). The most commonly was presence of multimedia (Mean = 2.46, SD = 0.658, Level of presentation = neutral). There was no attractive-nuisance (advertising for commercial and public relation that no relate to volunteer work from other Facebook's users) (Mean = 2.42, SD = 0.830, Level of presentation = neutral) was the second, followed by providing link to other volunteer organization's online sources (Mean = 1.33, SD = 1.007, Level of presentation = low), providing the details of how to join with volunteer organization on the first page of Facebook (Mean = 0.96, SD = 0.999, Level of presentation = low), and employing the "Pin to Top" option (Mean = 0.13, SD = 0.338, Level of presentation = none).



**Figure 4.8** The "Pin to Top" option of Facebook: An example of JB

The generation of return member principle was indicated by the indicators in the form of updating recent message everyday, creating new topics within a week, the speed of responding members' questions or members' request for information, and asking questions or requesting information or opinions from the members. This study found that creating new topics within a week (Mean = 1.59, SD = 0.734, Level of presentation = neutral) was the first highest occurring on Facebook. The second was the speed of responding members' questions or members' request for information (Mean = 1.50, SD = 1.366, Level of presentation = low), followed by updating recent message everyday (Mean = 1.23, SD = 0.612, Level of presentation = low), and asking questions or requesting information or opinions from the members (Mean = 0.18, SD = 0.395, Level of presentation = none)

The dialogic loop principle was coded by the indicators in the form of creating message in the form of the question, paying attention to respond members' questions or members' request for information, responding to any post of members, individual members can respond the questions or the request from other members, creating the message in the form of the poll, and creating discussions board via Tab Feature. The top highest average score on the measure of the dialogic loop principle occurring was responding to any post of members (Mean = 1.14, SD = 1.037, Level of presentation = low). The second was paying attention to respond members' questions or members' request for information (Mean = 1.06, SD = 1.259, Level of presentation = low), followed by individual members can respond the questions or the request from other members (Mean = 0.93, SD = 1.141, Level of presentation = low), creating message in the form of question (Mean = 0.68, SD = 1.287, Level of presentation = low), respectively. On the other hand, creating the message in the form of the poll as

well as creating discussions board via Tab Feature did not present on volunteer organizations' Facebook (Mean = 0.00, SD = 0.000).

**Table 4.4** The overview of dialogic communication characteristic occurring on Facebook of each volunteer organization

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Ease of Interface	Usefulness of information	Conservation of members	Generation of return members	Dialogic loop	Overall
Volunteer coordinator	JB	Mean	1.60	1.27	1.80	1.13	0.50	1.26
		SD	0.283	0.163	0.000	0.884	0.707	0.342
		Degree of presentation	Neutral	Low	Neutral	Low	None	Low
	SA	Mean	1.30	0.85	1.80	1.13	0.17	1.05
		SD	0.141	0.109	0.283	0.177	0.236	0.005
		Degree of presentation	Low	Low	Neutral	Low	None	Low
	VSN	Mean	1.80	1.50	1.70	0.88	0.75	1.33
		SD	0.000	0.272	0.424	0.177	0.118	0.080
		Degree of presentation	Neutral	Low	Neutral	Low	Low	Low
Volunteer initiator	1500 miles	Mean	1.40	0.19	1.30		0.00	0.72
		SD	0.000	0.054	0.141		0.000	0.022
		Degree of presentation	Low	None	Low		None	Low



**Table 4.4** The overview of dialogic communication characteristic occurring on Facebook of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Ease of Interface	Usefulness of information	Conservation of members	Generation of return members	Dialogic loop	Overall
Volunteer initiator	AD	Mean	1.40	1.31	1.80	1.00	0.25	1.15
		SD	0.283	0.109	0.000	0.000	0.000	0.035
		Degree of presentation	Low	Low	Neutral	Low	None	Low
	BV	Mean	0.90	1.12	1.20	1.33	0.80	1.07
		SD	0.141	0.054	0.283	0.000	0.283	0.017
		Degree of presentation	Low	Low	Low	Low	Low	Low
	DNT	Mean	1.50	1.31	1.10	1.38	0.60	1.18
		SD	0.424	0.109	0.141	0.530	0.849	0.411
		Degree of presentation	Low	Low	Low	Low	Low	Low
	Gen-V	1.20	0.81	1.40	0.75	0.17	0.86	0.65
		0.566	0.163	0.283	0.000	0.236	0.042	0.000
		Degree of presentation	Low	Low	Low	None	Low	Low

**Table 4.4** The overview of dialogic communication characteristic occurring on Facebook of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Ease of Interface	Usefulness of information	Conservation of members	Generation of return members	Dialogic loop	Overall
Volunteer initiator	HSG	Mean	1.80	1.19	0.90	1.25	0.75	1.18
		SD	0.000	0.054	0.141	0.000	0.118	0.006
		Degree of presentation	Neutral	Low	Low	Low	Low	Low
	JSC	Mean	1.90	0.58	1.30	0.38	0.50	0.93
		SD	0.141	0.054	0.424	0.177	0.236	0.056
		Degree of presentation	Neutral	Low	Low	None	None	Low
	MF	Mean	2.40	1.50	1.80	1.75	1.83	1.86
		SD	0.000	0.381	0.000	0.354	0.236	0.042
		Degree of presentation	Neutral	Low	Neutral	Neutral	Neutral	Neutral
	TF	Mean	1.10	0.35	1.40	1.17	0.00	0.80
		SD	0.424	0.163	0.000	0.236	0.000	0.165
		Degree of presentation	Low	None	Low	Low	None	Low

When considered each dialogic communication characteristic principle on Facebook as displayed in Table 4.4, this study found that the majority of volunteer

organizations had the top highest average score on the measure of the ease of interface principle as well as the conservation of member principle and these neutral occurred on Facebook. On the other hand, the dialogic loop principle was the lowest occurrence on most volunteer organizations' Facebook.

**Table 4.5** The overview of dialogic communication characteristic on Twitter

Feature	Mean	SD	Level of presentation
<b>The usefulness of information principle</b>			
Providing description of volunteer organization overview	1.50	0.894	Low
Providing the ways to connect with volunteer organization	0.94	0.929	Low
Providing the ways to connect with the administrator of the volunteer organization	0.19	0.544	None
Providing the details of how to join volunteer activities with volunteer organization	0.56	0.814	Low
Providing the details of how to donate money or things	0.19	0.403	None
Providing the volunteer work report	0.13	0.342	None
Networking with other similar volunteer organizations	0.25	0.577	None
Networking with other dissimilar volunteer organizations	0.63	1.025	Low
Networking with government agencies	0.63	0.806	Low
Networking with profit oriented organization	0.63	1.025	Low
Networking with social enterprise	0.13	0.342	None
Networking with mass media	0.31	0.479	None
<b>Overall</b>	<b>0.51</b>	<b>0.320</b>	<b>Low</b>
<b>The conservation of member principle</b>			
Employing the "Pin to Top" option	0.00	0.000	None
Providing the details of how to join with volunteer organization on the first page of Facebook	0.38	0.719	None
Presence of multimedia (text, picture, graphic and video clips)	1.44	1.044	Low

**Table 4.5** The overview of dialogic communication characteristic on Twitter  
(continued)

Feature	Mean	SD	Level of presentation
<b>The conservation of member principle</b>			
Providing link to other volunteer organization's online sources	1.50	0.730	Low
There was no attractive-nuisance (Advertising for commercial and public relation that no relate to volunteer work from other Facebook's users)	2.81	0.750	High
<b>Overall</b>	<b>1.23</b>	<b>0.379</b>	<b>Low</b>
<b>The generation of return member principle</b>			
Updating recent message everyday	1.71	0.914	Neutral
Creating new topics within a week	1.71	1.069	Neutral
The speed of responding members' questions or members' request for information	2.00	0.000	Neutral
Asking questions or requesting information or share opinion from the members	0.07	0.267	None
<b>Overall</b>	<b>1.21</b>	<b>0.404</b>	<b>Neutral</b>
<b>The dialogic loop principle</b>			
Creating message in the form of question	0.07	0.267	None
Paying attention to respond members' questions or members' request for information	3.00	0.000	High
Responding to any post of members	3.00	0.000	High
<b>Overall</b>	<b>0.36</b>	<b>0.745</b>	<b>None</b>

When considered each dialogic communication characteristic on Twitter as displayed in Table 4.5, each dialogic communication characteristic on Twitter was measured by the same indicators as Facebook. However, the indicator of the usefulness of information principle in the form of providing the calendar of volunteer activity via the "Events Tab" Feature and the indicator of the dialogic loop principle in the form of individual members can respond the questions or the request from other members did not measure on Twitter.

With regards to the usefulness of information principle, the most frequently appearing on Twitter was providing description of volunteer organization overview (Mean = 1.50, SD = 0.894, Level of presentation = low). The second was providing the ways to connect with volunteer organization (Mean = 0.94, SD = 0.929, Level of presentation = low), followed by networking government agencies (Mean = 0.63, SD = 0.806, Level of presentation = low), networking with other dissimilar volunteer organizations as well as networking with profit oriented organization (Mean = 0.63, SD = 1.025, Level of presentation = low), providing the details of how to join volunteer activities with volunteer organization. (Mean = 0.56, SD = 0.814, Level of presentation = none), networking with mass media (Mean = 0.31, SD = 0.479, Level of presentation = none), networking with other similar volunteer organizations (Mean = 0.25, SD = 0.577, Level of presentation = none), providing the details of how to donate money or things (Mean = 0.19, SD = 0.413, Level of presentation = none), providing the ways to connect with the administrator of the volunteer organization (Mean = 0.19, SD = 0.544, Level of presentation = none), and providing the volunteer work report as well as networking with social enterprise (Mean = 0.13, SD = 0.342, Level of presentation = none), respectively.

In term of the conservation of member principle, the most commonly was there was no attractive-nuisance (advertising for commercial and public relation that no relate to volunteer work from other Facebook's users) (Mean = 2.81, SD = 0.750, Level of presentation = high). Providing link to other volunteer organization's online sources (Mean = 1.50, SD = 0.730, Level of presentation = low) was the second, followed by presence of multimedia (Mean = 1.44, SD = 1.044, Level of presentation = low), and providing the details of how to join with volunteer organization on the

first page of Facebook (Mean = 0.38, SD = 0.719, Level of presentation = none). For employing the “Pin to Top” option, this study found that it was not incorporated on all volunteer organizations’ Twitter.

To address the dialogic principle involving the generation of return member principle, this study found that the speed of responding members’ questions or members’ request for information (Mean = 2.00, SD = 0.000, Level of presentation = neutral) was the first highest occurring on Twitter. The second was updating recent message everyday (Mean = 1.71, SD = 0.914, Level of presentation = neutral), followed by creating new topics within a week (Mean = 1.71, SD = 1.069, Level of presentation = neutral), and asking questions or requesting information or opinions from the members (Mean = 0.07, SD = 0.267, Level of presentation = none)

Regarding the dialogic loop principle, the top highest average score on the measure of the dialogic loop principle occurring were paying attention to respond members’ questions or members’ request for information and responding to any post of members (Mean = 3.00, SD = 0.000, Level of presentation = high), followed by creating message in the form of question (Mean = 0.07, SD = 0.267, Level of presentation = none).

Table 4.6 expressed the comparison in the term of volunteer organization types. For volunteer coordinator, JB had the highest average score of dialogic communication characteristic overview on Twitter (Mean 1.11 SD = 0.321, Level of presentation = low), while VSN had the lowest average score of dialogic communication characteristic overview on Twitter (Mean = 0.51, SD = 0.018, Level of presentation = low). For volunteer initiator, this study found that MF had the highest average score of dialogic communication characteristic overview on Twitter (Mean = 1.33, SD = 0.156, Level of presentation = low), whereas 1500Miles had the

lowest average score of dialogic communication characteristic overview on Twitter (Mean = 0.44, SD = 0.003, Level of presentation = none). VSN had a lower score than other volunteer coordinators because VSN's Twitter was inactive in a month of data collection, while 1500Miles had a lower score than other volunteer initiators because 1500Miles's Twitter was utilized as private Twitter of the administrator.

Although, JB, and MF obtained the highest average score of dialogic communication characteristic overview of volunteer coordinators and volunteer initiators, respectively, their overall score of dialogic communication characteristic overview on Twitter were low. This level of presentation was low across the board.

When compared each volunteer organization, this study found that MF had the top highest average score of dialogic communication characteristic overview on Twitter (Mean = 1.33, SD = 0.156, Level of presentation = low). JB had the second highest average score (Mean 1.11 SD = 0.321, Level of presentation = low). TF had the third highest average score with (Mean 0.93 SD = 0.109, Level of presentation = low). The rest were SA (Mean = 0.92, SD = 0.041, Level of presentation = low), Gen-V (Mean = 0.65, SD = 0.000, Level of presentation = low), AD (Mean = 0.57, SD = 0.050, Level of presentation = low), VSN (Mean = 0.51, SD = 0.018, Level of presentation = low), and 1500Miles (Mean = 0.44, SD = 0.003, Level of presentation = none), respectively.

With regards to each dialogic communication characteristic on Twitter, it found that the majority of volunteer organizations had the top highest average score on the measure of the conservation of member principle. This dialogic communication characteristic low occurred on Twitter. On the other hand, the dialogic loop principle was the lowest occurrence on most volunteer organizations' Twitter. For more

information about the indicators of dialogic communication characteristic of each volunteer organization, see the appendices in the form of CD-ROM.

**Table 4.6** The overview of dialogic communication characteristic occurring on Twitter of each volunteer organization

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Usefulness of information	Conservation of members	Generation of return members	Dialogic loop	Overall
Volunteer coordinator	JB	Mean	1.04	1.40	1.50	0.50	<b>1.11</b>
		SD	0.059	0.283	0.236	0.707	<b>0.321</b>
		Degree of presentation	Low	Low	Low	None	<b>Low</b>
	SA	Mean	0.83	1.50	1.33	0.00	<b>0.92</b>
		SD	0.118	0.424	0.471	0.000	<b>0.041</b>
		Degree of presentation	Low	Low	Low	None	<b>Low</b>
	VSN	Mean	0.13	0.90			<b>0.51</b>
		SD	0.177	0.141			<b>0.018</b>
		Degree of presentation	None	Low	Low	None	<b>None</b>
Volunteer initiator	1500miles	Mean	0.13	0.80	0.83	0.00	<b>0.44</b>
		SD	0.059	0.283	0.236	0.000	<b>0.003</b>
		Degree of presentation	None	Low	Low	None	<b>None</b>
	AD	Mean	0.54	0.90	0.83	0.00	<b>0.57</b>
		SD	0.177	0.141	0.236	0.000	<b>0.050</b>
		Degree of presentation	None	Low	Low	None	<b>Low</b>
	Gen-V	Mean	0.42	1.20	1.00	0.00	<b>0.65</b>
		SD	0.000	0.000	0.000	0.000	<b>0.000</b>
		Degree of presentation	None	Low	Low	None	<b>Low</b>



**Table 4.6** The overview of dialogic communication characteristic occurring on Twitter of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Usefulness of information	Conservation of members	Generation of return members	Dialogic loop	Overall
Volunteer initiator	MF	Mean	0.58	1.60	1.13	2.00	<b>1.33</b>
		SD	0.118	0.566	0.177	0.000	<b>0.156</b>
		Degree of presentation	Low	Neutral	Low	Neutral	<b>Low</b>
	TF	Mean	0.38	1.50	1.83	0.00	<b>0.93</b>
		SD	0.059	0.141	0.236	0.000	<b>0.109</b>
		Degree of presentation	None	Low	Neutral	None	<b>Low</b>
Total	Mean	<b>0.51</b>	<b>1.23</b>	<b>1.21</b>	<b>0.36</b>	<b>0.81</b>	
	SD	<b>0.320</b>	<b>0.379</b>	<b>0.404</b>	<b>0.745</b>	<b>0.319</b>	
	Degree of presentation	<b>Low</b>	<b>Low</b>	<b>Low</b>	<b>None</b>	<b>Low</b>	

## 4.2 Usage of Volunteering Community SNSs in Thailand

By interviewing seven volunteering community SNSs administrators of the two volunteer coordinators (JB, and VSN) and the five volunteer initiators (BV, Gen-V, HSG, JSC, and MF), this study emphasized on (1) the purposes of volunteer organizations for using volunteering community SNSs, (2) the reasons of volunteer organizations for employing volunteering community SNSs, (3) types of SNSs were used by volunteer organizations, (4) the use of volunteering community SNSs as major media or minor media of volunteer organizations, (5) acquiring members of volunteer organization, (6) maintaining members of volunteer organizations, and (7) evaluation methods of volunteering community SNSs usage by volunteer organizations. Each part had the details as follows:

#### **4.2.1 The purposes of volunteer organizations for using volunteering community SNSs**

The purposes of volunteering community SNSs' usage were different by the volunteer organizations' operations. All volunteer coordinators, JB, and VSN, employed volunteering community SNSs in order to publicize volunteer activities of other organizations. For volunteer initiator, three out of the five volunteer initiators, BV, HSG, and JSC, aimed to publicize volunteer activities of their organizations. BV also focused on distributing useful information of volunteer works. While MF emphasized on building participation network in volunteer work, and Gen-V aimed at mobilizing volunteers and donation.

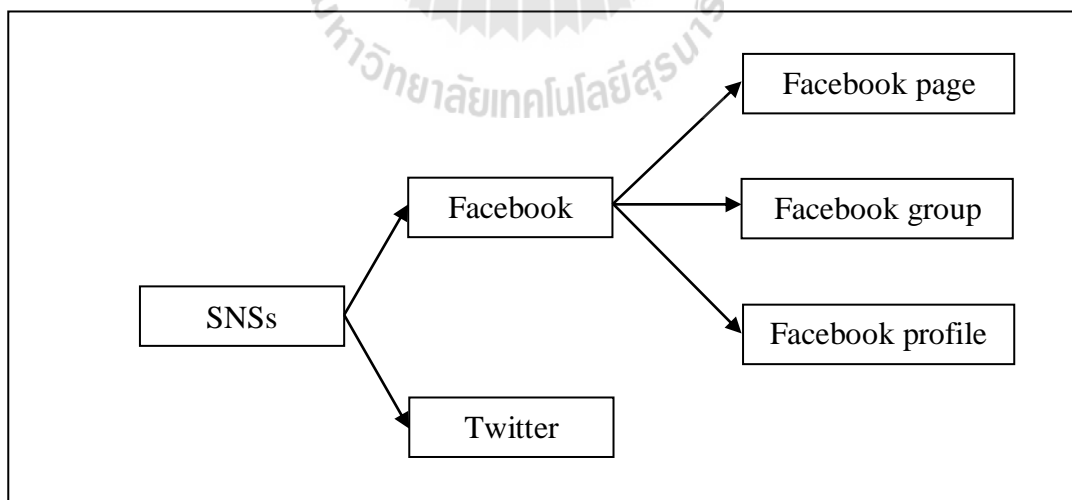
#### **4.2.2 The reasons of volunteer organizations for employing volunteering community SNSs**

In term of reasons why volunteer organizations employed volunteering community SNSs, it was found that there were many reasons, namely: Most volunteer organizations, one out of the two volunteer coordinators, VSN, and two out of the five volunteer initiators, MF, and Gen-V revealed that they used volunteering community SNSs because of expansion to target group and rapid distribution of information to public. VSN, and MF also indicated that limitation of volunteer organizations' websites and traditional media respectively were the reasons of volunteer organizations for employing volunteering community SNSs. The rest of the volunteer coordinator, JB, stated that organization utilized volunteering community SNSs because of popularity of SNSs using. For JB, suggestion from other volunteer organizations encouraged JB to employ volunteering community SNSs. On the other

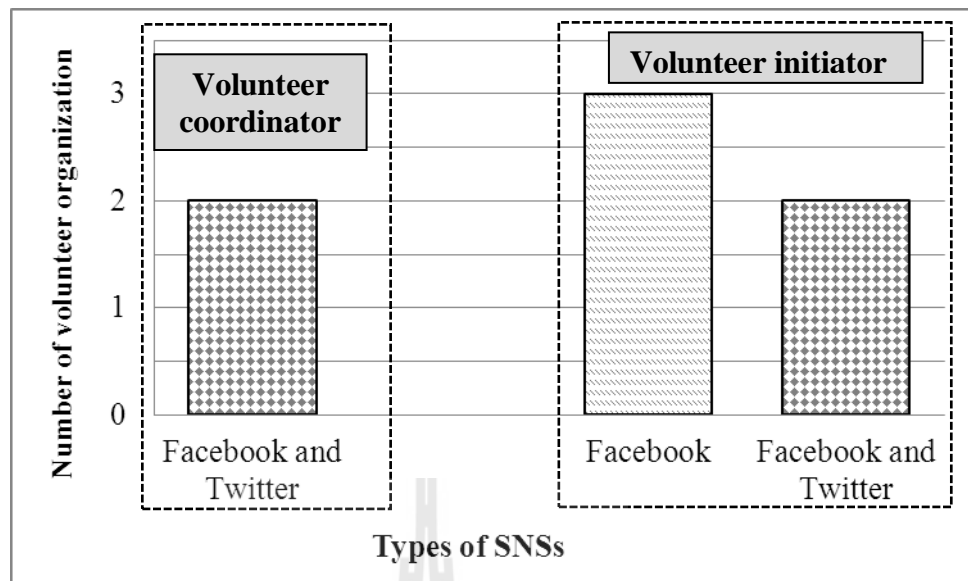
hand, two out of the five volunteer initiators, HSG, and JSC, used volunteering community SNSs because SNSs were low cost.

#### 4.2.3 Types of SNSs were used by volunteer organizations

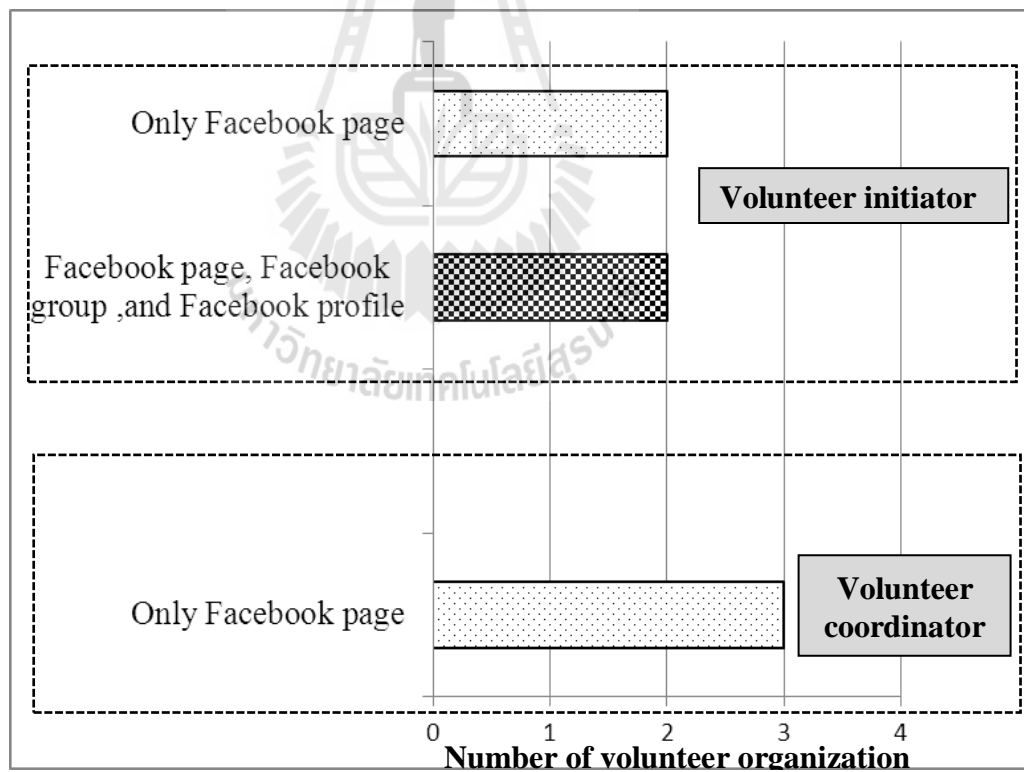
All volunteer organizations created a public presence on Facebook. All volunteer coordinators, JB, and VSN, employed both Facebook and Twitter, but only VSN was inactive to use Twitter. These volunteer coordinators utilized Facebook in the form of Facebook page. For volunteer initiators, two out of the five volunteer initiators, MF, and Gen-V, used both Facebook and Twitter. Three out of the five volunteer initiators, BV, HSG, and JSC, utilized only Facebook. Three out of the five volunteer initiators, BV, Gen-V, and MF employed Facebook in the form of Facebook page. Only HSG, and JSC applied three forms of Facebook. JSC used Facebook page, Facebook group in the form of closed group, and administrator's Facebook profile. HSG employed Facebook page, Facebook group in the form of public group, and administrator's Facebook profile. These results were shown in Figure 4.9, Figure 4.10, and Figure 4.11.



**Figure 4.9** Types of SNSs were used by volunteer organizations



**Figure 4.10** Comparison of Facebook and Twitter usage by volunteer organization



**Figure 4.11** Choosing Facebook form

HSG, and JSC employed Facebook pages in order to publicize volunteer activities to reach public, utilized administrators' Facebook profiles to spread volunteer activities and other volunteer organizations' information and used Facebook groups to communicate with core volunteers. These were not structured like other volunteer initiators. Volunteer work originated from people who interested in the same topic. Volunteers helped to create volunteer activities and gathered together to do volunteer work occasionally. HSG revealed that there was not the source of funding for supporting volunteer work, so HSG tried to take advantages of Facebook as much as it could.

For volunteer organizations that utilized both Facebook and Twitter, they used them in the same intention which is publicity volunteer activities by presenting the same contents on those volunteering community SNSs. Two volunteer organizations employed Twitter in a different way. One out of the two volunteer coordinators, VSN, employed Twitter to create a Twitter feed to pull news updates from its own organization's websites automatically. However, one out of the five volunteer initiators, MF, not only publicized MF's volunteer activities, but also disseminated information in critical condition or situations that needs public's urgent helps.

Although most of them presented the same content on Facebook and Twitter, two out of the five volunteer initiators, MF, and Gen-V, utilized Facebook more than Twitter. They explained that the Twitter users were narrow groups but Facebook users were diversity. Moreover, MF indicated that Twitter usage was suitable for crisis situations such as flood disaster or real time situations such as finding missing person.

#### **4.2.4 The use of volunteering community SNSs as major media or minor media of volunteer organizations**

In term of using volunteering community SNSs as major or minor media,

there were four groups. The first group was volunteer coordinator (VSN, and JB). These volunteer organizations used their own website as a major media and employed Facebook page as minor media. They utilized organization's websites to collect database of an individual who wanted to be volunteers and other volunteer organizations that recruited volunteers. They employed Facebook as a public relation media for their volunteer organizations' websites. For the second, the third, and the fourth group, these were volunteer initiator. The second group consisted of MF, Gen-V, and BV that used Facebook page as a major media. They utilized volunteer organization's websites, Line application or Twitter was an optional media or minor media. The third group was JSC that employed both Facebook page and e-Mail as a major media. JSC collect e-Mail address of old participants for generating contact database. Thus, old participants were invited to take part in activities via both Facebook page and e-Mail. On the other hand, newcomers were invited to join organization's activities via Facebook page. The fourth group was HSG that utilized only Facebook to reach target group. HSG employed three Feature of Facebook; Administrator's Facebook profile, Facebook page and Facebook group. Administrator's Facebook profile was employed more than the others.

As mentioned in topic 4.1.5 and Table 4.3 most indicators of the usefulness of information principle specifically information about volunteer organizations were very little or no presented. The study showed the occurrence of providing the details of how to join volunteer activities with volunteer organization, the details of how to donate money or things and the volunteer work report were low as well as providing the ways to connect with the administrator of the volunteer organization did not exist. It may be a result of variety of media usage by the volunteer organizations. All volunteer organizations not only utilized SNSs, they also

used other media both online and offline media in the form of websites, e-Newsletter, Instar gram, Line group application, e-Mail, and publication. All volunteer coordinators, JB, and VSN, as well as three out of the five volunteer initiators, MF, Gen-V, and BV, employed their own websites to communicate with all target groups. VSN also used e-Newsletter to send volunteer news, useful information of volunteer works, and case study of volunteer works in other countries for organizations or people who subscribed through VSN website in order to receive information from VSN. JB also employed Instar gram to reach target groups. MF also utilized Line group application to contact reporters of all news agencies. Gen-V also connected to partners via e-Mail group and leave messages for these partners in order to publicize Gen-V's volunteer work on partners' websites and Facebook pages. BV also used seals books, free books, and free postcards to communicate with volunteers. Whereas, one out of the five volunteer initiators, JSC, employed Line application to communicate with core volunteers and utilized e-Mail to contact with old participants in order to inform JSC's volunteer activities. Moreover, one volunteer coordinator, JB, employed direct means of communication in the form of events and exhibition booths to reach target group directly.

Moreover, most volunteer organizations supported their administrators to employ these types of volunteering community SNSs. One out of the two volunteer coordinators, VSN, provided freedom to administrator to run volunteering community SNSs, while One out of the two volunteer coordinators, JB, as well as two of the five volunteer initiators, MF, and BV, encouraged their administrators to learn to use SNSs. However, three out of the five volunteer initiators, MF, Gen-V, and BV, stated that lacking of man power was a crucial problem facing of volunteer organizations.

These finding indicated that selection of SNSs and their Feature usage of volunteer organizations was diversity. It was upon the purpose, the budget, and the style of each organization. Although most volunteer organizations employed SNSs as major media, they did not use only SNSs. They combined SNSs and other media to reach public.

#### **4.2.5 Acquiring members of volunteer organization**

This study found that the way to recruit member could be separated into three topics: determining target group; encouraging public to be members; and building membership database as described below.

##### **4.2.5.1 Determining target group**

Before using volunteering community SNSs, most volunteer organizations did not specify their target group, but they aimed to attract any group of people that interested in their volunteer activities. One out of the two volunteer coordinators, VSN, and four out of the five volunteer initiators, MF, BV, JSC, and HSG generally stated that the characteristics of their volunteer activities determined the characteristics of people who would be a part of each volunteer activity. The rest of the volunteer coordinators, JB, normally revealed that target group of organization were enthusiastic people who wanted to do a good thing for their society. One out of the five volunteer initiators, Gen-V, stated that at the beginning, target group was people who lived in Bangkok but nowadays Gen-V extended to any group of people who wanted to join Gen-V's volunteer activities.

As volunteer coordinator had two target groups, a group of people and organizations, they were not specified a group of people but a new organization. They took consideration upon organizations' qualification. JB revealed



that before announcing volunteer activities of other volunteer organizations, these organizations would be interviewed by phone or visited. JB indicated that selected organizations not only had sufficient staff and good work system to support their volunteer activities to succeed, their aims should also bring volunteers to learn rather than suffer them. VSN stated that if VSN did not know these organizations, VSN would check their profile before announcing these organizations' information. Contact person and the detail of each activity were examined by VSN.

#### **4.2.5.2 Encouraging public to be members**

There were five ways for attracting the Internet users to become members of volunteering community SNSs: seeking help from volunteer organization's partners to promote volunteer activity news; creating attractive messages on volunteer organization's Facebook page; clicking the "Share" button on volunteer organization's Facebook pages sent to administrator's Facebook profiles; providing volunteer organization's Facebook page URL via volunteer organization's e-Mail and unpaid publication; and buying advertising on the "Promote Page" Feature from Facebook.

#### **1) The ways for attracting the Internet users to become members of volunteer coordinators.**

##### **(1) Seeking help from volunteer organization's partners to promote volunteer activity news**

VSN revealed that VSN sent messages related volunteer activity to organization's partners such as BV, and MF via e-Mail or inbox Feature of Facebook. These partners would spread these messages on their Facebook pages via The "Share" Feature or rewrote these messages and post link of VSN's Facebook page on their Facebook pages.

**(2) Creating attractive messages on volunteer organization's Facebook page**

JB revealed that attractive messages help to increase volunteer activity news sharing. When members of JB's Facebook read interesting messages, they would publicize these messages to their friends via The "Share" Feature. Especially, messages related to donation.

**2) The ways for attracting the Internet users to become members of volunteer initiators**

**(1) Clicking Share button on volunteer organization's Facebook pages sent to administrator's Facebook profile**

HSG, and JSC revealed that administrators utilized The "Share" Feature from organizations' Facebook pages to publicized organizations' activities on administrators' Facebook profiles. Both volunteer organizations also explained that administrators were the founders who had many followers. These people known administrators from volunteer activities and followed administrators before the volunteer organizations used SNSs.

**(2) Providing volunteer organization's Facebook page URL via volunteer organization's e-Mail and unpaid publication**

BV indicated that e-Mail that informed volunteer activities to members as well as free books and free postcard for people who participated in volunteer activities were specified many ways to contact BV. Apart from other contact channels, Facebook page URL was a part of these ways. BV thought that providing Facebook page URL through these organization's media lead people to become members of BV's Facebook.

### **(3) Buying advertising on Promote Page Feature from Facebook**

Gen-V mentioned that Gen-V used to buy advertising on Promote Page Feature from Facebook in order to increase members. Gen-V, however, found that number of people who click the “Like” button was not the indicator of number of people who join volunteer activities. Gen-V finally focused on individuals who became offline volunteers more than Internet users.

These finding expressed that the ways used to attract the Internet users to become members of volunteering community SNSs were mainly through the use of the “Share” Feature on Facebook. The rest utilized e-Mail, printed media and the “Promote Page” Feature on Facebook.

On one hand the volunteer organizations utilized these techniques to encouraged public to become members. On the other hand, public themselves became a member by self- interests. VSN indicated that the Internet users seek for volunteer work from search engine. The Internet users who were members of VSN’s Facebook also employed Tag feature to spread VSN’s information to their friends’ Facebook profile. BV pointed out that the Internet users who were members of BV’s Facebook utilized The “Share” Feature to publicize BV’s information on their Facebook profile, and other organizations used The “Share” Feature to expand BV’s information on their Facebook page. MF revealed that MF did not do anything to encourage public, but works of volunteer organization would attract people who interested in MF’s volunteer work by itself.

Furthermore, VSN, Gen-V, HSG, JSC, and MF stated that some of members chatted to each others in order to invite other members to do volunteer

works. VSN's members, Gen-V's members, HSG's members, and JSC's members invite other members to join activities by posting their previous experience messages on Comment boxes. VSN's members also posted invitation messages on Comment boxes to invite their friends to do volunteer activities via Tag Feature. MF's members employed the same feature as VSN's members.

#### **4.2.5.3 Expanding membership database**

Four volunteer organizations revealed that they set up membership database of people who interested in their activities. Opening to all the Internet users access to Member Registration feature on website was employed by volunteer coordinators, JB, and VSN. Inviting people who join activities to fill application form was used by two out of the five volunteer initiators, BV, and JSC. Each way to build membership database has the detail as follows:

##### **1) Opening to all the Internet users access to the “Member Registration” Feature on website**

Both volunteer coordinators, JB, and VSN, employed their own website to collect data of people who wanted to be volunteers and other volunteer organizations that recruited volunteers. JB, and VSN created the “Member Registration” Feature on their organization website. This system gathered data in the form of members' names, addresses, e-Mail addresses, phone numbers, skills, work capabilities, and types of interested volunteer work. The system separated members into two groups of registration type: individual, and organization. Both of them could receive volunteer news that matched their interests from JB via e-Mail and SMS. VSN utilized e-Newsletter to send volunteer news and miscellany that related to volunteer to the members.

## **2) Inviting people who join offline activities to fill application form**

For volunteer initiator, two out of the five volunteer initiators, BV, and JSC, built contact database. BV started to generate volunteer data by collecting the list of names, phone numbers, and e-Mail addresses from volunteer who participate in BV's volunteer activities. When BV created volunteer activities in the large scale, BV would inform these activities to members via e-Mail addresses. JSC revealed that JSC collect only activity participants' names and e-Mail addresses in order to build contact database. When JSC set activities, it would invite these people to join activities via e-Mail addresses and inform link for register.

This result expressed that these volunteer organizations were different to enrich database. The two volunteer coordinators used online application form to collect members' information. On the other hand, two volunteer initiators employed offline application form to gather participants' information. However, e-Mail was important channel for them to spread their information to their target groups.

### **4.2.6 Maintaining members of volunteer organizations**

This study found that there were two techniques to maintain members of volunteer organizations that were employed by volunteer coordinators and volunteer initiators. These techniques consisted of following members' profiles and admiring members for their achievements as described below.

#### **4.2.6.1 Following members' SNSs**

All volunteer coordinators, JB, and VSN, as well as two out of the five volunteer initiators, Gen-V, and HSG, followed members' Facebook to keep contacting their members by reading, posting comments and clicking The "Like"

button. Each volunteer organization employed this technique either the same way or different way as follows: JB read information on Facebook profiles of members who often took part on JB's Facebook in the form of posting comments and clicking the "Like" button. VSN, and HSG utilized administrators' private ID to comment on members' Facebook profiles occasionally. Normally, Gen-V followed by reading information on core volunteers' Facebook profiles.

#### **4.2.6.2 Admiring members for their contributions**

When volunteer activities finished, one out of the two volunteer coordinators, VSN, as well as four out of the five volunteer initiators, BV, Gen-V, JSC, and MF, expressed their appreciation to their members' contributions by posting thank messages, providing formal thank-you letters, providing certificate, presenting pictures and thank messages. VSN presented thank messages of VSN's manager on VSN's Facebook page. VSN also revealed that if a volunteer activity had a lot of partners, VSN provided formal thank-you letters to volunteer activity participants or provides certificates to volunteers. BV posted pictures and thank messages on BV's Facebook page. Moreover, Gen-V, and MF pointed out that they posted thank messages in order to keep volunteers for long term. Gen-V explained that single pictures and poems were posted to volunteers that Gen-V aimed them to be long term volunteers. Furthermore, JSC indicated that a volunteer who was a coordinator of each activity posted pictures and thank-messages to all activity participants.

Although almost volunteer organizations did not set their target group for their organizations' operation, activity's characteristic of each volunteer organization determined the target people. Thus, when volunteer organizations utilized volunteering community SNSs, online members of each volunteer

organization were different. Members of JB were people who seek for volunteer activities that were suitable for them. VSN's members were the followers of volunteer news. BV revealed that BV's members were people who interested in Buddhism and another group of people who interested in volunteer work and wanted to be volunteers. Gen-V indicated that members were general Internet users and the followers of Gen-V's partners' Facebook. Some members of Gen-V visited its volunteering community SNSs because they wanted to be volunteers, whereas someone visited the sites for reading information only. HSG expressed that members were people who seek for general volunteer activities and people who seek for new style of volunteer activities. JSC indicated that members were people who interested in Buddhism and administrators' follower. Only MF was a one volunteer organization that indicated that members of volunteer organization's Facebook and members of volunteer organization's Twitter were different. MF revealed that members of MF's Facebook were volunteers, donors, and news agencies whereas members of MF's Twitter were mass media only. However, the purpose of all members for visiting MF' both Facebook and Twitter was to take part in social assistance.

The result from content analysis reported that dialogic communication characteristic on volunteering community SNSs in the form of the conservation of member principle and the generation of return member principle low occurred on volunteering community SNSs as mentioned in topic 4.1.5 and Table 4.1 However the finding from se-mi structured interview in topic 4.2.5 expressed that not only volunteering community SNSs were used to encourage people to be members but also other media. In addition the volunteer organization generated membership database of public who interested in their activities by collecting data via their

websites and offline activities. Moreover, the finding in topic 4.2.6 from se-mi structured interview also indicated that they maintained the members by expressing the volunteer organization's reactions to the member in the form of admiring members for their contributions and following members' SNSs profiles.

Furthermore, the finding from content analysis as mentioned in Table 4.3 and Table 4.5 showed that the overview of the volunteer organizations neutrally provide the ways to connect with volunteer organizations' Facebook, while the overview of the volunteer organizations did not provide ways to connect with the administrator of the volunteer organizations' Facebook as well as the overview of the volunteer organizations lowly provide the ways to connect with volunteer organizations' Twitter, whereas the overview of the volunteer organizations did not provide ways to connect with the administrator of the volunteer organizations' Twitter. However, the result of the se-mi structured interview in topic 4.2.6 showed that the administrators would start communication with some members who highly participated in volunteering community SNSs or volunteer activities. These findings imply that most volunteer organizations put more emphasized on providing the ways to connect with volunteer organization than providing the private ways to connect with administrators.

#### **4.2.7 Evaluation methods of volunteering community SNSs usage by volunteer organizations**

In term of evaluation methods of volunteering community SNSs' usage, it could be divided into two groups: formal and informal evaluation.

##### **4.2.7.1 Formal evaluation**

One out of the two volunteer coordinators, VSN, evaluated volunteering community SNSs' usage formally by analyzing statistical results from



Facebook report system. VSN evaluated volunteering community SNSs' usage by analyzing the statistical results from Facebook report system and bringing these information to improve VSN's operation.

#### **4.2.7.2 Informal evaluation**

Opposite to the volunteer coordinator, four out of the five volunteer initiators, BV, Gen-V, HSG, and MF, informally assessed the effectiveness of volunteering community SNSs' usage by counting the number of online participants and offline volunteers. BV mentioned that BV calculated the numbers of online participants via clicking the "Like" and the "Share" buttons. BV also revealed that there were a lot of contents on several Facebook pages. Anyone who clicked the "Like" and the "Share" buttons of each BV's posts. It expressed that they interested in BV. BV thought that the "Share" Feature shown members' interests rather than the "Like" Feature because the "Share" Feature expanded one's interest to others. Gen-V revealed that Gen-V evaluated volunteering community SNSs by counting online member access. However, Gen-V found that a great number of The "Like" and the "Share" buttons were not indicator of effective target groups. HSG assessed the effectiveness of volunteering community SNSs' usage by checking the number of offline volunteers. MF appraised volunteering community SNSs' usage from the number of online participants on MF's volunteering community SNSs.

On the other hand, the rest one volunteer coordinator, JB, and the rest one of the volunteer initiators, JSC, revealed that they did not evaluate volunteering community SNSs' usage. However, JB stated that JB might assesse volunteering community SNSs' usage in the future.

### 4.3 Conclusion

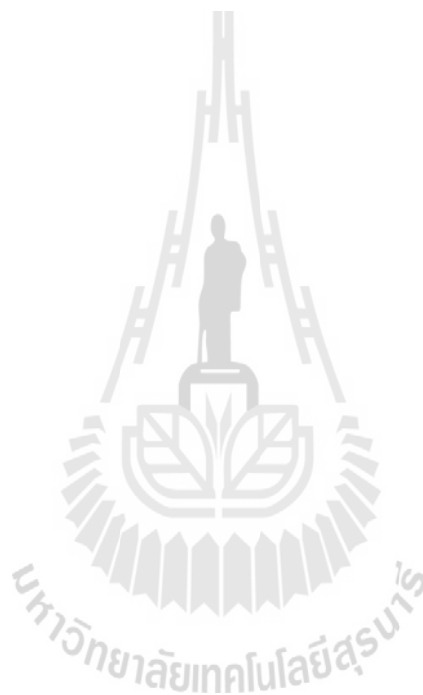
Characteristic of volunteering community SNSs and volunteering community SNSs usage was different by volunteer organizations' operation as volunteer coordinators and volunteer initiators. Some volunteer organizations employed volunteering community SNSs in the same ways, whereas some volunteer organization set unique using to suit their purposes.

Most volunteer organizations presented their Facebook profile picture and Twitter profile picture by their logos. Most of them also employed full Thai name of volunteer organization for their Facebook username, whereas Twitter username were different by their own aims. In addition, most volunteer organizations employed volunteer organization's full English name as Facebook URL and some that was drawn from their name as their Twitter URL. Moreover, most of them used the graphic picture that is related to the volunteer organizations' operation as their Facebook cover and Twitter cover. However, overall volunteer organizations presented dialogic communication characteristic on their volunteering community SNSs at low level.

Most volunteer organizations using volunteering community SNSs aimed at publicizing volunteer activities. Volunteer coordinators only focused on publicizing volunteer activities of other organizations. On the other hand, volunteer initiators employed volunteering community SNSs aimed at (1) publicizing volunteer activities of their organizations, (2) distributing useful information of volunteer works, (3) building participation network in volunteer work, and (4) mobilizing volunteers and donation.

Most volunteer organizations did not specify their target group. However, activity's characteristic of each volunteer organization determined their target people. In addition, the two volunteer coordinators and two volunteer initiators created two

ways to build membership database: (1) opening to all the Internet users access to Member Registration feature on website, and (2) inviting people who join offline activities to fill application form. They also maintained their members by (1) following members' profiles by, and (2) admiring members for their achievements. Additionally, most of them evaluated volunteering community SNSs' usage by counting the number of online participants and offline volunteers.



## **CHAPTER 5**

### **ONLINE PARTICIPATORY COMMUNICATION ON VOLUNTEERING COMMUNITY SNSs AND ITS EFFECT**

The results in this chapter were derived from all research instruments: (1) content analysis of 19 volunteering community SNSs of 12 volunteer organizations that consisted of Facebook of JB, SA, VSN, 1500Miles, AD, BV, DNT, Gen-V, HSG, JSC, MF, and TF as well as Twitter of JB, SA, 1500Miles, AD, Gen-V, MF, and TF, (2) semi structured interview with 7 volunteering community SNSs administrators of JB, VSN, BV, Gen-V, HSG, JSC, and MF, and (3) Online questionnaire of 408 members of 18 volunteering community SNSs of 12 volunteer organizations that consisted of Facebook members of JB, SA, VSN, AD, BV, DNT, Gen-V, HSG, JSC, MF, and TF as well as Twitter members of JB, SA, 1500Miles, AD, Gen-V, MF, and TF.

This chapter presented nine parts namely: (1) online participation of member on volunteering community SNSs; (2) elements of online participatory communication affecting online participation of member on volunteering community SNSs; (3) contribution of online participatory communication on volunteering community SNSs in Thailand for online and offline volunteering communities; (4) online participation of member on volunteering community SNSs affecting solve social problems; (5) personal characteristic of member affecting online participation on volunteering community SNSs; (6) the roles of volunteer organization in facilitation online participatory communication; (7) online participatory communication strategy of

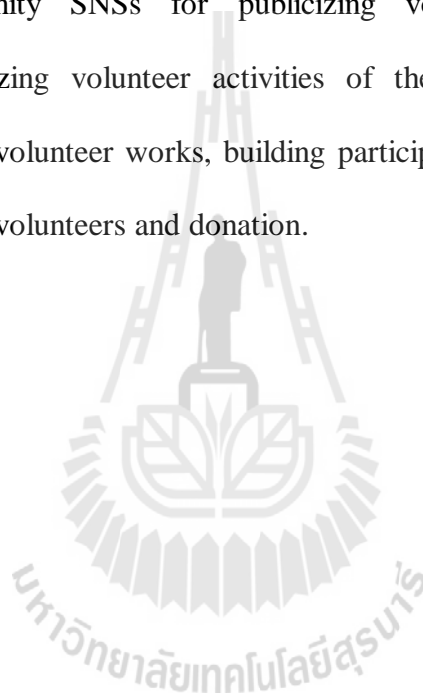
volunteer organization; and (8) the messages on online participatory communication as described below.

## **5.1 Online Participation of Member on Volunteering Community SNSs (Results of online questionnaire)**

By collecting data from online questionnaire as described in Table 5.1, this study found that the overview of online participation degree of eight types of member participation on volunteering community SNSs was sometime participated on volunteering community SNSs (Mean = 2.61, SD = 0.947). When considered each type of participation on volunteering community SNSs, this study could descend sort of participation average as follows: the top highest average was reading messages and/or clicking the “Like” or the “Favorite” button only with mean 3.39 (Degree of participation = sometimes), the second highest average was sharing or retweeting volunteer organization’s information to external networking with mean 3.12 (Degree of participation = sometimes), the third highest average was participating in various forms of volunteer works such as doing volunteer work, mobilizing donation of money or things, coordinating, inviting other people to join volunteer activities with mean 2.67 (Degree of participation = sometimes), the rest were posting messages to respond when volunteer organization asked questions or request information about volunteer activities (Mean = 2.59, SD = 1.268, Degree of participation = sometimes), posting messages to provide useful information or express idea for volunteer organization’s operation (Mean = 2.59, SD = 1.286, Degree of participation = sometimes), originating volunteer activities and mobilizing helps by self (Mean = 2.23, Degree of participation = rarely), involving in

decision making related to the policy of volunteer organization's operation (Mean = 2.15, Degree of participation = rarely), and posting messages to request information from volunteer organization (Mean = 2.10, Degree of participation = rarely), respectively.

The top three of online participation as shown in Table 5.1 is consistent with the finding of the purposes of volunteering community SNSs' usage from semi-structured interview which expressed that the volunteer organizations employed volunteering community SNSs for publicizing volunteer activities of other organizations, publicizing volunteer activities of their organizations, distributing useful information of volunteer works, building participation networking in volunteer work, and mobilizing volunteers and donation.



**Table 5.1** The overview of online participation of member on volunteering community SNSs

Online participation of member on volunteering community SNSs	Mean	Std. Deviation	Degree of participation	Always	Often	Sometimes	Rarely	Never
1.Originating volunteer activities and mobilizing helps by self	2.23	1.286	Rarely	24 (5.88%)	53 (12.99%)	92 (22.55%)	64 (15.69%)	175 (42.89%)
2. Involving decision making related to the policy of volunteer organization's operation	2.15	1.271	Rarely	24 (5.88%)	44 (10.78%)	89 (21.81%)	65 (15.93%)	186 (45.59%)
3. Participating in various forms of volunteer works such as doing volunteer work, mobilizing donation of money or things, coordinating, inviting other people to join volunteer activities	2.67	1.255	Sometime	37 (9.07%)	66 (16.18%)	127 (31.13%)	80 (19.61%)	98 (24.02%)
4. Posting messages to provide useful information or express idea for volunteer organization's operation	2.59	1.286	Sometimes	39 (9.56%)	62 (15.20%)	107 (26.23%)	92 (22.55%)	108 (26.47%)
5. Posting messages to respond when volunteer organization asked questions or request information about volunteer activities	2.59	1.268	Sometimes	37 (9.07%)	58 (14.22%)	122 (29.90%)	82 (20.10%)	109 (26.72%)

**Table 5.1** The overview of online participation of member on volunteering community SNSs (continued)

Online participation of member on volunteering community SNSs	Mean	Std. Deviation	Degree of participation	Always	Often	Sometimes	Rarely	Never
6. Sharing or retweeting volunteer organization's information to external network	3.12	1.231	Sometimes	65 (15.93%)	91 (22.30%)	130 (31.86%)	72 (17.65%)	50 (12.25%)
7. Posting messages to request information from volunteer organization	2.10	1.213	Rarely	22 (5.39%)	32 (7.84%)	94 (23.04%)	77 (18.87%)	183 (44.85%)
8. Reading messages and or clicking the "Like" or the "Favorite" button only	3.39	1.161	Sometimes	85 (20.83%)	100 (24.51%)	142 (34.80%)	51 (12.50%)	30 (7.35%)



**Table 5.2** Online participation of member on volunteering community SNSs separated by SNSs types

Public participation	Facebook			Twitter		
	Mean	SD	Degree of participation	Mean	SD	Degree of participation
1. Originating volunteer activities and mobilizing helps by self	2.18	1.311	Rarely	2.34	1.228	Rarely
2. Involving in decision making related to the policy of volunteer organization's operation	2.11	1.276	Rarely	2.24	1.261	Rarely
3. Participating in various forms of volunteer works such as doing volunteer work, mobilizing donation of money or things, coordinating, inviting other people to join volunteer activities	2.68	1.261	Sometimes	2.63	1.244	Sometimes
4. Posting messages to provide useful information or express idea for volunteer organization's operation	2.57	1.281	Sometimes	2.62	1.300	Sometimes
5. Posting messages to respond when volunteer organization asked questions or requested information about volunteer activities	2.60	1.277	Sometimes	2.57	1.255	Sometimes
6. Sharing or retweeting volunteer organization's information to external networking	3.10	1.215	Sometimes	3.17	1.269	Sometimes
7. Posting messages to request information from volunteer organization	2.08	1.205	Rarely	2.16	1.234	Rarely
8. Only reading messages and or clicking the "Like" or the "Favorite" button only	3.57	1.103	Often	2.99	1.189	Sometimes

When comparing participation degree of eight types of member participation on volunteering community SNSs between Facebook and Twitter as shown in Table 5.2, it found that the top highest average score on the measure of online participation on Facebook was reading messages and/or clicking the “Like” button only (Mean = 3.57, SD = 1.103, Degree of participation = often). The second highest average score was sharing volunteer organization’s information to external networking (Mean = 3.10, SD = 1.215, Degree of participation = sometimes). The third highest average score was participating in various forms of volunteer works such as doing volunteer work, mobilizing donation of money or things, coordinating, inviting other people to join volunteer activities (Mean = 2.68, SD = 1.261, Degree of participation = sometimes) and the lowest average score was posting messages to request information from volunteer organization (Mean = 2.08, SD = 1.205, Degree of participation = rarely)

For Twitter, it found that the top highest average score on the measure of online participation on Twitter was retweeting volunteer organization’s information to external networking (Mean = 3.17, SD = 1.269, Degree of participation = sometimes). The second was reading messages and/or clicking the “Favorite” button only (Mean = 2.99, SD = 1.189, Degree of participation = sometimes). The third was participating in various forms of volunteer works such as doing volunteer work, mobilizing donation of money or things, coordinating, inviting other people to join volunteer activities (Mean = 2.63, SD = 1.244, Degree of participation = sometimes). As for the lowest average score of Twitter, it was the same type as Facebook. That was posting messages to request information from volunteer organization (Mean = 2.16, SD = 1.234, Degree of participation = rarely).

**Table 5.3** Online participation of member on volunteering community SNSs of each volunteer organization

Volunteer coordinator	Volunteer organization type		Volunteer coordinator														
	SA	JB	Volunteer organization name		Facebook			Twitter			Total						
			Types of SNSs	Mean, Std. Deviation and Degree of participation	Mean	Std. Deviation	Degree of participation	Mean	Std. Deviation	Degree of participation	Mean	Std. Deviation	Degree of participation				
				*P1		1.88	1.395	Rarely	1.81	0.980	Rarely	1.84	1.177	Rarely	2.25	1.205	Rarely
			*P2		1.92	1.262	Rarely	1.74	1.032	Rarely	1.82	1.136	Rarely	2.15	1.096	Rarely	
			*P3		2.31	1.320	Rarely	2.45	1.179	Rarely	2.39	1.236	Rarely	2.76	1.201	Sometimes	
			*P4		2.38	1.444	Rarely	2.16	1.157	Rarely	2.26	1.289	Rarely	2.47	1.086	Rarely	
			*P5		2.54	1.240	Sometimes	2.03	1.080	Rarely	2.26	1.173	Rarely	2.53	1.230	Sometimes	
			*P6		3.42	1.332	Sometimes	3.26	1.365	Sometimes	3.33	1.341	Sometimes	2.80	1.061	Sometimes	
			*P7		1.96	1.280	Rarely	1.74	0.999	Rarely	1.84	1.131	Rarely	1.95	1.096	Rarely	
			*P8		3.81	1.132	Often	3.13	1.258	Sometimes	3.44	1.239	Sometimes	3.15	0.989	Sometimes	





**Table 5.3** Online participation of member on volunteering community SNSs of each volunteer organization (continued)

Volunteer organization type		Volunteer organization name		Types of SNSs		Mean, Std. Deviation and Degree of participation		*P1		*P2		*P3		*P4		*P5		*P6		*P7		*P8													
Volunteer initiator		DNT		Facebook		Degree of participation		Mean		Std. Deviation		Degree of participation		Mean		Std. Deviation		Degree of participation		Mean		Std. Deviation		Degree of participation											
								Facebook		Degree of participation		Mean		Std. Deviation		Degree of participation		Mean		Std. Deviation		Degree of participation													
Volunteer initiator		Gen-V		Facebook		Mean	2.79	2.29	2.64	3.07	3.29	3.64	2.50	4.14	Facebook		Mean	2.33	2.00	2.50	2.83	2.67	3.00	2.17	2.83	Degree of participation		Sometimes	Rarely	Sometimes	Sometimes	Often	Rarely	Often	
				Facebook		Std. Deviation	1.122	1.267	1.082	0.730	0.994	1.082	1.345	0.864	Facebook		Std. Deviation	1.211	1.265	1.225	1.329	1.033	0.632	0.983	1.472	Degree of participation		Rarely	Rarely	Rarely	Sometimes	Sometimes	Rarely	Sometimes	
				Twitter		Mean	1.94	1.88	2.00	2.19	2.06	3.00	1.81	2.63	Twitter		Mean	1.063	1.088	1.265	1.223	0.929	1.033	1.047	1.088	Degree of participation		Rarely	Rarely	Rarely	Rarely	Rarely	Sometimes	Rarely	Sometimes
				Twitter		Std. Deviation	1.063	1.088	1.265	1.223	0.929	1.033	1.047	1.088	Total		Mean	2.05	1.91	2.14	2.36	2.23	3.00	1.91	2.68	Degree of participation		Rarely	Rarely	Rarely	Rarely	Rarely	Sometimes	Rarely	Sometimes
				Total		Mean	2.05	1.91	2.14	2.36	2.23	3.00	1.91	2.68	Total		Std. Deviation	1.090	1.109	1.246	1.255	0.973	0.926	1.019	1.171	Degree of participation		Rarely	Rarely	Rarely	Rarely	Rarely	Sometimes	Rarely	Sometimes
				Total		Std. Deviation	1.090	1.109	1.246	1.255	0.973	0.926	1.019	1.171	Total		Degree of participation	Rarely	Rarely	Rarely	Rarely	Rarely	Sometimes	Rarely	Sometimes	Degree of participation		Rarely	Rarely	Rarely	Rarely	Sometimes	Rarely	Sometimes	

**Table 5.3** Online participation of member on volunteering community SNSs of each volunteer organization (continued)

Volunteer organization type		Volunteer initiator											
Volunteer organization name		HSG			JSC			MF					
Types of SNSs		Facebook			Facebook			Facebook		Twitter			
Mean, Std. Deviation and Degree of participation		Mean	Std. Deviation	Degree of participation	Mean	Std. Deviation	Degree of participation	Mean	Std. Deviation	Degree of participation	Mean	Std. Deviation	Degree of participation
	<b>*P1</b>	3.50	1.000	Sometimes	2.25	1.258	Rarely	2.43	1.407	Rarely	2.35	0.982	Rarely
	<b>*P2</b>	3.50	0.577	Sometimes	2.25	0.957	Rarely	2.38	1.474	Rarely	2.43	1.199	Rarely
	<b>*P3</b>	2.50	0.577	Rarely	4.00	0.816	Often	2.65	1.363	Sometimes	2.43	1.121	Rarely
	<b>*P4</b>	2.50	0.577	Rarely	2.75	1.708	Sometimes	2.72	1.415	Sometimes	3.00	1.206	Sometimes
	<b>*P5</b>	3.25	0.500	Sometimes	3.00	1.826	Sometimes	2.75	1.373	Sometimes	2.74	1.096	Sometimes
	<b>*P6</b>	3.00	0.000	Sometimes	4.25	0.957	Often	3.13	1.295	Sometimes	2.78	1.313	Sometimes
	<b>*P7</b>	3.00	0.000	Sometimes	2.25	1.500	Rarely	2.12	1.354	Rarely	2.13	1.325	Rarely
	<b>*P8</b>	3.50	0.577	Sometimes	4.25	0.957	Often	3.65	1.071	Often	2.70	1.329	Sometimes

**Table 5.3** Online participation of member on volunteering community SNSs of each volunteer organization (continued)

Volunteer organization type		Volunteer organization name									
Volunteer initiator	MF	Types of SNSs			TF			Total			
		Mean	Std. Deviation	Degree of participation	Mean	Std. Deviation	Degree of participation	Mean	Std. Deviation	Degree of participation	
		*P1	*P2	*P3	*P4	*P5	*P6	*P7	*P8		
		2.41	2.40	2.59	2.80	2.75	3.04	2.12	3.39		
		1.298	1.396	1.298	1.359	1.296	1.301	1.338	1.218		
		Rarely	Rarely	Sometimes	Sometimes	Sometimes	Sometimes	Rarely	Sometimes		
		1.66	1.61	2.34	2.05	2.24	2.90	1.73	3.76		
		1.063	1.046	1.237	1.161	1.220	1.179	1.049	1.157		
		Rarely	Rarely	Rarely	Rarely	Rarely	Sometimes	Rarely	Often		
		2.70	2.60	2.90	3.10	3.40	3.30	2.30	3.10		
		1.567	1.265	1.287	1.101	1.265	1.418	0.949	1.287		
		Sometimes	Sometimes	Sometimes	Sometimes	Sometimes	Sometimes	Rarely	Sometimes		
		1.86	1.80	2.45	2.25	2.47	2.98	1.84	3.63		
		1.233	1.149	1.254	1.214	1.302	1.225	1.046	1.199		
		Rarely	Rarely	Rarely	Rarely	Rarely	Sometimes	Rarely	Often		



\*P1 represented originating volunteer activities and mobilizing helps by self, \*P2 represented involving in decision making related to the policy of volunteer organization's operation, \*P3 represented participating in various forms of volunteer works such as doing volunteer work, mobilizing donation of money or things, coordinating, inviting other people to join volunteer activities, \*P4 represented posting messages to provide useful information or express idea for volunteer organization's operation, \*P5 represented posting messages to respond when volunteer organization asked questions or request information about volunteer activities, \*P6 represented sharing or retweeting volunteer organization's information to external networking, \*P7 represented posting messages to request information from volunteer organization, and \*P8 represented reading messages and/or clicking the "Like" or the "Favorite" button only.

Regarding comparison of volunteer organization type as described in Table 5.3, this study found that online participation of most members on Facebook of most volunteer organization (all volunteer coordinators (JB, SA, and VSN) and seven out of the eight volunteer initiators (AD, BV, DNT, HSG, JSC, MF, and TF) was reading messages and/or clicking the "Like" button only. Moreover, the top online participation on HSG's Facebook also included involving in decision making related to the policy of volunteer organization's operation. In addition, the top online participation on JSC's Facebook also included sharing volunteer organization's information to external networking, while only one volunteer initiator, Gen-V, had different highest participation. Posting messages in order to request information from volunteer organization was the top of online participation on Gen-V's Facebook.

For Twitter, the top highest average score on the measure of online participation on Twitter of most volunteer organizations (all volunteer coordinators (JB, and SA) and two out of the five volunteer initiators (AD, and Gen-V)) was retweeting volunteer organization's information to external networking. While the

rest three volunteer initiators were different. Reading messages and/or clicking the “Like” or the “Favorite” button only was the top highest average score on the measure of online participation on 1500Miles’s Twitter. Posting messages in order to provide useful information or express idea for volunteer organization’s operation was the top highest average score on the measure of online participation on MF’s Twitter. Posting messages in order to respond volunteer organization when volunteer organization asked questions or requested information about volunteer activities was the top highest average score on the measure of online participation on TF’s Twitter.

## **5.2 Elements of Online Participatory Communication Affecting Online Participation of Member on Volunteering Community SNSs (Results of online questionnaire)**

The finding from online questionnaire expressed that the overview of online participatory communication elements affecting online participation of member on volunteering community SNSs was high (Mean = 3.81, SD = 0.581) as shown in Table 5.4. In addition, all elements of online participatory communication highly affected member participation on volunteering community SNSs.

**Table 5.4** Average of each element of online participatory communication affecting online participation of member on volunteering community SNSs

<b>Elements of online participatory communication</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Degree of affecting</b>
1. Organizational capacity	3.72	0.724	High
2. Accessibility to SNSs	3.83	0.706	High
2. Equity of participation	3.85	0.692	High
4. Reflection	3.81	0.864	High
5. Personality of member	4.10	0.721	High
6. Key facilitation skills of SNSs administrator	3.77	0.691	High
7. SNSs characteristic	3.97	0.701	High
8. Online external linkages	3.88	0.774	High
9. Networking	3.82	0.752	High
10. Relevant to the problems	3.52	0.747	High
11. Message attribute	3.87	0.694	High
12. Information exchanging	3.73	0.819	High
13. Trustworthiness	3.69	0.783	High
14. Social cohesion	3.69	0.788	High
<b>Average of all elements</b>	<b>3.81</b>	<b>0.581</b>	<b>High</b>

Regarding each element of participatory communication, this study found that participatory communication elements that had the most effect on online participation on volunteering community SNSs was personality of member with mean 4.10 (SD = 0.721). The second highest mean was 3.97, SNSs characteristic (SD = 0.701). The third highest mean was online external linkages (Mean = 3.88, SD = 0.774). The rest were message attribute (Mean = 3.87, SD = 0.694), equity of participation

(Mean=3.85, SD = 0.692), accessibility to SNSs (Mean =3.83, SD = 0.706), networking (Mean =3.82, SD = 0.752), reflection (Mean =3.81, SD = 0.864), key facilitation skills of SNSs administrator (Mean =3.77, SD = 0.691), information exchanging (Mean =3.73, SD = 0.819), organizational capacity (Mean =3.72, SD = 0.724), trustworthiness (Mean =3.69, SD = 0.783), social cohesion (Mean =3.69, SD = 0.788), and relevant to the problems (Mean =3.52, SD = 0.747), respectively.

Although personality of member (Mean = 4.10) seemed to be the most effect on online participation on volunteering community SNSs, SNSs characteristic (Mean = 3.97) also influenced to online participation on volunteering community SNSs.

**Table 5.5** Average of each element of online participatory communication affecting online participation of member on volunteering community SNSs separated by SNSs types

Elements of online participatory communication	Facebook			Twitter		
	Mean	Std. Deviation	Degree of affecting	Mean	Std. Deviation	Degree of affecting
1. Organizational capacity	3.74	0.705	High	3.69	0.764	High
2. Accessibility to SNSs	3.83	0.722	High	3.83	0.675	High
3. Equity of participation	3.85	0.679	High	3.87	0.721	High
4. Reflection	3.78	0.851	High	3.88	0.893	High
5. Personality of member	4.09	0.716	High	4.12	0.735	High
6. Key facilitation skills of SNSs administrator	3.79	0.681	High	3.72	0.713	High
7. SNSs characteristic	4.02	0.68	High	3.87	0.736	High
8. Online external linkages	3.91	0.777	High	3.82	0.768	High
9. Networking	3.84	0.744	High	3.77	0.771	High
10. Relevant to the problems	3.53	0.746	High	3.49	0.752	Neutral

**Table 5.5** Average of each element of online participatory communication affecting online participation of member on volunteering community SNSs were separated by SNSs types (continued)

Elements of online participatory communication	Facebook			Twitter		
	Mean	Std. Deviation	Degree of affecting	Mean	Std. Deviation	Degree of affecting
11. Message attribute	3.92	0.684	High	3.78	0.709	High
12. Information exchanging	3.74	0.803	High	3.71	0.854	High
13. Trustworthiness	3.67	0.799	High	3.72	0.749	High
14. Social cohesion	3.67	0.783	High	3.72	0.799	High

In terms of SNSs types, it found that online questionnaire respondents who were Facebook members and Twitter members thought that all elements of participatory communication highly affected member participation on volunteering community SNSs. Both of them expressed that personality of member was the top highest mean. For Facebook members, the mean of personality of member was 4.09 (SD = 0. 0.716), followed by SNSs characteristic with mean 4.02 (SD = 0.680), and message attribute with mean 3.92 (SD = 0.684), respectively. For Twitter, the members thought that participatory communication elements that had the most effect on online participation on volunteering community SNSs was personality of member with mean 4.12 (SD = 0.735), followed by reflection with mean 3.88 (SD = 0.893), and equity of participation with mean 3.87 (SD = 0.721), respectively, as displayed in Table 5.5.

**Table 5.6** Average of each element of online participatory communication affecting online participation of member on volunteering community SNSs of each volunteer organization

Volunteer coordinator				Volunteer organization type
JB				Volunteer organization name
Twitter		Facebook		Types of SNSs
Degree of participation	Mean	Degree of participation	Mean	Mean, Std. Deviation and Degree of participation
	Std. Deviation		Std. Deviation	
High	0.6083.98	High	0.7023.68	*E1
High	0.6613.86	High	0.7413.66	*E2
High	0.7303.97	High	0.5913.91	*E3
High	0.9664.00	High	0.7843.85	*E4
High	0.6014.38	High	0.5524.15	*E5
High	0.7083.89	High	0.6553.78	*E6
High	0.7294.06	High	0.6483.95	*E7
High	0.7083.92	High	0.6834.06	*E8
High	0.7043.98	High	0.7953.87	*E9
High	0.6043.51	High	0.7823.42	*E10
High	0.5934.05	High	0.6493.97	*E11
High	0.7793.84	High	0.9603.69	*E12
High	0.8103.88	High	0.8763.74	*E13
High	0.7583.99	High	0.7693.68	*E14

**Table 5.6** Average of each element of online participatory communication affecting online participation of member on volunteering community SNSs of each volunteer organization (continued)

Volunteer coordinator		Volunteer organization type	
SA		Volunteer organization name	
Twitter		Facebook	
Degree of participation	Mean	Degree of participation	Mean, Std. Deviation and Degree of participation
Std. Deviation	Mean	Std. Deviation	
High	0.7913.51	High	*E1
High	0.6443.98	High	*E2
High	0.6763.92	High	*E3
High	0.7363.78	High	*E4
High	0.5744.06	High	*E5
High	0.6433.80	High	*E6
High	0.7003.90	High	*E7
High	0.7333.83	High	*E8
High	0.6893.74	High	*E9
Neutral	0.8363.43	Neutral	*E10
High	0.7003.67	High	*E11
Neutral	1.0333.46	High	*E12
High	0.6883.70	High	*E13
High	0.8493.57	High	*E14

**Table 5.6** Average of each element of online participatory communication affecting online participation of member on volunteering community SNSs of each volunteer organization (continued)

Volunteer initiator		Volunteer coordinator			Volunteer organization type	
1500Miles		VSN			Volunteer organization name	
Twitter		Facebook			Types of SNSs	
Degree of participation	Std. Deviation	Mean	Degree of participation	Std. Deviation	Mean	Mean, Std. Deviation and Degree of participation
Neutral	0.699	3.40	High	0.715	3.63	*E1
High	0.771	3.70	High	0.613	3.87	*E2
High	0.612	3.75	High	0.687	3.81	*E3
High	0.789	3.80	High	0.918	3.71	*E4
High	0.754	4.23	High	0.878	3.96	*E5
High	0.564	3.68	High	0.639	3.86	*E6
High	0.620	3.60	High	0.617	4.07	*E7
High	0.810	3.60	High	0.784	3.96	*E8
High	0.717	3.73	High	0.740	3.94	*E9
Neutral	0.577	3.38	High	0.797	3.60	*E10
Neutral	0.499	3.46	High	0.747	3.88	*E11
Neutral	0.685	3.45	High	0.912	3.73	*E12
High	0.444	3.67	High	0.820	3.80	*E13
High	0.610	3.77	High	0.789	3.68	*E14



**Table 5.6** Average of each element of online participatory communication affecting online participation of member on volunteering community SNSs of each volunteer organization (continued)

Volunteer initiator			Volunteer organization type	
AD			Volunteer organization name	
Twitter		Facebook		
Degree of participation	Mean	Degree of participation	Mean	Mean, Std. Deviation and Degree of participation
	Std. Deviation		Std. Deviation	
High	0.821	High	0.596	*E1
High	0.629	High	0.737	*E2
High	0.854	High	0.659	*E3
High	0.894	High	0.333	*E4
High	0.884	High	0.484	*E5
High	0.667	High	0.527	*E6
High	0.604	High	0.488	*E7
High	0.816	High	0.391	*E8
High	0.806	High	0.377	*E9
High	0.644	Neutral	0.616	*E10
High	0.753	High	0.762	*E11
High	0.814	High	0.866	*E12
High	0.710	High	0.729	*E13
High	0.852	High	0.884	*E14

**Table 5.6** Average of each element of online participatory communication affecting online participation of member on volunteering community SNSs of each volunteer organization (continued)

Volunteer initiator			Volunteer organization type	
DNT			BV	
Facebook			Facebook	
Degree of participation	Std. Deviation	Mean	Degree of participation	Mean, Std. Deviation and Degree of participation
High	0.738	4.29	High	*E1
High	0.475	4.27	High	*E2
High	0.511	4.45	High	*E3
High	0.825	4.29	High	*E4
High	0.502	4.52	High	*E5
High	0.691	4.26	High	*E6
High	0.595	4.34	High	*E7
High	0.723	4.32	High	*E8
High	0.802	4.12	High	*E9
High	0.940	3.79	High	*E10
High	0.641	4.10	High	*E11
High	0.764	4.39	High	*E12
High	0.792	4.14	High	*E13
High	0.721	4.24	High	*E14

**Table 5.6** Average of each element of online participatory communication affecting online participation of member on volunteering community SNSs of each volunteer organization (continued)

Volunteer initiator		Volunteer organization type	
Gen-V		Volunteer organization name	
Twitter		Facebook	
Degree of participation	Mean	Degree of participation	Mean, Std. Deviation and Degree of participation
High	0.6723.69	Neutral	*E1
High	0.5234.03	Neutral	*E2
High	0.4823.91	High	*E3
High	0.8343.81	High	*E4
High	0.5514.25	High	*E5
High	0.6263.76	High	*E6
High	0.6113.90	High	*E7
High	0.6803.94	High	*E8
High	0.6993.85	Neutral	*E9
High	0.7263.68	Neutral	*E10
High	0.6124.04	High	*E11
High	0.7503.94	High	*E12
High	0.6994.00	Neutral	*E13
High	0.7783.79	High	*E14

**Table 5.6** Average of each element of online participatory communication affecting online participation of member on volunteering community SNSs of each volunteer organization (continued)

Volunteer initiator			Volunteer organization type	
JSC		HSG	Volunteer organization name	
Facebook		Facebook		Types of SNSs
Degree of participation	Degree of participation	Mean	Std. Deviation	
Neutral	1.258	3.25	0.957	*E1
High	0.239	4.69	0.913	*E2
High	0.645	4.25	0.456	*E3
High	0.000	5.00	1.291	*E4
High	0.471	4.67	0.816	*E5
High	0.370	4.38	1.066	*E6
High	0.102	4.50	0.472	*E7
High	0.408	4.50	1.315	*E8
High	0.333	4.83	1.101	*E9
Neutral	0.597	3.05	1.000	*E10
High	0.000	5.00	0.808	*E11
High	0.750	4.13	1.155	*E12
High	0.430	4.50	0.918	*E13
High	0.430	4.50	0.544	*E14

**Table 5.6** Average of each element of online participatory communication affecting online participation of member on volunteering community SNSs of each volunteer organization (continued)

Volunteer initiator			Volunteer organization type		
MF			Volunteer organization name		
Twitter		Facebook			Mean, Std. Deviation and Degree of participation
Degree of participation	Mean	Degree of participation	Std. Deviation	Mean	
High	0.707	High	0.704	3.96	*E1
High	0.626	High	0.683	3.85	*E2
High	0.679	High	0.646	3.96	*E3
High	0.798	High	0.833	3.98	*E4
High	0.979	High	0.626	4.26	*E5
High	0.754	High	0.662	3.87	*E6
High	0.796	High	0.624	4.06	*E7
High	0.751	High	0.744	4.04	*E8
High	0.804	High	0.687	3.97	*E9
High	0.829	High	0.736	3.70	*E10
High	0.736	High	0.657	4.07	*E11
Neutral	0.826	High	0.754	3.94	*E12
Neutral	0.680	High	0.713	3.88	*E13
High	0.797	High	0.678	3.91	*E14

**Table 5.6** Average of each element of online participatory communication affecting online participation of member on volunteering community SNSs of each volunteer organization (continued)

Volunteer initiator		Volunteer organization type	
TF		Volunteer organization name	
Twitter		Facebook	
Degree of participation	Mean	Degree of participation	Mean, Std. Deviation and Degree of participation
Neutral	1.131	High	*E1
Neutral	0.961	High	*E2
Neutral	1.077	High	*E3
Neutral	1.350	High	*E4
High	0.632	High	*E5
Neutral	1.006	High	*E6
Neutral	1.091	High	*E7
High	1.160	High	*E8
Neutral	1.142	High	*E9
Neutral	1.082	Neutral	*E10
Neutral	0.918	High	*E11
High	0.966	High	*E12
High	1.101	Neutral	*E13
High	0.916	Neutral	*E14

\*E1 represented organizational capacity, \*E2 represented accessibility to SNSs, \*E3 represented equity of participation, \*E4 represented reflection, \*E5 represented personality of member, \*E6 represented key facilitation skills of SNSs administrator, \*E7 represented average of SNSs characteristic, \*E8 represented online external linkages, \*E9 represented networking, \*E10 represented connection to the problems, \*E11 represented message attribute, \*E12 represented information exchanging, \*E13 represented trustworthiness, and \*E14 represented social cohesion.



Comparing Facebook of volunteer coordinator and volunteer initiator as expressed in Table 5.6, this study found that personality of member was the highest effect on online participation of members on Facebook of two out of the three volunteer coordinators (JB, and SA) and three out of the eight volunteer initiators (BV, DNT, and MF). On the other hand, SNSs characteristic was the highest effects on online participation of members on Facebook of one out of the three volunteer coordinators (VSN) as well as two out of the eight volunteer initiators (AD, and MF). The rest three volunteer initiators were different. Online external linkages, information exchanging, and reflection as well as message attribute was the highest effect on online participation of members on Gen-V's Facebook, HSG's Facebook and JSC's Facebook, respectively .

For Twitter, personality of member was the highest effect on online participation of members on Twitter of all volunteer coordinators (JB, and SA) and three out of the five volunteer initiators (1500Miles, AD, and Gen-V) whereas the rest two volunteer initiators were different. Reflection and information exchanging were the highest effect on online participation of members on Twitter of MF, and TF, respectively.

### **5.3 Contribution of Online Participatory Communication on Volunteering Community SNSs for Online and Offline Volunteering Communities (Results of se-mi structured interview)**

This study found that the contribution of online participatory communication on volunteering community SNSs in Thailand for online and offline volunteering communities consisted of increasing people's morale, hope and self-esteem,



expanding of public awareness in volunteer work, motivating people to do good actions, increasing amount of online members and offline volunteers, easy accessing volunteer work for young volunteers, enriching social participation for helping each others, and widening of volunteer organization recognition as described below:

### **5.3.1 The contribution of online participatory communication on volunteering community SNSs for online and offline volunteering communities of volunteer coordinators**

#### **5.3.1.1 Increasing people's morale, hope and self-esteem**

JB revealed that volunteering community SNSs helped to increase people's morale, hope and self-esteem.

#### **5.3.1.2 Expanding of public awareness in volunteer work**

VSN mentioned that employing volunteering community SNSs expanded public awareness in volunteer work.

#### **5.3.1.3 Motivating people to do good actions**

VSN also expressed that using volunteering community SNSs motivated people to do good actions.

### **5.3.2 The contribution of online participatory communication on volunteering community SNSs for online and offline volunteering communities of both volunteer coordinators and volunteer initiators**

#### **5.3.2.1 Increasing amount of online members and offline volunteers**

VSN and BV revealed that outcome of volunteering community SNSs usage was increasing amount of offline volunteers. VSN also indicated that volunteering community SNSs helped VSN to increase online members.

### **5.3.3 The contribution of online participatory communication on volunteering community SNSs for online and offline volunteering communities of volunteer initiators**

#### **5.3.3.1 Easy accessing volunteer work for young volunteers**

BV stated that employing volunteering community SNSs helped BV to easily communicate with young volunteer. In the same way, young volunteer also easily access BV's volunteer work through volunteering community SNSs.

#### **5.3.3.2 Enriching social participation for helping each others**

Gen-V expressed that the power of communication via SNSs attracted many people to help the sufferer in critical condition. In addition, MF stated that spreading of social participant in terms of the helping, and the donation was the outcome after utilizing volunteering community SNSs.

#### **5.3.3.3 Widening of volunteer organization recognition**

HSG explained that result of using volunteering community SNSs was widening of HSG recognition.

This finding expressed that the growth of volunteer organizations by using volunteering community SNSs affected online and offline volunteering communities in the form of direct and indirect benefits. The contribution in the form of expanding of public awareness in volunteer work, motivating people to do good actions, enriching social participation for helping each others, and increasing people's morale, hope and self-esteem benefited to online and offline volunteering communities directly. On the other hand, the contribution in the form of easy accessing volunteer work for young volunteers, and increasing amount of online members and offline volunteers benefited to online and offline volunteering communities indirectly.

#### 5.4 Online Participation of Member on Volunteering Community SNSs Affecting Solve Social Problems (Results of online questionnaire)

The results derived from online questionnaire also indicated that the largest group of online questionnaire respondents thought that their online participations on volunteering community SNSs could solve social problems in a short-term relief (less than 4 months) with 22.30 %. Solving social problems in a long-term relief (over 4 months) was the second highest opinion with 18.87% of all responders. No solving social problems and no guidelines for solving, but publicizing social problems to Thai society only was the third with 16.91%, the rest were eliminating social problems, solving social problems in an emergency relief phase (not exceeding 1 month), and no solving social problems, but there was guidelines for solving with 16.18%, 14.95%, and 10.78%, respectively as displayed in Table 5.7.

**Table 5.7** The result of online participation of member on volunteering community SNSs in the form of solving social problems

<b>The result of online participation of member on volunteering community SNSs in the form of solving social problems</b>	<b>Frequency</b>	<b>Percent (%)</b>
Solving social problems in a short-term relief (less than 4 months).	91	22.3
Solving social problems in a long-term relief (over 4 months).	77	18.87
No solving social problems and no guidelines for solving, but publicizing social problems to Thai society only.	69	16.91
Eliminating social problems.	66	16.18
Solving social problems in an emergency relief phase (not exceeding 1 month).	61	14.95
No solving social problems, but there was guidelines for solving.	44	10.78
<b>Total</b>	<b>408</b>	<b>100</b>

Table 5.7 also expressed that two thirds of online questionnaire respondents (295 respondents) thought that their online participations on volunteering community SNSs could solve social problems with 68.13% and 31.87 % (or 113 respondents) expressed their opinion that their online participations on volunteering community SNSs could not solve social problems.

**Table 5.8** The result of online participation of member on volunteering community SNSs in the form of solving social problems of each type of SNSs

Types of SNSs	Count and Percent	Solving social problems					
		Eliminating social problems.	Solving social problems in an emergency relief phase (not exceeding 1 month).	Solving social problems in a short-term relief (less than 4 months).	Solving social problems in a long-term relief (over 4 months).	No solving social problems, but there was guidelines for solving	No solving social problems and no guidelines for solving, but publicizing social problems to Thai society only
Facebook	Count	36	44	63	49	33	54
	%	8.82	10.78	15.44	12.01	8.09	13.24
Twitter	Count	30	17	28	28	11	15
	%	7.35	4.17	6.86	6.86	2.7	3.68

When compare Facebook members' opinion and Twitter members' opinion about their online participation affecting solving social problems as described in Table 5.8, this study found that most Facebook members thought that their participations on volunteering community SNSs could solve social problems in a short-term relief (less than 4 months) with 15.44%, followed by no solving social problems and no guidelines for solving, but publicizing social problems to Thai society only with 13.24%, solving

social problems in a long-term relief (over 4 months) with 12.01%, solving social problems in an emergency relief phase (not exceeding 1 month) with 10.78%, eliminating social problems with 8.82%, and no solving social problems, but there was guidelines for solving with 8.09%, respectively.

For Twitter, the majority of online questionnaire respondents who were Twitter members thought that their online participations on volunteering community SNSs could eliminate social problems with 7.35%, the second highest opinion were online participations of member on volunteering community SNSs could solve social problems in a short-term relief (less than 4 months) as well as solving social problems in a long-term relief (over 4 months) with 6.86%. The rest were solving social problems in an emergency relief phase (not exceeding 1 month) with 4.17%, no solving social problems and no guidelines for solving, but publicizing social problems to Thai society only with 3.68%, and no solving social problems, but there was a guideline for solving with 2.70%, respectively.

Regarding comparison in terms of volunteer organization types as expressed in Table 5.9, this study found that most members of all volunteer coordinators (JB, SA, and VSN) and three out of the eight volunteer initiators (AD, BV, and HSG) expressed their opinion that their online participations on Facebook could solve social problems in a short-term relief (less than 4 months). The majority members of all volunteer coordinators (JB, SA, and VSN) and one out of the eight volunteer initiators (BV) also thought that their online participations on Facebook could solve social problems in a long-term relief (over 4 months).

**Table 5.9** The result of online participation of member on volunteering community SNSs in the form of solving social problems of each volunteer organization

Volunteer organization type		Volunteer organization name	Types of SNSs	Count and Percent	Solving social problems						
					Eliminating social problems.	Solving social problems in an emergency relief phase (not exceeding 1 month).	Solving social problems in a short-term relief (less than 4 months).	Solving social problems in a long-term relief (over 4 months).	No solving social problems, but there was guidelines for solving	No solving social problems and no guidelines for solving, but publicizing social problems to Thai society only	
Volunteer coordinator		JB	Facebook	Count	1	4	6	6	3	6	
				%	1.75	7.02	10.53	10.53	5.26	10.53	
			Twitter	Count	7	5	7	6	3	3	
				%	12.28	8.77	12.28	10.53	5.26	5.26	
		Total of JB		Count	<b>8</b>	<b>9</b>	<b>13</b>	<b>12</b>	<b>6</b>	<b>9</b>	
				%	<b>14.04</b>	<b>15.79</b>	<b>22.81</b>	<b>21.05</b>	<b>10.53</b>	<b>15.79</b>	
		SA	Facebook	Count	8	9	10	10	9	9	
				%	10.26	11.54	12.82	12.82	11.54	11.54	
			Twitter	Count	6	4	1	7	0	5	
				%	7.69	5.13	1.28	8.97	0	6.41	
Total of SA		Count	<b>14</b>	<b>13</b>	<b>11</b>	<b>17</b>	<b>9</b>	<b>14</b>			
		%	<b>17.95</b>	<b>16.67</b>	<b>14.1</b>	<b>21.79</b>	<b>11.54</b>	<b>17.95</b>			
VSN	Facebook	Count	6	3	9	9	6	9			
		%	14.29	7.14	21.43	21.43	14.29	21.43			
Volunteer initiator		1500 Miles	Twitter	Count	4	0	1	3	2	0	
				%	40	0	10	30	20	0	
		AD	Facebook	Count	2	0	4	2	0	1	
				%	8	0	16	8	0	4	
			Twitter	Count	2	0	7	6	0	1	
				%	8	0	28	24	0	4	
		Total of AD		Count	<b>4</b>	<b>0</b>	<b>11</b>	<b>8</b>	<b>0</b>	<b>2</b>	
				%	<b>16</b>	<b>0</b>	<b>44</b>	<b>32</b>	<b>0</b>	<b>8</b>	
		BV	Facebook	Count	1	2	5	5	3	2	
				%	5.56	11.11	27.78	27.78	16.67	11.11	

**Table 5.9** The result of online participation of member on volunteering community SNSs in the form of solving social problems of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Types of SNSs	Count and Percent	Solving social problems						
				Eliminating social problems.	Solving social problems in an emergency relief phase (not exceeding 1 month).	Solving social problems in a short-term relief (less than 4 months).	Solving social problems in a long-term relief (over 4 months).	No solving social problems, but there was guidelines for solving	No solving social problems and no guidelines for solving, but publicizing social problems to Thai society only	
Volunteer initiator	DNT	Facebook	Count	5	3	2	1	0	3	
			%	35.71	21.43	14.29	7.14	0	21.43	
	Gen-V	Facebook	Count	0	1	1	1	0	3	
			%	0	4.55	4.55	4.55	0	13.64	
		Twitter	Count	1	5	7	1	1	1	
			%	4.55	22.73	31.82	4.55	4.55	4.55	
	<b>Total of Gen-V</b>			<b>Count</b>	<b>1</b>	<b>6</b>	<b>8</b>	<b>2</b>	<b>1</b>	<b>4</b>
				<b>%</b>	<b>4.55</b>	<b>27.27</b>	<b>36.36</b>	<b>9.09</b>	<b>4.55</b>	<b>18.18</b>
	HSG	Facebook	Count	0	0	3	1	0	0	
			%	0	0	75	25	0	0	
	JSC	Facebook	Count	0	2	0	0	1	1	
			%	0	50	0	0	25	25	
	MF	Facebook	Count	13	12	9	7	6	13	
			%	15.66	14.46	10.84	8.43	7.23	15.66	
		Twitter	Count	5	2	5	4	3	4	
			%	6.02	2.41	6.02	4.82	3.61	4.82	
	<b>Total of MF</b>			<b>Count</b>	<b>18</b>	<b>14</b>	<b>14</b>	<b>11</b>	<b>9</b>	<b>17</b>
				<b>%</b>	<b>21.69</b>	<b>16.87</b>	<b>16.87</b>	<b>13.25</b>	<b>10.84</b>	<b>20.48</b>
	TF	Facebook	Count	0	8	14	7	5	7	
			%	0	15.69	27.45	13.73	9.8	13.73	
Twitter		Count	5	1	0	1	2	1		
		%	9.8	1.96	0	1.96	3.92	1.96		
<b>Total of TF</b>			<b>Count</b>	<b>5</b>	<b>9</b>	<b>14</b>	<b>8</b>	<b>7</b>	<b>8</b>	
			<b>%</b>	<b>9.8</b>	<b>17.65</b>	<b>27.45</b>	<b>15.69</b>	<b>13.73</b>	<b>15.69</b>	

On the other hand, most members of three out of the eight volunteer initiators (DNT, MF, and TF) indicated that online participations of members on Facebook affected leading to solve social problems by eliminating it gone, while the largest group of members of JB's Facebook also expressed the same opinion as two out of the eight volunteer initiators (Gen-V, and MF) that their online participations on Facebook could neither solve social problems nor provide guidelines for solving, but only publicizing social problems to Thai society. The rest one volunteer initiator (JSC) was different. Most members of JSC's Facebook thought that their online participations on Facebook affected solving social problems in an emergency relief phase (not exceeding 1 month).

In terms of Twitter, this study found that the majority members of one out of the two volunteer coordinators (JB) and three out of the five volunteer initiators (1500Miles, MF, and TF) indicated that their online participations on Twitter could eliminate social problems. Moreover, the largest group of Twitter's members of JB, and MF also expressed the same opinion as two out of the five volunteer initiators (AD, and Gen-V) that online participations of member on Twitter could solve social problems in a short-term relief (less than 4 months). On the other hand, most members of one volunteer coordinator (SA) thought that their online participations on Twitter affected solving social problems in a long-term relief (over 4 months).

## **5.5 Personal Characteristic of Member Affecting Online Participation on Volunteering Community SNSs (Results of online questionnaire)**

### **5.5.1 Personal information of online questionnaire respondents**

This part described personal information of the Internet users who were the



members of 12 volunteering community SNSs. The personal information included volunteering community SNSs membership, age, occupation, educational background, the role on volunteering community SNSs, duration of volunteering community SNSs membership, frequency of volunteering community SNSs usage, and experience as a volunteer.

#### **5.5.1.1 Volunteering community SNSs membership of online questionnaire respondents**

The online questionnaire respondents were Facebook's members more than Twitter's members and most of them were MF's volunteering community SNSs members as shown in Table 5.10 and Table 5.11, respectively. Table 5.10 described volunteering community SNSs' members of 408 respondents. The majority of online questionnaire respondents were Facebook's members which were 279 and 129 online questionnaire respondents were Twitter's members, representing 68.38% and 31.62%, respectively.

**Table 5.10** Volunteering community SNSs' members of online questionnaire respondents

<b>Type of SNSs</b>	<b>Frequency</b>	<b>Percent (%)</b>
Facebook	279	68.38
Twitter	129	31.62
<b>Total</b>	<b>408</b>	<b>100.00</b>

As shown in Table 5.11, the largest group of online questionnaire respondents were members of MF 20.30%, SA 19.10%, JB 14.00%, TF 12.50%, VSN 10.30%, AD 6.13%, Gen-V 5.39%, BV 4.41%, DNT 3.43%, 1500Miles 2.45%, and HSG as well as JSC 0.98%, respectively.

**Table 5.11** Volunteer organizations' members of online questionnaire respondents

<b>Volunteer organization</b>	<b>Frequency</b>	<b>Percent (%)</b>
MF	83	20.30
SA	78	19.10
JB	57	14.00
TF	51	12.50
VSN	42	10.30
AD	25	6.13
Gen-V	22	5.39
BV	18	4.41
DNT	14	3.43
1500Miles	10	2.45
HSG	4	0.98
JSC	4	0.98
<b>Total</b>	<b>408</b>	<b>100.00</b>

There were six volunteer organizations that employed both Facebook and Twitter, and their member were respondents of online questionnaires. Most online questionnaire respondents of three volunteer organizations, MF, SA, and TF, were Facebook's members, whereas the largest online questionnaire respondents of the rest, JB, AD, and Gen-V were Twitter's members. Moreover, when all online questionnaire respondents were classified by type of SNSs, it found that most online questionnaire respondents who were Facebook's members were MF's Facebook members. For Twitter, most online questionnaire respondents were JB's Twitter members as displayed in Table 5.12.

Table 5.12 described most online questionnaire respondents who were MF s' volunteering community SNSs members were 60 Facebook members or 14.71% and 23 online questionnaire respondents were Twitter's members representing 5.64%. The majority of online questionnaire respondents of SA's

volunteering community SNSs members were 55 Facebook members or 13.48% and 23 online questionnaire respondents were Twitter's members or 5.64%.

**Table 5.12** Volunteer organizations' members of online questionnaire respondents classified by types of SNSs

Volunteer Organizations	Types of SNSs			
	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
MF	60	14.71	23	5.64
SA	55	13.48	23	5.64
JB	26	6.37	31	7.60
TF	41	10.05	10	2.45
VSN	42	10.29		
AD	9	2.21	16	3.92
Gen-V	6	1.47	16	3.92
BV	18	4.41		
DNT	14	3.43		
1500Miles			10	2.45
HSG	4	0.98		
JSC	4	0.98		
<b>Total</b>	<b>279</b>	<b>68.38</b>	<b>129</b>	<b>31.62</b>

The largest group of online questionnaire respondents who were JB's volunteering community SNSs members were 31 Twitter's members representing 7.60% and 26 online questionnaire respondents were Facebook members representing 6.37%. Most online questionnaire respondents who were TF s' volunteering community SNSs members were 41 Facebook members or 10.05 % and 10 online questionnaire respondents were Twitter's members or 2.45%. The majority of online questionnaire respondents who were AD s' volunteering community SNSs members were 16 Twitter's members or 3.92 % and 9 online questionnaire respondents were Facebook members or 2.21%. The largest group of online

questionnaire respondents who were Gen-V's volunteering community SNSs members was 61 Twitter's members or 3.92% and 6 online questionnaire respondents were Facebook members or 1.47%.

### 5.5.1.2 Age of online questionnaire respondents

The online questionnaire respondents were requested to indicate one of four age ranges as follows: 13-25 years, 26-35 years, 36-55 years, and 56 and over. As displayed in Table 5.13, most online questionnaire respondents were age between 26-35 years with 47.55%, 31.62 % of online questionnaire respondents were age between 13-25 years, 19.61% of online questionnaire respondents were age between 36-55 years, and 1.23% of online questionnaire respondents were age 56 years and over, respectively.

**Table 5.13** Age of online questionnaire respondents

Age	Frequency	Percent (%)
26-35	194	47.55
13-25	129	31.62
36-55	80	19.61
56 and over	5	1.23
<b>Total</b>	<b>408</b>	<b>100.00</b>

**Table 5.14** Age of online questionnaire respondents classified by types of SNSs

Types of SNSs	Age							
	13-25		26-35		36-55		56 and over	
	Count	%	Count	%	Count	%	Count	%
Facebook	61	14.95	156	38.24	60	14.71	2	0.49
Twitter	68	16.67	38	9.31	20	4.90	3	0.74

When compared the age of online questionnaire respondents between Facebook members and Twitter members, it found that the largest group of online questionnaire respondents who were Facebook members was age between 26-35 years with 38.24%, the rest were 13-25 years, 36-55 years, and 56 years and over with 14.95%, 14.71%, and 0.49%, respectively. Whereas the majority of online questionnaire respondents who were Twitter members was 13-25 years with 16.67%, followed by 26-35 years with 9.31%, 36-55 years with 4.90%, and 56 years and over with 0.74%, respectively, as shown in Table 5.14.

**Table 5.15** Age of online questionnaire respondents divided by each volunteer organization

Volunteer organization type	Volunteer Organization name	Types of SNSs	Age							
			13-25		26-35		36-55		56 and over	
			Count	%	Count	%	Count	%	Count	%
Volunteer coordinator	JB	Facebook	7	12.30	8	14.00	10	17.50	1	1.80
		Twitter	29	50.90	0	0.00	1	1.80	1	1.80
	<b>Total of JB</b>		<b>36</b>	<b>63.20</b>	<b>8</b>	<b>14.00</b>	<b>11</b>	<b>19.30</b>	<b>2</b>	<b>3.50</b>
	SA	Facebook	15	19.20	25	32.10	15	19.20	0	0.00
		Twitter	11	14.10	8	10.30	4	5.10	0	0.00
	<b>Total of SA</b>		<b>26</b>	<b>33.30</b>	<b>33</b>	<b>42.30</b>	<b>19</b>	<b>24.40</b>	<b>0</b>	<b>0.00</b>
VSN	Facebook	10	23.80	23	54.80	9	21.40	0	0.00	
Volunteer initiator	1500Miles	Twitter	4	40.00	5	50.00	0	0.00	1	10.00
	AD	Facebook	2	8.00	6	24.00	1	4.00	0	0.00
		Twitter	4	16.00	10	40.00	2	8.00	0	0.00
	<b>Total of AD</b>		<b>6</b>	<b>24.00</b>	<b>16</b>	<b>64.00</b>	<b>3</b>	<b>12.00</b>	<b>0</b>	<b>0.00</b>
	BV	Facebook	1	5.60	12	66.70	5	27.80	0	0.00
	DNT	Facebook	3	21.40	8	57.10	3	21.40	0	0.00
	Gen-V	Facebook	1	4.50	4	18.20	1	4.50	0	0.00
		Twitter	12	54.50	4	18.20	0	0.00	0	0.00
<b>Total of Gen-V</b>		<b>13</b>	<b>59.10</b>	<b>8</b>	<b>36.40</b>	<b>1</b>	<b>4.50</b>	<b>0</b>	<b>0.00</b>	
HSG	Facebook	1	25.00	3	75.00	0	0.00	0	0.00	

**Table 5.15** Age of online questionnaire respondents divided by each volunteer organization (continued)

Volunteer organization type	Volunteer Organization name	Types of SNSs	Age							
			13-25		26-35		36-55		56 and over	
			Count	%	Count	%	Count	%	Count	%
Volunteer initiator	JSC	Facebook	0	0.00	1	25.00	2	50.00	1	25.00
	MF	Facebook	18	21.70	34	41.00	8	9.60	0	0.00
		Twitter	7	8.40	7	8.40	9	10.80	0	0.00
	<b>Total of MF</b>		<b>25</b>	<b>30.10</b>	<b>41</b>	<b>49.40</b>	<b>17</b>	<b>20.50</b>	<b>0</b>	<b>0.00</b>
	TF	Facebook	3	5.90	32	62.70	6	11.80	0	0.00
		Twitter	1	2.00	4	7.80	4	7.80	1	2.00
	<b>Total of TF</b>		<b>4</b>	<b>7.80</b>	<b>36</b>	<b>70.60</b>	<b>10</b>	<b>19.60</b>	<b>1</b>	<b>2.00</b>

Comparison in terms of volunteer organization types, this study found the largest group of online questionnaire respondents who were Facebook members of two out of volunteer coordinators, SA, and VSN, as well as seven out of the eight volunteer initiators, AD, BV, DNT, Gen-V, HSG, MF, and TF was age between 26-35 years. The rest one volunteer coordinator, JB, and one volunteer initiator, JSC, was different. Most members of JB, and JSC were age between 36-55 years. For Twitter members, this study found that most members of one out of the two volunteer coordinators, SA, and three out of the five volunteer initiators, 1500Miles, AD, and TF. The majority members of TF's Facebook were also age 36-55 years as the same as most members of one volunteer initiator, MF. On the other hand, the age of most members of the rest one volunteer coordinator, JB, and one volunteer initiator, Gen-V, was 13-25 years.

### 5.5.1.3 Occupation of online questionnaire respondents

Table 5.16 expressed occupation of online questionnaire respondents. The majority of the online questionnaire respondents' occupation was cooperate employee with 36.52%. Online questionnaire respondents' occupation as student was 23.77%, self-employed/business owner 15.44%, government or state enterprise officer 14.22%, others 5.15% (e.g. event part time, hospital's volunteer, monk, housekeeper), general contractors 4.17%, and retirement 0.74%, respectively.

**Table 5.16** Occupation of online questionnaire respondents

<b>Occupation</b>	<b>Frequency</b>	<b>Percent (%)</b>
Cooperate employee	149	36.52
Student	97	23.77
Self-employed/business owner	63	15.44
Government or state enterprise officer	58	14.22
Others	21	5.15
General contractors	17	4.17
Retirement	3	0.74
<b>Total</b>	<b>408</b>	<b>100.00</b>

Comparison in terms of types of SNSs as shown in Table 5.17, it found that the occupation of most online questionnaire respondents who were Facebook members was cooperate employee with 27.70%. The second highest was government or state enterprise officer with 11.76%. The third was self-employed/business owner with 11.52. The rest were student, others(it consisted of an event part time, a hospital's volunteer, a youth developer, a veterinarian, a NPO staff, a lecturer, a lawyer, an amulet master, two NGO staff, three university staff, and five housekeeper),general contractors, and retirement with 9.80%, 4.41%, 2.45% and 0.74%, respectively. Most online questionnaire respondents who were Twitter members were student with 13.97%. Cooperate employee was the second highest

occupation with 8.82%, followed by self-employed/business owner with 3.92%, government or state enterprise officer with 2.45%, General Contractors with 1.72%, and others (it consisted of a music therapy, a housekeeper, and a monk) with 0.74%, respectively.

**Table 5.17** Occupation of online questionnaire respondents classified by types of SNSs

Types of SNSs	Count and Percent	Occupation						
		Student	Government or state enterprise officer	Cooperate employee	Self-employed/business owner	General contractors	Retirement	Others
Facebook	Count	40	48	113	47	10	3	18
	%	9.80	11.76	27.70	11.52	2.45	0.74	4.41
Twitter	Count	57	10	36	16	7	0	3
	%	13.97	2.45	8.82	3.92	1.72	0.00	0.74

Comparison of volunteer coordinator and volunteer initiator as described in Table 5.18, this study found that most Facebook members of all volunteer coordinators, JB, SA, and VSN, as well as seven out of the eight volunteer initiators, BV, DNT, Gen-V, HSG, JSC, MF, and TF, were cooperate employee. Most Facebook members of JB, and JSC also were employed and self-employed/business owner as the same as most members of one volunteer initiator, AD. In addition, the largest group of members of JSC's Facebook was also student and retirement. For Twitter, most Twitter members of all volunteer coordinators, JB, and SA, as well as two out of the five volunteer initiators, 1500Miles, and Gen-V, were student. Most Twitter members of 1500Miles were also cooperate employee as the same as most



members of the rest three volunteer initiators, Ad, MF, and TF. Moreover, most Twitter members of TF were also government or state enterprise officer.

**Table 5.18** Occupation of online questionnaire respondents classified by each volunteer organization

Volunteer organization type	Volunteer organization name	Types of SNSs	Count and Percent	Occupation						
				Student	Government or state enterprise officer	Cooperate employee	Self-employed/business owner	General contractors	Retirement	Others
Volunteer coordinator	JB	Facebook	Count	3	4	7	7	3	1	1
			%	5.26	7.02	12.28	12.28	5.26	1.75	1.75
		Twitter	Count	28	1	1	1	0	0	0
			%	49.12	1.75	1.75	1.75	0.00	0.00	0.00
	<b>Total of JB</b>		Count	<b>31</b>	<b>5</b>	<b>8</b>	<b>8</b>	<b>3</b>	<b>1</b>	<b>1</b>
			%	<b>54.39</b>	<b>8.77</b>	<b>14.04</b>	<b>14.04</b>	<b>5.26</b>	<b>1.75</b>	<b>1.75</b>
	SA	Facebook	Count	6	12	25	8	2	0	2
			%	7.69	15.38	32.05	10.26	2.56	0.00	2.56
		Twitter	Count	8	0	7	2	4	0	2
			%	10.26	0.00	8.97	2.56	5.13	0.00	2.56
<b>Total of SA</b>		Count	<b>14</b>	<b>12</b>	<b>32</b>	<b>10</b>	<b>6</b>	<b>0</b>	<b>4</b>	
		%	<b>17.95</b>	<b>15.38</b>	<b>41.03</b>	<b>12.82</b>	<b>7.69</b>	<b>0.00</b>	<b>5.13</b>	
VSN	Facebook	Count	7	6	15	12	1	0	1	
		%	16.67	14.29	35.71	28.57	2.38	0.00	2.38	
Volunteer initiator	1500 Miles	Twitter	Count	3	2	3	2	0	0	0
			%	30.00	20.00	30.00	20.00	0.00	0.00	0.00
	AD	Facebook	Count	3	1	1	4	0	0	0
			%	12.00	4.00	4.00	16.00	0.00	0.00	0.00
		Twitter	Count	3	0	8	5	0	0	0
			%	12.00	0.00	32.00	20.00	0.00	0.00	0.00
	<b>Total of AD</b>		Count	<b>6</b>	<b>1</b>	<b>9</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>0</b>
			%	<b>24.00</b>	<b>4.00</b>	<b>36.00</b>	<b>36.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
BV	Facebook	Count	2	4	7	2	0	0	3	
		%	11.11	22.22	38.89	11.11	0.00	0.00	16.67	

**Table 5.18** Occupation of online questionnaire respondents classified by each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Types of SNSs	Count and Percent	Occupation						
				Student	Government Or State Enterprise Officer	Cooperate employee	Self-employed/ Business Owner	General Contractors	Retirement	Others
DNT	Facebook	Count	3	2	6	1	0	0	2	
		%	21.43	14.29	42.86	7.14	0.00	0.00	14.29	
Gen-V	Facebook	Count	1	0	2	0	0	1	2	
		%	4.55	0.00	9.09	0.00	0.00	4.55	9.09	
	Twitter	Count	10	2	2	1	1	0	0	
		%	45.45	9.09	9.09	4.55	4.55	0.00	0.00	
<b>Total of Gen-V</b>		<b>Count</b>	<b>11</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	
		<b>%</b>	<b>50.00</b>	<b>9.09</b>	<b>18.18</b>	<b>4.55</b>	<b>4.55</b>	<b>4.55</b>	<b>9.09</b>	
HSG	Facebook	Count	0	0	3	1	0	0	0	
		%	0.00	0.00	75.00	25.00	0.00	0.00	0.00	
JSC	Facebook	Count	1	0	1	1	0	1	0	
		%	25.00	0.00	25.00	25.00	0.00	25.00	0.00	
MF	Facebook	Count	11	16	19	8	3	0	3	
		%	13.25	19.28	22.89	9.64	3.61	0.00	3.61	
	Twitter	Count	4	2	12	2	2	0	1	
		%	4.82	2.41	14.46	2.41	2.41	0.00	1.20	
<b>Total of MF</b>		<b>Count</b>	<b>15</b>	<b>18</b>	<b>31</b>	<b>10</b>	<b>5</b>	<b>0</b>	<b>4</b>	
		<b>%</b>	<b>18.07</b>	<b>21.69</b>	<b>37.35</b>	<b>12.05</b>	<b>6.02</b>	<b>0.00</b>	<b>4.82</b>	
TF	Facebook	Count	3	3	27	3	1	0	4	
		%	5.88	5.88	52.94	5.88	1.96	0.00	7.84	
	Twitter	Count	1	3	3	3	0	0	0	
		%	1.96	5.88	5.88	5.88	0.00	0.00	0.00	
<b>Total of TF</b>		<b>Count</b>	<b>4</b>	<b>6</b>	<b>30</b>	<b>6</b>	<b>1</b>	<b>0</b>	<b>4</b>	
		<b>%</b>	<b>7.84</b>	<b>11.76</b>	<b>58.82</b>	<b>11.76</b>	<b>1.96</b>	<b>0.00</b>	<b>7.84</b>	

#### 5.5.1.4 Educational background of online questionnaire respondents

The majority of the online questionnaire respondents' educational background was diploma/high vocational certificate/bachelor's degree with 61.76%. Over bachelor's degree was the second highest educational background with 24.75% of all respondents. High school/vocational certificate was third with 12.50%, and primary school was fourth with 0.98%, respectively, as shown in Table 5.19.

**Table 5.19** Educational background of online questionnaire respondents

<b>Educational Background</b>	<b>Frequency</b>	<b>Percent (%)</b>
Diploma/high vocational certificate/Bachelor's degree	252	61.76
Over bachelor's degree	101	24.75
High school/vocational certificate	51	12.50
Primary school	4	0.98
<b>Total</b>	<b>408</b>	<b>100.00</b>

**Table 5.20** Educational background of online questionnaire respondents classified by types of SNSs

<b>Types of SNSs</b>	<b>Educational background</b>							
	<b>Primary School</b>		<b>High School/ Vocational certificate</b>		<b>Diploma/ High vocational Certificate/ Bachelor's degree</b>		<b>Over Bachelor's degree</b>	
	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>
Facebook	1	0.25	15	3.68	179	43.87	84	20.59
Twitter	3	0.74	36	8.82	73	17.89	17	4.17

Educational background of most online questionnaire respondents who were Facebook members was diploma/high vocational certificate/bachelor's degree with 43.87%, followed by over bachelor's degree with 20.59%, high school/vocational certificate with 3.68%, and primary school with 0.25%, respectively.

For Twitter members, the largest group of online questionnaire respondents hold a diploma/high vocational certificate/bachelor's degree with 17.89%, followed by high school/vocational certificate, over bachelor's degree, and primary school with 8.82% , 4.17%, and 0.74%, respectively, as displayed in Table 5.20.

Comparing volunteer coordinator and volunteer initiator as shown in Table 5.21, this study found that the largest group of Facebook members of all volunteer coordinators and all volunteer initiators hold a diploma/high vocational certificate/bachelor's degree. For Twitter, this study found that most Twitter members of one volunteer coordinator, SA, as well as all volunteer initiators hold a diploma/high vocational certificate/bachelor's degree as the same as Facebook members. Only one volunteer coordinator, JB, was different. The educational background of most JB's Twitter member was high school/vocational certificate.

**Table 5.21** Educational background of online questionnaire respondents of each volunteer organization

Volunteer organization type	Volunteer organization name	Types of SNSs	Educational background							
			Primary School		High School/Vocational certificate		Diploma/High vocational Certificate/Bachelor's degree		Over Bachelor's degree	
			Count	%	Count	%	Count	%	Count	%
Volunteer coordinator	JB	Facebook	1	1.75	2	3.51	15	26.32	8	14.04
		Twitter	0	0.00	19	33.33	10	17.54	2	3.51
	<b>Total of JB</b>		<b>1</b>	<b>1.75</b>	<b>21</b>	<b>36.84</b>	<b>25</b>	<b>43.86</b>	<b>10</b>	<b>17.54</b>

**Table 5.21** Educational background of online questionnaire respondents of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Types of SNSs	Educational background							
			Primary School		High School/Vocational certificate		Diploma/High vocational Certificate/Bachelor's degree		Over Bachelor's degree	
			Count	%	Count	%	Count	%	Count	%
Volunteer coordinator	SA	Facebook	0	0.00	0	0.00	38	48.72	17	21.79
		Twitter	3	3.85	2	2.56	15	19.23	3	3.85
	<b>Total of SA</b>		<b>3</b>	<b>3.85</b>	<b>2</b>	<b>2.56</b>	<b>53</b>	<b>67.95</b>	<b>20</b>	<b>25.64</b>
	VSN	Facebook	0	0.00	2	4.76	28	66.67	12	28.57
Volunteer initiator	1500 Miles	Twitter	0	0.00	2	20.00	6	60.00	2	20.00
	AD	Facebook	0	0.00	3	12.00	2	8.00	4	16.00
		Twitter	0	0.00	2	8.00	11	44.00	3	12.00
	<b>Total of AD</b>		<b>0</b>	<b>0.00</b>	<b>5</b>	<b>20.00</b>	<b>13</b>	<b>52.00</b>	<b>7</b>	<b>28.00</b>
	BV	Facebook	0	0.00	2	11.11	11	61.11	5	27.78
	DNT	Facebook	0	0.00	2	14.29	11	78.57	1	7.14
	Gen-V	Facebook	0	0.00	0	0.00	3	13.64	3	13.64
		Twitter	0	0.00	5	22.73	8	36.36	3	13.64
	<b>Total of Gen-V</b>		<b>0</b>	<b>0.00</b>	<b>5</b>	<b>22.73</b>	<b>11</b>	<b>50.00</b>	<b>6</b>	<b>27.27</b>
	HSG	Facebook	0	0.00	0	0.00	3	75.00	1	25.00
	JSC	Facebook	0	0.00	1	25.00	2	50.00	1	25.00
	MF	Facebook	0	0.00	3	3.61	39	46.99	18	21.69
		Twitter	0	0.00	5	6.02	16	19.28	2	2.41
	<b>Total of MF</b>		<b>0</b>	<b>0.00</b>	<b>8</b>	<b>9.64</b>	<b>55</b>	<b>66.27</b>	<b>20</b>	<b>24.10</b>
TF	Facebook	0	0.00	0	0.00	27	52.94	14	27.45	
	Twitter	0	0.00	1	1.96	7	13.73	2	3.92	
<b>Total of TF</b>		<b>0</b>	<b>0.00</b>	<b>1</b>	<b>1.96</b>	<b>34</b>	<b>66.67</b>	<b>16</b>	<b>31.37</b>	

### 5.5.1.5 Status on volunteering community SNSs of online questionnaire respondents

The status as the Internet user who was interested in issues presented by volunteer organization of online questionnaire respondents was the largest group with 60.29%. The second largest group was volunteer with 25.74%, followed by donor/supporter 6.86%, journalist 2.45%, The Internet user who needed help/ support 2.21%, Staff of other volunteer organizations or staff of government agencies that are involved with issues presented by volunteer organization 1.96%, and volunteer organization's committee/ executive/ staff 0.49%, respectively, as displayed in Table 5.22.

**Table 5.22** Status of members on volunteering community SNSs

Status of members on volunteering community SNSs	Frequency	Percent (%)
The Internet user who was interested in issues presented by volunteer organization	246	60.29
Volunteer	105	25.74
Donor/supporter	28	6.86
Journalist	10	2.45
The Internet user who was needed in help/ support	9	2.21
Staff of other volunteer organizations or staff of government agencies that are involved with issues presented by volunteer organization	8	1.96
Volunteer organization's committee/ executive/ staff	2	0.49
<b>Total</b>	<b>408</b>	<b>100.00</b>

When compare the status on volunteering community SNSs of online questionnaire respondents between Facebook members and Twitter members as shown in Table 5.23, this study found that the most status of online questionnaire respondents who were Facebook members was the Internet user who was interested in issues presented by volunteer organization with 41.91%. Volunteer with 15.93% was the second largest group. Donor/supporter with 5.64% was the third largest group. The

rest were journalist with 1.96%, the Internet user who needed help/ support with 1.23% as well as staff of other volunteer organizations or staff of government agencies that are involved with issues presented by volunteer organization with 1.23%, volunteer organization's committee/ executive/ staff with 0.49%, respectively. The majority status of online questionnaire respondents who were Twitter members was the Internet user who was interested in issues presented by volunteer organization with 18.38%. The second was volunteer with 9.80%, followed by donor/supporter with 1.23%, the Internet user who needed help or support with 0.98%, staff of other volunteer organizations or staff of government agencies that are involved with issues presented by volunteer organization with 0.74%, and journalist with 0.49%, respectively.

**Table 5.23** Status of members on volunteering community SNSs divided by types of SNSs

Types of SNSs	Count and Percent	Status of members on volunteering community SNSs						
		Volunteer	Volunteer organization's committee/ executive/ staff	Donor/supporter	The Internet user who was needed in help/ support	Journalist	Staff of other volunteer organizations or staff of government agencies that are involved with issues presented by volunteer organization	The Internet user who was interested in issues presented by volunteer organization
Facebook	Count	65	2	23	5	8	5	171
	%	15.9	0.49	5.64	1.23	1.96	1.23	41.91
Twitter	Count	40	0	5	4	2	3	75
	%	9.8	0	1.23	0.98	0.49	0.74	18.38

Regarding the comparison of volunteer organization type, this study found that the role of most Facebook members of two out of the three volunteer coordinators, JB, and SA, as well as four out of the eight volunteer initiators, Gen-V,

HSG, MF, and TF was the Internet user who was interested in issues presented by volunteer organization. Most HSG's Facebook members also indicated their status as volunteer as the same as most Facebook member of the rest one volunteer coordinator, VSN, and three out of the eight volunteer initiators, AD, BV, and JSC. In addition, the status of most Facebook members of HSG was also donor/supporter as the same as most Facebook members of DNT. Moreover, most members of HSG's Facebook participated in HSG's Facebook as journalist. For Twitter, this study found that Twitter members of one out of the two volunteer coordinators, SA, as well as four out of the five volunteer initiators, 1500Miles, AD, MF, and TF mostly expressed their status as the Internet user who was interested in issues presented by volunteer organization. On the other hand, most status of the rest one volunteer coordinator, JB, and the rest of one volunteer initiator, Gen-V, was the volunteer.

**Table 5.24** Status of members of each volunteer organization

Volunteer organization type	Volunteer organization name	Types of SNSs	Count and Percent	Status of members on volunteering community SNSs						
				Volunteer	Volunteer organization's committee/ executive/ staff	Donor/supporter	The Internet user who was needed in help/ support	Journalist	Staff of government agencies that are involved with issues presented by	The Internet user who was interested in issues presented by volunteer organization
Volunteer coordinator	JB	Facebook	Count	12	0	1	0	0	2	11
			%	21.05	0.00	1.75	0.00	0.00	3.51	19.30
		Twitter	Count	17	0	0	1	1	1	11
			%	29.82	0.00	0.00	1.75	1.75	1.75	19.30



Table 5.24 Status of members of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Types of SNSs	Count and Percent	Status of members on volunteering community SNSs						
				Volunteer	Volunteer organization's committee/ executive/ staff	Donor/supporter	The Internet user who was needed in help/ support	Journalist	Staff of government agencies that are involved with issues presented by The Internet user who was interested in issues presented by volunteer organization	
Volunteer coordinator	<b>Total of JB</b>		Count	<b>29</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>22</b>
			%	<b>50.88</b>	<b>0.00</b>	<b>1.75</b>	<b>1.75</b>	<b>1.75</b>	<b>5.26</b>	<b>38.60</b>
	SA	Facebook	Count	15	0	3	0	1	0	36
			%	19.23	0.00	3.85	0.00	1.28	0.00	46.15
		Twitter	Count	9	0	1	0	0	0	13
			%	11.54	0.00	1.28	0.00	0.00	0.00	16.67
	<b>Total of SA</b>		Count	<b>24</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>49</b>
			%	<b>30.77</b>	<b>0.00</b>	<b>5.13</b>	<b>0.00</b>	<b>1.28</b>	<b>0.00</b>	<b>62.82</b>
	VSN	Facebook	Count	13	0	4	1	0	1	23
			%	30.95	0.00	9.52	2.38	0.00	2.38	54.76
Volunteer initiator	1500 Miles	Twitter	Count	1	0	0	0	0	0	9
			%	10.00	0.00	0.00	0.00	0.00	0.00	90.00
	AD	Facebook	Count	6	0	1	0	0	0	2
			%	24.00	0.00	4.00	0.00	0.00	0.00	8.00
		Twitter	Count	5	0	2	1	0	1	7
			%	20.00	0.00	8.00	4.00	0.00	4.00	28.00
	<b>Total of AD</b>		Count	<b>11</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>9</b>
			%	<b>44.00</b>	<b>0.00</b>	<b>12.00</b>	<b>4.00</b>	<b>0.00</b>	<b>4.00</b>	<b>36.00</b>
	DNT	Facebook	Count	1	1	6	0	0	0	6
			%	7.14	7.14	42.86	0.00	0.00	0.00	42.86
Gen-V	Facebook	Count	2	0	0	0	0	1	3	
		%	9.09	0.00	0.00	0.00	0.00	4.55	13.64	

**Table 5.24** Status of members of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Types of SNSs	Count and Percent	Status of members on volunteering community SNSs						
				Volunteer	Volunteer organization's committee/ executive/ staff	Donor/supporter	The Internet user who was needed in help/ support	Journalist	Staff of government agencies that are involved with issues presented by The Internet user who was interested in issues presented by volunteer organization	
Volunteer initiator	<b>Total of Gen-V</b>		<b>Count</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>9</b>
			<b>%</b>	<b>45.45</b>	<b>0.00</b>	<b>0.00</b>	<b>4.55</b>	<b>4.55</b>	<b>4.55</b>	<b>40.91</b>
	JSC	Facebook	Count	2	1	0	0	0	0	1
			%	50.00	25.00	0.00	0.00	0.00	0.00	25.00
	MF	Facebook	Count	5	0	6	0	3	0	46
			%	6.02	0.00	7.23	0.00	3.61	0.00	55.42
		Twitter	Count	0	0	2	1	0	1	19
			%	0.00	0.00	2.41	1.20	0.00	1.20	22.89
	<b>Total of MF</b>		<b>Count</b>	<b>5</b>	<b>0</b>	<b>8</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>65</b>
			<b>%</b>	<b>6.02</b>	<b>0.00</b>	<b>9.64</b>	<b>1.20</b>	<b>3.61</b>	<b>1.20</b>	<b>78.31</b>
	TF	Facebook	Count	4	0	0	1	3	1	32
			%	7.84	0.00	0.00	1.96	5.88	1.96	62.75
		Twitter	Count	0	0	0	0	0	0	10
			%	0.00	0.00	0.00	0.00	0.00	0.00	19.61
<b>Total of TF</b>		<b>Count</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>42</b>	
		<b>%</b>	<b>7.84</b>	<b>0.00</b>	<b>0.00</b>	<b>1.96</b>	<b>5.88</b>	<b>1.96</b>	<b>82.35</b>	

#### 5.5.1.6 Duration of volunteering community SNSs membership of online questionnaire respondents

The majority of online questionnaire respondents were volunteering

community SNSs' members less than 1 year with 44.85%. The second highest was 1-2 years with 35.05%. The rest were 3-4 years with 16.67%, and 5 years and over with 3.43%, respectively, as described in Table 5.25.

**Table 5.25** Duration of volunteering community SNSs membership of online questionnaire respondents

<b>Duration of volunteering community SNSs membership</b>	<b>Frequency</b>	<b>Percent (%)</b>
less than 1 year	183	44.85
1-2 years	143	35.05
3-4 years	68	16.67
5 years and over	14	3.43
<b>Total</b>	<b>408</b>	<b>100.00</b>

Table 5.26 described that the top highest of online questionnaire respondents became Facebook members 1-2 years with 27.45%. The second highest was less than 1 year with 25.00%, followed by 3-4 years with 13.73%, and 5 years and over with 2.21%. For Twitter members, most online questionnaire respondents were Twitter members less than 1 year with 19.85%, next were 1-2 years, 3-4 years, and 5 years and over with 7.60%, 2.94%, and 1.23%, respectively.

**Table 5.26** Duration of volunteering community SNSs membership of online questionnaire respondents separated by types of SNSs

<b>Types of SNSs</b>	<b>Duration of volunteering community SNSs membership</b>							
	<b>less than 1 year</b>		<b>1-2 years</b>		<b>3-4 years</b>		<b>5 years and over</b>	
	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>
Facebook	102	25.00	112	27.45	56	13.73	9	2.21
Twitter	81	19.85	31	7.60	12	2.94	5	1.23

Regarding comparison in terms of volunteer organization types as shown in Table 5.27, this study found that the largest group of Facebook members of one out of the three volunteer coordinators, SA, and five out of the eight volunteer initiators, AD, BV, DNT, HSG, and JSC became Facebook members of these volunteer organizations less than 1 year. On the other hand, most Facebook members of two out of the three volunteer coordinators, JB, and VSN, as well as two out of the eight volunteer initiators, Gen-V, and MF, registered to be Facebook members of these volunteer organizations 1-2 years. Most Facebook member of the rest two volunteer initiators, HSG, and TF, became HSG's Facebook member and TF's Facebook member 3-4 years. For Twitter, the majority of Twitter members of all volunteer coordinators, JB, and SA, as well as three out of the five volunteer initiators, 1500Miles, Gen-V, and MF became Twitter members of these volunteer organizations less than 1 year. Whereas most members of the rest two volunteer initiators, AD, and TF, registered to be Twitter members of these volunteer organizations 1-2 years.

**Table 5.27** Duration of volunteering community SNSs membership of online questionnaire respondents separated by each volunteer organization

Volunteer organization type	Volunteer organization name	Types of SNSs	Duration of volunteering community SNSs membership							
			less than 1 year		1-2 years		3-4 years		5 years and over	
			Count	%	Count	%	Count	%	Count	%
Volunteer coordinator	JB	Facebook	11	19.30	13	22.80	2	3.50	0	0.00
		Twitter	26	45.60	3	5.30	2	3.50	0	0.00
	<b>Total of JB</b>		<b>37</b>	<b>64.90</b>	<b>16</b>	<b>28.10</b>	<b>4</b>	<b>7.00</b>	<b>0</b>	<b>0.00</b>
	SA	Facebook	25	32.10	19	24.40	8	10.30	3	3.80
		Twitter	14	17.90	5	6.40	2	2.60	2	2.60
	<b>Total of SA</b>		<b>39</b>	<b>50.00</b>	<b>24</b>	<b>30.80</b>	<b>10</b>	<b>12.80</b>	<b>5</b>	<b>6.40</b>
VSN	Facebook	13	31.00	22	52.40	2	4.80	5	11.90	

**Table 5.27** Duration of volunteering community SNSs membership of online questionnaire respondents separated by each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Types of SNSs	Duration of volunteering community SNSs membership								
			less than 1 year		1-2 years		3-4 years		5 years and over		
			Count	%	Count	%	Count	%	Count	%	
Volunteer initiator	1500 Miles	Twitter	9	90.00	0	0.00	0	0.00	1	10.00	
	AD	Facebook	4	16.00	1	4.00	4	16.00	0	0.00	
		Twitter	2	8.00	7	28.00	5	20.00	2	8.00	
	<b>Total of AD</b>			<b>6</b>	<b>24.00</b>	<b>8</b>	<b>32.00</b>	<b>9</b>	<b>36.00</b>	<b>2</b>	<b>8.00</b>
	BV	Facebook	9	50.00	4	22.20	5	27.80	0	0.00	
	DNT	Facebook	6	42.90	4	28.60	4	28.60	0	0.00	
	Gen-V	Facebook	2	9.10	3	13.60	1	4.50	0	0.00	
		Twitter	9	40.90	5	22.70	2	9.10	0	0.00	
	<b>Total of Gen-V</b>			<b>11</b>	<b>50.00</b>	<b>8</b>	<b>36.40</b>	<b>3</b>	<b>13.60</b>	<b>0</b>	<b>0.00</b>
	HSG	Facebook	2	50.00	0	0.00	2	50.00	0	0.00	
	JSC	Facebook	3	75.00	1	25.00	0	0.00	0	0.00	
	MF	Facebook	21	25.30	32	38.60	7	8.40	0	0.00	
		Twitter	17	20.50	6	7.20	0	0.00	0	0.00	
	<b>Total of MF</b>			<b>38</b>	<b>45.80</b>	<b>38</b>	<b>45.80</b>	<b>7</b>	<b>8.40</b>	<b>0</b>	<b>0.00</b>
	TF	Facebook	6	11.80	13	25.50	21	41.20	1	2.00	
		Twitter	4	7.80	5	9.80	1	2.00	0	0.00	
	<b>Total of TF</b>			<b>10</b>	<b>19.60</b>	<b>18</b>	<b>35.30</b>	<b>22</b>	<b>43.10</b>	<b>1</b>	<b>2.00</b>

### 5.5.1.7 Frequency of volunteering community SNSs usage of online questionnaire respondents

Table 5.28 represented the frequency that online questionnaire respondents employed volunteering community SNSs per month. Using 1-9 times per month was the majority of online questionnaire respondents with 76.7%. The second highest frequency of volunteering community SNSs usage was 10-19 times per month

with 13.2%. 30 times per month and over was the third with 5.9%, and 20-29 times per month was the fourth with 4.2%, respectively.

**Table 5.28** Frequency of volunteering community SNSs usage of online questionnaire respondents

Frequency of volunteering community SNSs usage	Frequency	Percent (%)
1-9 times/month	313	76.72
10-19 times/month	54	13.24
30 times/month and over	24	5.88
20-29 times/month	17	4.17
<b>Total</b>	<b>408</b>	<b>100.00</b>

Most online questionnaire respondents who were members of both Facebook and Twitter as same as most online questionnaire respondents of all volunteer organizations employed volunteering community SNSs 1-9 times per month as described in Table 5.28 and Table 5.29, respectively.

**Table 5.29** Frequency of volunteering community SNSs usage of online questionnaire respondents of each type of SNSs

Types of SNSs	Frequency of volunteering community SNSs usage							
	1-9 times/month		10-19 times/month		20-29 times/month		30 times/month and over	
	Count	%	Count	%	Count	%	Count	%
Facebook	222	54.41	33	8.09	12	2.94	12	2.94
Twitter	91	22.3	21	5.15	5	1.23	12	2.94

When compared frequency of volunteering community SNSs usage of online questionnaire respondents between Facebook members and Twitter members as shown in Table 5.29, it found that the largest group of online questionnaire respondents who were Facebook members used volunteering community SNSs 1-9 times per month with 54.41%. The second highest frequency of

volunteering community SNSs usage was 10-19 times per month with 8.09%, followed by 20-29 times per month as well as 30 times per month and over with 2.94%. For Twitter members, most online questionnaire respondents employed volunteering community SNSs 1-9 times per month with 22.30%. 10-19 times per month was the second highest frequency of volunteering community SNSs usage with 5.15%. The rest were 30 times per month with 2.94%, and 20-29 times per month with 1.23%, respectively.

**Table 5.30** Frequency of volunteering community SNSs usage of online questionnaire respondents of each volunteer organization

Volunteer organization type	Volunteer organization name	Types of SNSs	Frequency of volunteering community SNSs usage							
			1-9 times/month		10-19 times/month		20-29 times/month		30 times/month and over	
			Count	%	Count	%	Count	%	Count	%
Volunteer coordinator	JB	Facebook	18	31.60	5	8.77	1	1.75	2	3.51
		Twitter	26	45.60	3	5.26	0	0.00	2	3.51
	<b>Total of JB</b>		<b>44</b>	<b>77.20</b>	<b>8</b>	<b>14.00</b>	<b>1</b>	<b>1.75</b>	<b>4</b>	<b>7.02</b>
	SA	Facebook	47	60.30	5	6.41	2	2.56	1	1.28
		Twitter	16	20.50	3	3.85	0	0.00	4	5.13
	<b>Total of SA</b>		<b>63</b>	<b>80.80</b>	<b>8</b>	<b>10.30</b>	<b>2</b>	<b>2.56</b>	<b>5</b>	<b>6.41</b>
VSN	Facebook	27	64.30	8	19.10	2	4.76	5	11.90	
Volunteer initiator	1500 Miles	Twitter	9	90.00	1	10.00	0	0.00	0	0.00
	AD	Facebook	9	36.00	0	0.00	0	0.00	0	0.00
		Twitter	13	52.00	1	4.00	1	4.00	1	4.00
	<b>Total of AD</b>		<b>22</b>	<b>88.00</b>	<b>1</b>	<b>4.00</b>	<b>1</b>	<b>4.00</b>	<b>1</b>	<b>4.00</b>
	BV	Facebook	12	66.70	4	22.20	2	11.10	0	0.00
	DNT	Facebook	7	50.00	2	14.30	3	21.40	2	14.30
Gen-V	Facebook	6	27.30	0	0.00	0	0.00	0	0.00	
	Twitter	8	36.40	4	18.20	1	4.55	3	13.60	

**Table 5.30** Frequency of volunteering community SNSs usage of online questionnaire respondents of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Types of SNSs	Frequency of volunteering community SNSs usage							
			1-9 times/month		10-19 times/month		20-29 times/month		30 times/month and over	
			Count	%	Count	%	Count	%	Count	%
Volunteer initiator	<b>Total of Gen-V</b>		<b>14</b>	<b>63.60</b>	<b>4</b>	<b>18.20</b>	<b>1</b>	<b>4.55</b>	<b>3</b>	<b>13.60</b>
	HSG	Facebook	3	75.00	1	25.00	0	0.00	0	0.00
	JSC	Facebook	2	50.00	1	25.00	1	25.00	0	0.00
	MF	Facebook	52	62.70	7	8.43	0	0.00	1	1.20
		Twitter	15	18.10	7	8.43	1	1.20	0	0.00
	<b>Total of MF</b>		<b>67</b>	<b>80.70</b>	<b>14</b>	<b>16.90</b>	<b>1</b>	<b>1.20</b>	<b>1</b>	<b>1.20</b>
	TF	Facebook	39	76.50	0	0.00	1	1.96	1	1.96
		Twitter	4	7.84	2	3.92	2	3.92	2	3.92
	<b>Total of TF</b>		<b>43</b>	<b>84.30</b>	<b>2</b>	<b>3.92</b>	<b>3</b>	<b>5.88</b>	<b>3</b>	<b>5.88</b>

Comparing volunteer coordinator and volunteer initiator as shown in Table 5.30, this study found that the largest group of Facebook members of all volunteer coordinators and all volunteer initiators used Facebook 1-9 times per month as same as the Twitter members. Most Twitter members of all volunteer coordinators and all volunteer initiators utilized Twitter 1-9 times per month.

#### 5.5.1.8 Experience as a volunteer of online questionnaire respondents

As shown in Table 5.31, before being volunteering community SNSs' members, most online questionnaire respondents had never been volunteers with 65.93%, whereas online questionnaire respondents who had experience as volunteers were 34.07%.



**Table 5.31** Experience as a volunteer of online questionnaire respondents

<b>Experience as a volunteer</b>	<b>Frequency</b>	<b>Percent (%)</b>
No	269	65.93
Yes	139	34.07
<b>Total</b>	<b>408</b>	<b>100.0</b>

**Table 5.32** Experience as a volunteer of online questionnaire respondents separated by types of SNSs

<b>Types of SNSs</b>	<b>Experience as a Volunteer</b>			
	<b>Yes</b>		<b>No</b>	
	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>
Facebook	103	25.25	176	43.14
Twitter	36	8.82	93	22.79

This study also found that the majority group of online questionnaire respondents who were both Facebook members and Twitter members had never been volunteers before becoming volunteering community SNSs' members as displayed in Table 5.32.

Experience as a volunteer of online questionnaire respondents could be separated by each volunteer organization type as described in Table 5.33. Most Facebook members one out of the three volunteer coordinators, SA, and six out of the eight volunteer initiators, AD, BV, DNT, Gen-V, MF, and TF, had never been volunteers, while most Facebook members of two out of the three volunteer coordinators, JB, and VSN, had been volunteers before being Facebook members of these volunteer organizations. On the other hand, half of most Facebook members of the rest two volunteer initiators, HSG, and JSC, had experience as volunteers, and the rest had never been volunteers before they were Facebook members of these volunteer organizations. For Twitter, most Twitter members of all volunteer coordinators and all

volunteer initiators had never been volunteers before being Twitter members of these volunteer organizations.

**Table 5.33** Experience as a volunteer of online questionnaire respondents classified by each volunteer organization

Volunteer organization type	Volunteer organization name	Types of SNSs	Experience as a volunteer			
			Yes		No	
			Count	%	Count	%
Volunteer coordinator	JB	Facebook	14	24.60	12	21.10
		Twitter	10	17.50	21	36.80
	<b>Total of JB</b>		<b>24</b>	<b>42.10</b>	<b>33</b>	<b>57.90</b>
	SA	Facebook	21	26.90	34	43.60
		Twitter	7	9.00	16	20.50
	<b>Total of SA</b>		<b>28</b>	<b>35.90</b>	<b>50</b>	<b>64.10</b>
	VSN	Facebook	24	57.10	18	42.90
Volunteer initiator	1500Miles	Twitter	1	10.00	9	90.00
	AD	Facebook	3	12.00	6	24.00
		Twitter	5	20.00	11	44.00
	<b>Total of AD</b>		<b>8</b>	<b>32.00</b>	<b>17</b>	<b>68.00</b>
	BV	Facebook	7	38.90	11	61.10
	DNT	Facebook	5	35.70	9	64.30
	Gen-V	Facebook	2	9.10	4	18.20
		Twitter	4	18.20	12	54.50
	<b>Total of Gen-V</b>		<b>6</b>	<b>27.30</b>	<b>16</b>	<b>72.70</b>
	HSG	Facebook	2	50.00	2	50.00
	JSC	Facebook	2	50.00	2	50.00
	MF	Facebook	13	15.70	47	56.60
		Twitter	7	8.40	16	19.30
	<b>Total of MF</b>		<b>20</b>	<b>24.10</b>	<b>63</b>	<b>75.90</b>
	TF	Facebook	10	19.60	31	60.80
Twitter		2	3.90	8	15.70	
<b>Total of TF</b>		<b>12</b>	<b>23.50</b>	<b>39</b>	<b>76.50</b>	

### 5.5.2 Types of SNSs, types of volunteer organization, and personal information affecting public participation (Results of online questionnaire)

This part reported the result of the relationship between personal information of online questionnaire respondents and their participation on volunteering community SNSs. The volunteering community SNSs membership in the form of types of SNSs and experience as a volunteer of online questionnaire respondents were tested by t-test statistic. The volunteering community SNSs membership in the form of types of volunteer organization, age, occupation, educational background, the role on volunteering community SNSs, duration of volunteering community SNSs membership, and frequency of volunteering community SNSs usage of online questionnaire respondents were tested by one-way ANOVA statistic. Each variable has the detail as follows:

**Table 5.34** Comparing the mean public participation score of two types of SNSs

Types of SNSs	Number	Mean	Std. Deviation	T	Df	P
Facebook	279	2.61	0.933	0.231	406	0.818
Twitter	129	2.59	0.982			

The difference and the significance level were determined at 0.05.

#### 5.5.2.1 Types of SNSs

An independent-samples t-test was conducted to compare public participation of Facebook members and Twitter members as described in Table 5.34. There was not a significant difference in the mean scores for Facebook (MEAN = 2.61, SD = 0.933) and Twitter (MEAN = 2.59, SD = 0.982) conditions;  $t(406) = 0.231$ ,  $p=0.818$  at the 0.05 level. This result expressed that there was no different effect between the mean public participation score for Facebook and the mean public

participation score for Twitter. Thus, types of SNSs did not affect public participation on volunteering community SNSs.

### 5.5.2.2 Types of volunteer organization

As display in Table 5.35, the variances of the twelve types of volunteer organizations were equal (Sig. value > 0.05), therefore, F-test statistic was employed in this case.

**Table 5.35** Test of homogeneity of variances of twelve groups of volunteer organization

Levene Statistic	df1	df2	Sig.
1.434	11	396	0.155

When comparing the effect of volunteer organization type on public participation on volunteering community SNSs as shown in Table 5.36 and Table 5.37, it found that the significant level is 0.137, which was greater than 0.05, therefore, there was not a significant difference in the mean scores for twelve volunteer organizations,  $F(11,396) = 1.477$ ,  $p = 0.137$ . These results indicated that types of volunteer organizations did not affect public participation on volunteering community SNSs.

**Table 5.36** One way analysis of variance of the mean public participation score of twelve types volunteer organization

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	14.399	11	1.309	1.477	0.137
Within Groups	350.861	396	0.886		
<b>Total</b>	<b>365.260</b>	<b>407</b>			

Alpha=0.05

**Table 5.37** Comparing the mean public participation score of twelve types volunteer organization

Type of volunteer organization	Number	Mean	Std. Deviation	Statistic test
JB	57	2.40	0.876	F = 1.477 p = 0.137
VSN	42	2.68	1.088	
1500Miles	10	2.89	1.060	
AD	25	2.72	0.927	
BV	18	2.86	0.738	
DNT	14	3.04	0.870	
Gen-V	22	2.28	0.759	
HSG	4	3.09	0.213	F = 1.477 p = 0.137
JSC	4	3.13	1.005	
MF	83	2.69	1.026	
SA	78	2.59	0.947	
TF	51	2.41	0.882	
<b>Total</b>	<b>408</b>	<b>2.61</b>	<b>0.947</b>	

Alpha=0.05

### 5.5.2.3 Age

Sig. value as shown in Table 5.38 was greater than 0.05, thus, the variances of the four groups of age were not different. This case used the regular ANOVA test (F-test statistic) to analyze data.

**Table 5.38** Test of homogeneity of variances of four groups of age

Levene Statistic	df1	df2	Sig.
0.998	3	404.0	0.394

Table 5.39 and Table 5.40 showed that the effect of age level on public participation on volunteering community SNSs was not significant,  $F(6, 401) = 0.442$ ,  $p = 0.640$ . The significant level (0.640) was above alpha (0.05), thus these

results could make a summary that age did not affect public participation on volunteering community SNSs.

**Table 5.39** One way analysis of variance of the mean public participation score of four levels of age

	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>p</b>
Between Groups	2.397	6	0.400	0.442	0.851
Within Groups	362.863	401	0.905		
<b>Total</b>	<b>365.260</b>	<b>407</b>			

Alpha=0.05

**Table 5.40** Comparing the mean public participation score of four levels of age

<b>Age</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Statistic test</b>
13-25	129	2.58	1.012	F = 0.563 p = 0.640
26-35	194	2.65	0.913	
36-55	80	2.56	0.937	
56 and over	5	2.20	0.808	
<b>Total</b>	<b>408</b>	<b>2.61</b>	<b>0.947</b>	

Alpha=0.05

#### 5.5.2.4 Occupation

Table 5.41 indicated that the variances of the seven groups of occupation were equal because Sig. value was greater than 0.05. Therefore, F-test statistic was utilized to analyze data in this case.

**Table 5.41** Test of homogeneity of variances of seven groups of occupation

<b>Levene Statistic</b>	<b>df1</b>	<b>df2</b>	<b>Sig.</b>
0.482	6	401.00	0.822

There was not a significant difference in the mean scores of seven groups of occupation as displayed in Table 5.42 and Table 5.43. An analysis of variance in Table 5.42 showed that the effect of seven groups of occupation on public participation on volunteering community SNSs at the  $p > 0.05$  level for the seven conditions [ $F(6, 401) = 0.442, p = 0.851$ ]. Therefore, these results could conclude that occupation did not affect public participation on volunteering community SNSs.

**Table 5.42** One way analysis of variance of the mean public participation score of seven groups of occupation

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.397	6	0.400	0.442	0.851
Within Groups	362.863	401	0.905		
<b>Total</b>	<b>365.260</b>	<b>407</b>			

Alpha=0.05

**Table 5.43** Comparing the mean public participation score of seven groups of occupation

Occupation	N	Mean	Std. Deviation	Statistic test
Student	97	2.61	0.974	F = 0.442 p = 0.851
Government or state enterprise officer	58	2.70	0.944	
Cooperate employee	149	2.56	0.957	
Self-employed/ business Owner	63	2.52	0.904	
General contractors	17	2.82	1.119	
Retirement	3	2.58	0.904	
Others	21	2.72	0.815	
<b>Total</b>	<b>408</b>	<b>2.61</b>	<b>0.947</b>	

Alpha=0.05

### 5.5.2.5 Educational background

This case employed the regular ANOVA test by F test statistic because Sig. value that revealed in Table 5.44 was greater than 0.05. Therefore, the variances of four levels of educational background were not different.

**Table 5.44** Test of homogeneity of variances of four levels of educational background

Levene Statistic	df1	df2	Sig.
1.308	3	404	0.271

A one-way between subjects ANOVA was conducted to compare the effect of educational background on public participation on volunteering community SNSs in primary school, high school/vocational certificate, diploma/high vocational certificate/bachelor's degree and over bachelor's degree conditions. A one-way analysis of variance in Table 5.45 indicated significant differences between the groups,  $F(3, 404) = 3.789$ ,  $p(0.011) < .05$ . The means and standard deviations were presented in Table 5.46.

**Table 5.45** One way analysis of variance of the mean public participation score of four levels of educational background

	Sum of Squares	Df	Mean Square	F	P
Between Groups	9.996	3	3.332	3.789	0.011
Within Groups	355.264	404	0.879		
<b>Total</b>	<b>365.260</b>	<b>407</b>			

Alpha=0.05

Table 5.47 described the post hoc tests that participated on volunteering community SNSs of members who hold primary school differed significantly from members who hold a high school/vocational certificate,



diploma/high vocational certificate/bachelor's degree and over bachelor's degree ( $p < 0.05$ ). Members who hold primary school (mean=4.13, SD = 1.056) had significantly higher average score on the measure of online participation on volunteering community SNSs than others. However, the other condition comparisons were not significantly different from one another. These results could sum up that educational background affect public participation on volunteering community SNSs.

**Table 5.46** Comparing the mean public participation score of four levels of educational background

Educational background	N	Mean	Std. Deviation	Statistic test
Primary School	4	4.13	1.056	F = 3.789 p = 0.011
High School/Vocational certificate	51	2.68	0.915	
Diploma/High vocational Certificate/Bachelor's degree	252	2.56	0.973	
Over Bachelor's degree	101	2.62	0.850	
<b>Total</b>	<b>408</b>	<b>2.61</b>	<b>0.947</b>	

Alpha=0.05

**Table 5.47** Multiple comparison of the mean public participation score of four levels of educational background

Educational background		Primary School	High School/Vocational certificate	Diploma/High vocational Certificate/Bachelor's degree	Over Bachelor's degree
	<b>Mean</b>		4.13	2.68	2.56
Primary School	4.13	–	<b>*0.019</b>	<b>*0.006</b>	<b>*0.010</b>
High School/Vocational certificate	2.68	–	–	<b>1.000</b>	<b>1.000</b>

**Table 5.47** Multiple comparison of the mean public participation score of four levels of educational background (continued)

Educational background		Primary School	High School/ Vocational certificate	Diploma/ High vocational Certificate/ Bachelor's degree	Over Bachelor's degree
	Mean	4.13	2.68	2.56	2.62
Diploma/High vocational Certificate/Bachelor's degree	2.56	–	–	–	<b>1.000</b>
Over Bachelor's degree	2.62	–	–	–	–

\* The mean difference is significant at the 0.05 level.

#### 5.5.2.6 Member roles on volunteering community SNSs

Table 5.48 indicated that Sig. value was 0.032, which was less than 0.05. That means the variances of seven roles of member on volunteering community SNSs were unequal. Thus, this case used Welch statistic instead of the regular ANOVA test. As shown in Table 5.49, there was a statistically significant difference among seven roles of member on volunteering community SNSs as determined by Welch statistic [ $F(6, 11.655) = 3.557, p = 0.030$ ] which was significant at the 0.05 alpha. The means and standard deviations were presented in Table 5.50.

**Table 5.48** Test of homogeneity of variances of seven roles of member on volunteering community SNSs

Levene Statistic	df1	df2	Sig.
2.327	6	401	0.032

**Table 5.49** Robust tests of equality of means of seven roles of member on volunteering community SNSs

	<b>Statistic(a)</b>	<b>df1</b>	<b>df2</b>	<b>P</b>
Welch	3.557	6	11.655	0.030

a=Asymptotically F distributed.

**Table 5.50** Comparing the mean public participation score of seven roles of member on volunteering community SNSs

<b>Member role on volunteering community SNSs</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Statistic test</b>
Volunteer	105	2.69	0.960	Welch = 3.557 p = 0.030
Volunteer organization's committee/ executive/ staff	2	4.19	0.795	
Donor/supporter	28	2.80	0.739	
The Internet user who was needed in help/ support	9	2.24	0.598	
Journalist	10	2.48	0.640	
Staff of other volunteer organizations or staff of government agencies that are involved with issues presented by volunteer organization	8	3.56	0.813	
The Internet user who was interested in issues presented by volunteer organization	246	2.52	0.960	
<b>Total</b>	<b>408</b>	<b>2.61</b>	<b>0.947</b>	

Alpha=0.05

Table 5.51 described the post hoc tests that participation on volunteering community SNSs of Internet user who was needed in help/ support differed significantly from Staff of other volunteer organizations or staff of government agencies that are involved with issues presented by volunteer organization, which was significant at the 0.05 alpha. However, the other condition comparisons were not significantly different from one another.

The Internet user who was needed in help/ support (Mean=2.24, SD = 0.598) had significantly lower average score on the measure of online participation on volunteering community SNSs than staff of other volunteer organizations or staff of government agencies that are involved with issues presented by volunteer organization (Mean=3.56, SD = 0.813). These result concluded that member role on volunteering community SNSs affected public participation on volunteering community SNSs.

**Table 5.51** Multiple comparison of the mean public participation score of seven roles of member on volunteering community SNSs

Member role on volunteering community SNSs		Volunteer	Volunteer organization's committee/ executive/ staff	Donor/ Supporter	The Internet user who was needed in help/ support	Journalist	Staff of other volunteer organizations or staff of government agencies that are involved with issues presented by volunteer organization	The Internet user who was interested in issues presented by volunteer organization
	<b>Mean</b>	2.69	4.19	2.8	2.24	2.48	3.56	2.52
Volunteer	2.69	-	0.513	0.995	0.431	0.954	0.161	0.747
Volunteer organization's committee/ executive/ staff	4.19	-	-	0.544	0.386	0.442	0.915	0.471
Donor/supporter	2.8	-	-	-	0.293	0.835	0.29	0.544
The Internet user who was needed in help/ support	2.24	-	-	-	-	0.977	<b>*0.028</b>	0.805
Journalist	2.48	-	-	-	-	-	0.091	1

**Table 5.51** Multiple comparison of the mean public participation score of seven roles of member on volunteering community SNSs (continued)

<b>Member role on volunteering community SNSs</b>		Volunteer	Volunteer organization's committee/ executive/ staff	Donor/ Supporter	The Internet user who was needed in help/ support	Journalist	Staff of other volunteer organizations or staff of government agencies that are involved with issues presented by volunteer organization	The Internet user who was interested in issues presented by volunteer organization
	<b>Mean</b>	2.69	4.19	2.8	2.24	2.48	3.56	2.52
Staff of other volunteer organizations or staff of government agencies that are involved with issues presented by volunteer organization	3.56	-	-	-	-	-	-	0.075
The Internet user who was interested in issues presented by volunteer organization	2.52	-	-	-	-	-	-	-

\* The mean difference is significant at the .05 level.

### 5.5.2.7 Duration of volunteering community SNSs membership

This case employed Welch statistic because the variances of four duration of membership on volunteering community SNSs were different (Sig. value<0.05) as shown in Table 5.52.

**Table 5.52** Test of homogeneity of variances of four duration of membership on volunteering community SNSs

Levene Statistic	df1	df2	Sig.
2.818	3	404	0.039

A one-way between subjects ANOVA was conducted to compare the effect of duration of volunteering community SNSs membership on public participation on volunteering community SNSs in less than 1 year, 1-2 years, 3-4 years, and 5 years and over. Table 5.53 reported that Welch's  $F(3, 57.478) = 4.362$ ,  $p = 0.008$  (which was less than 0.05). The means and standard deviations were presented in Table 5.54

**Table 5.53** Robust tests of equality of means of four duration of membership on volunteering community SNSs

	Statistic(a)	df1	df2	P
Welch	4.362	3	57.478	0.008

**Table 5.54** Comparing the mean public participation score of four duration of membership on volunteering community SNSs

Duration of volunteering community SNSs Membership	N	Mean	Std. Deviation	Statistic test
Less than 1 year	183	2.55	0.963	Welch = 4.362 Sig = 0.008
1-2 years	143	2.70	0.961	
3-4 years	68	2.39	0.733	
5 years and over	14	3.33	1.134	
<b>Total</b>	<b>408</b>	<b>2.61</b>	<b>0.947</b>	

Alpha=0.05

The post hoc tests as displayed in Table 5.55 indicated that there were two pair of duration of membership on volunteering community SNSs differed

significantly on their average public participation on volunteering community SNSs. One was public who were member on volunteering community SNSs 1-2 years that differed significantly from the Internet users who were member on volunteering community SNSs 3-4 years. The other was public who were member on volunteering community SNSs 3-4 years differed significantly from people who were member on volunteering community SNSs 5 years and over.

**Table 5.55** Multiple comparison of the mean public participation score of four duration of membership on volunteering community SNSs

Duration of volunteering community SNSs membership		Less than 1 year	1-2 years	3-4 years	5 years and over
	Mean	2.55	2.70	2.39	3.33
Less than 1 year	2.55	–	0.504	0.455	0.103
1-2 years	2.70	–	–	<b>*0.043</b>	0.232
3-4 years	2.39	–	–	–	<b>*0.040</b>
5 years and over	3.33	–	–	–	–

\* The mean difference is significant at the .05 level.

The Internet users who were member on volunteering community SNSs 3-4 years (Mean= 2.39, SD = 0.733) had significantly lower average score on the measure of online participation on volunteering community SNSs than the public who were member on volunteering community SNSs 1-2 years (Mean= 2.70, SD = 0.961) as well as people who were member on volunteering community SNSs 5 years and over participated on volunteering community SNSs at higher than Internet users who were member on volunteering community SNSs. In addition, public who were member on volunteering community SNSs 3-4 years

participated on volunteering community SNSs at lower than public who were member on volunteering community SNSs 5 years and over (Mean= 3.33, SD = 1.134). However, the other condition comparisons were not significantly different from one another. These results could conclude that duration of membership on volunteering community SNSs affect public participation on volunteering community SNSs, which was significant at the 0.05 alpha.

#### 5.5.2.8 Frequency of volunteering community SNSs usage

Table 5.56 indicated that the variances of four duration of membership on volunteering community SNSs were not different (Sig. value>0.05). Thus, this case utilized F-test statistic.

**Table 5.56** Test of homogeneity of variances of four frequencies of volunteering community SNSs usage

<b>Levene Statistic</b>	<b>df1</b>	<b>df2</b>	<b>Sig.</b>
0.372	3	404	0.773

**Table 5.57** One way analysis of variance of the mean public participation score of four frequencies of volunteering community SNSs usage

	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>P</b>
Between Groups	14.157	3	4.719	5.430	0.001
Within Groups	351.103	404	0.869		
<b>Total</b>	<b>365.260</b>	<b>407</b>			

Alpha=0.05

There was a significant difference in the mean scores of four frequencies of volunteering community SNSs usage as described in Table 5.57 and Table 5.58. An analysis of variance in Table 5.57 showed that the effect of seven groups of occupation on public participation on volunteering community SNSs at the  $p > 0.05$  level for the seven conditions [F (6, 401)=0.442 ,  $p= 0.851$ ]. Therefore, these



results could conclude that occupation did not affect public participation on volunteering community SNSs.

Members participation on volunteering community SNSs differed significantly among the four groups of volunteering community SNSs usage,  $F(3, 404) = 5.430$ ,  $p = 0.001$  (which was below 0.05).

**Table 5.58** Comparing the mean public participation score of four frequencies of volunteering community SNSs usage

Frequency of volunteering community SNSs usage	N	Mean	Std. Deviation	Statistic test
1-9 times/month	313	2.51	0.922	F = 5.430 p = 0.001
10-19 times/month	54	2.85	0.958	
20-29 times/month	17	2.68	0.858	
30 times/month and over	24	3.19	1.052	
<b>Total</b>	<b>408</b>	<b>2.61</b>	<b>0.947</b>	

Alpha=0.05

Table 5.59 described the post hoc tests that participated on volunteering community SNSs of members who used volunteering community SNSs 1-9 times per month differed significantly from members who utilized volunteering community SNSs 30 times per month and over ( $p < 0.05$ ). Members who employed volunteering community SNSs 30 times per month and over (Mean=3.33, SD = 1.134) had significantly higher average score on the measure of online participation on volunteering community SNSs than members who used volunteering community SNSs 1-9 times per month (Mean=2.51, SD = 0.922). However, the other condition comparisons were not significantly different from one another. Thus, these results could indicate that frequency of volunteering community SNSs usage affect public participation.

**Table 5.59** Multiple comparison of the mean public participation score of four frequencies of volunteering community SNSs usage

Frequency of volunteering community SNSs usage	Mean	1-9 times/month	10-19 times/month	20-29 times/month	30 times/month and over
		2.51	2.85	2.68	3.19
1-9 times/month	2.51	–	0.094	1.000	<b>*0.004</b>
10-19 times/month	2.85	–	–	1.000	0.790
20-29 times/month	2.68	–	–	–	0.515
30 times/month and over	3.19	–	–	–	–

\* The mean difference is significant at the .05 level.

### 5.5.2.9 Experience as a volunteer

When compared the mean public participation score for members who had been volunteers and the mean public participation score for members who had never been volunteers as shown in Table 5.60, this study found that there was a significant difference in the scores for experience as a volunteer and no experience as a volunteer conditions;  $t(406) = 3.094$ ,  $p=0.002$ .

**Table 5.60** Comparing the mean public participation score of two types of experience as a volunteer

Experience as a volunteer	Number	Mean	Std. Deviation	t	Df	P
Yes	139	2.80	0.877	3.094	406	0.002
No	269	2.50	0.967			

Alpha = 0.05

Members who had been volunteers (MEAN = 2.80, SD = 0.877) had significantly higher average score on the measure of online participation on volunteering community SNSs than members who had never been volunteers (MEAN

= 2.50, SD = 0.967). This result could be concluded that experience as a volunteer had a significant effect on public participation at the  $\alpha = 0.05$ .

In summary, most people who were volunteering community SNSs' members were Facebook's members (68.38%), and most of them were MF's volunteering community SNSs members (20.30%). They were 26-35 years old (47.55%) and cooperate employees (36.52%). Most of them hold diploma/high vocational certificate/bachelor's degree (61.76%). They participated in volunteering community SNSs as the Internet users who were interested in issues presented by volunteer organization (60.29%), they were volunteering community SNSs' members less than 1 year (44.85%) and visited volunteering community SNSs 1-9 times per month (76.7%). Most of them had never been volunteers before being volunteering community SNSs' members (65.93%).

The result of statistical analysis found that types of SNSs, types of volunteer organizations, age, occupation, did not affect online participation on volunteering community SNSs. However, educational background, member status on volunteering community SNSs, duration of volunteering community SNSs membership, frequency of volunteering community SNSs usage, and experience as a volunteer affect online participation on volunteering community SNSs.

## **5.6 The Roles of Volunteer Organization in Facilitation Online Participatory Communication (Results of se-mi structured interview)**

This study found that both volunteer coordinators and volunteer initiators utilized SNSs to facilitate online participatory communication in the same ways but

these ways were different in the detail of usage in four topics as follows: (1) supporting horizontal communication in the form of question and answer between volunteer organizations and members as well as among members; (2) facilitating for sharing successful action; (3) facilitating for sharing idea to create and improve volunteer work; and (4) facilitating for member participation in identification of the preferred volunteer organization management.

### **5.2.1 Supporting horizontal communication in the form of question and answer between volunteer organizations and members as well as among members.**

Volunteer organizations employed SNSs to support horizontal communication and interchange of sender-receiver roles. When members of volunteer organizations ask questions or request information about volunteer activities, everybody on volunteering community SNSs could answer them. Volunteer organizations publicly responded members' questions or members' request for information in two ways: responding all questions, and setting criteria to respond. One out of the two volunteer coordinators, JB, and two out of the five volunteer initiators, Gen-V, and JSC, paid attention to respond all members' questions or members' request for information on the "Wall" Feature of their Facebook pages. Although some information was answered in previous times or were indicated the detail in previous posts, they answered all again. JB indicated that if organization could not answer in form of messages, organization would respond in form of clicking the "Like" button to express organization recognition. JSC explained that organization tried to answer the questions as many as possible because this action made members known that an organization perceived their comments. On the other hand, the rest

three volunteer initiators did not answer all members' questions. They set criteria to respond as follows: BV, HSG, and MF answered specific questions that they had never provided details or they had not been answered. HPG also chose to answer questions during office hours. In addition, MF revealed that MF answered urgent questions first. MF also set priority of reading messages. The members' messages on "Post to Pages" Feature were read for the first rank. This area allowed members to originate and publish their posts. Messages of administrator' posts on the "Wall" Feature were read respectively. MF stated that MF read all questions, however an administrator could not answer all. Thus, setting criteria to respond was used.

Horizontal communication between volunteer organizations and members not only employed public channel via the "Wall" Feature of Facebook, but also utilized private channel via Inbox Feature of Facebook page, Inbox Feature of administrators' Facebook profile, and Facebook group Feature in the form of closed group. Members of all volunteer coordinators, JB, and VSN as well as three out of the five volunteer initiators, BV, JSC, and MF, contact with their members privately via Inbox Feature of Facebook page. Members of JSC could also contact organizations via Inbox Feature of administrators' Facebook profile as same as members of one volunteer initiator, HSG and Members of JSC also contact JSC via Facebook group Feature in the form of closed group.

Volunteer organizations not only employed communication tools on SNSs to contact their members, they also utilized other channels. e-Mail address was employed by one out of the two volunteer coordinators, JB, and four out of the five volunteer initiators, BV, Gen-V, JSC, and MF. Line application and telephone were used by one volunteer initiator, JSC. Although almost volunteer organizations used e-Mail address for another channel contact, they employed it in different ways. Three

volunteer organizations (one out of the two volunteer coordinators, VSN, and two out of the five volunteer initiators, BV, and MF) explained three ways to use e-Mail: employing e-Mail for special event, using e-Mail for request more information, and utilizing e-Mail for contact with the members. VSN used e-Mail for its own special events in order to inform and recruit volunteers. MF employed e-Mail when organization needed more information from the members who posted to ask questions on social problems such as missing persons, street children, begging and homelessness. MF would request members' e-Mail on Facebook page's the "Wall" Feature and privately communicate to the members through e-Mail because the Facebook page system did not allow organization's administrator to originate private messages in order to communicate with members via Inbox Feature. BV indicated that BV replied all e-Mail every day, however whole messages on Facebook page were not read.

In terms of speed of response on volunteering community SNSs, all volunteer coordinators, JB, and VSN as well as two out of the five volunteer initiators, HSG, and MF, mentioned that when they saw members' posting on their Facebook pages, organizations replied as soon as possible. One volunteer initiator, JSC, responded members' messages day by day. The rest two volunteer initiator, BV, and Gen-V, responded slowly because of lack of staff. In addition BV explained that BV emphasized to answer members' questions via e-Mail more than Facebook. Moreover, BV revealed that most questions were answered on JB's website which was a channel of BV that utilized to register volunteer directly.

Moreover, online members of volunteer organizations also answer and provide as well as exchange information about volunteer activities to other members. Some members of all volunteer coordinators, JB, and VSN as well as two out of the five volunteer initiators, JSC, and MF, helped volunteer organizations to answer the questions or the request from

other members. Some information could be found in the previous answers which were posted by SNSs administrators in “Comment Box” as some members did not see or find these details. Some members who read these posts, then answer the questions instead of the volunteer organizations. Moreover, one out of the five volunteer initiators, Gen-V, revealed that Gen-V’s member chatted to the others to exchange information about volunteer work.

Not only member requested information from volunteer organizations, volunteer organizations also made a request for information from their members. Sometimes, five organizations (one out of the two volunteer coordinators, JB, and two out of the five volunteer initiators, BV, and Gen-V) requested for information from their members. JB, BV, and Gen-V requested members’ idea related to organizations’ operation. When members shared their information upon request, they responded in three ways: posting thanks messages, clicking the “Like” button, and providing rewards. JB posted messages of thanks to members. BV only clicked the “Like” button. Gen-V provided rewards to members. The rest one volunteer coordinator, VSN, revealed that sometimes VSN requested personal information of each member in order to update member database. However, VSN found that a few members provided their renewed personal information because VSN thought that most online members interested in volunteer news following rather than in deep participants. Sometime one out of the five volunteer initiators, HSG sought members’ opinions as a way of exploring idea before deciding to create a new volunteer activity.

On the other hand, the areas of SNSs allow everyone to express their views freely, thus it can easily cause a conflict. When members posted messages to express their dissatisfaction with volunteer organizations’ operations or disagreement with the volunteer organizations’ actions, all volunteer coordinators, JB, and VSN as well as four

out of the five volunteer initiators, BV, Gen-V, HSG, and MF, handled these conflicts by communication strategies to reduce conflict by thanks messages, apology messages, and impassive way. JB posted messages of thanks for members' opinion and explaining messages about misunderstanding. VSN employed the "Tag" Feature that specified ID Facebook of the owner posted in order to explain VSN' mistakes. Gen-V posted apology messages to members and creating new subject for explanations. On the other hand, BV, HSG, and MF gave no response. They let the debate go on until it ended. BV indicated that responding might make members misunderstand that organization seek excuses or haggled with them. MF revealed that MF allowed members to express their views fully except for impolite messages. Gen-V, and MF also explained that the different opinions were useful for their organizations. Sometimes they took the members' different ideas to develop organizations. Gen-V also revealed that sometimes Gen-V invited Gen-V's members to debate in order to find new ideas to do volunteer work.

Volunteer organizations not only managed dissatisfaction or disagreement messages that members posted to volunteer organizations, they also coped with posting disagreement messages among members. When some members expressed their disagreement opinions to other members, two out of the five volunteer initiators revealed their solutions to deal with these conflicts. HSG employed administrator' private ID chatted to members via inbox feature. MF allowed members to post the whole opinion except for rude conversations.

Moreover, almost volunteer organizations allowed members to post the whole messages except for advertising and impolite messages. One out of the two volunteer coordinators, JB, and two out of the five volunteer initiators, HSG, and MF, managed these forbidding messages by hiding, deleting, reporting spam messages and



blocking the post owners' ID. JB hid these posts. HSG blocked the post owners' ID and reported to SNSs system that these posts were spam messages. MF deleted these posts.

### **5.2.2 Facilitating for sharing successful action**

After finishing of each volunteer activity, all volunteer coordinators, JB and VSN, as well as three out of the five volunteer initiators, BV, HSG, and MF, and the members of two out of the five volunteer initiators, JSC, and MF, shared success of each volunteer activity to each other by reporting the summary on Facebook in the form of only summary texts as well as summary texts with pictures. JB revealed that JB brought summary texts of volunteers' experiences on JB' websites to spread to public via Note feature on JB' s Facebook page. JB also employed the "Share" Feature to send summary texts and pictures from Facebook page of organizations activity owners to JB's Facebook page. VSN asked for pictures from organizations activity owners in order to publicize these pictures and summary texts on VSN's Facebook page. BV mentioned that BV presented summary texts and pictures on Facebook page and informed activity participants via e-Mail addresses. HSG posted summary texts and pictures on administrator's Facebook profile and Facebook groups. MF took participants' suggestions from their lessons learned after do activities to post on MF's Facebook page.

In addition, JSC's members posted summary texts and pictures on their Facebook profile. Sometimes they used Tag Feature to inform JSC's administrator via administrator' Facebook profiles. MF's members presented summary texts and pictures on their Facebook profile and utilized Tag Feature to inform MF via MF's Facebook pages.

### **5.2.3 Facilitating for sharing idea to create and improve volunteer work**

SNSs provided space for the expression of different opinions. One out of the two volunteer coordinators, JB, and three out of the five volunteer initiators, Gen-V, HSG, and MF, stated that members' opinions were important to their' volunteer work. JB stated that members' comments made JB know what kind of volunteer activities people like Gen-V, HSG, and MF revealed that staff of them did not have knowledge of all dimensions, thus members' views, especially particular expert, could increase the volunteer work's efficiency. Gen-V also indicated that carefulness of members' comments built the good relationship between Gen-V and members. HSG, and MF also expressed that whenever their staff had no idea to create volunteer works, they would find new idea from their members. MF also revealed that members' opinions indicated MF s' flaws and provided interesting suggestions to solve the mistakes. All sharing opinions expressed members' participations with MF.

#### **5.2.4 Facilitating for member participation in identification of the preferred volunteer organization management**

Moreover, members of three out of the five volunteer initiators (Gen-V, HSG, and MF) could propose their idea in order to improve organizations' work. Gen-V stated that members could express their opinions for all level of organization's operation (from general work to organization's policy). All members' views were considered to improve Gen-V's work. Sometimes members who expressed different points of view were assigned responsibilities to do work that related to their opinions and Gen-V supported them by providing resource as they wanted. HSG indicated that a coordinator of volunteer work only set semi-finished plan to do volunteer activities. Volunteer had to learn by themselves, so knowledge exchange among volunteer arose throughout the activities and formats of volunteer activities were adjusted via knowledge exchange. MF

revealed that bringing members' opinions related to policy or MF's operations to improve organizations' work were considered based on topics or MFs' lessons from each post. MF also revealed that sometimes members' views encourage public sector that had direct responsibility for related issues to solve the problems.

Volunteer organizations roles for facilitation online participatory communication via SNSs were different by their operation. Some volunteer organizations roles were employed in the same ways, whereas some roles some volunteer organization set unique roles to suit their styles.

## **5.7 Online Participatory Communication Strategy of Volunteer Organization (Results of se-mi structured interview)**

All volunteer organizations set strategy of presenting information on volunteering community SNSs in different styles. Only one strategy was employed by all volunteer organizations, which was strategy of using the picture as a supporting message. Some volunteer organizations coincidentally used the same method namely: strategy of reporting the progress of volunteer activities to encourage members to participate was used by JB, VSN, HSG, and MF; strategy of presenting information at peak time to receive a big response was utilized by JB, VSN, and MF; strategy of detailing all information about activities was employed by VSN, and JSC; strategy of posting a short message to create a new topic, and strategy of attracting reading attention with impressive ending messages were used by MF, and Gen-V. Some strategies were used by one volunteer organization namely: strategy of posting messages to introduce video clips was utilized by VSN; strategy of setting message theme of each day was employed by BV; strategy of selecting great message to gain a

desired response was used by MF; and strategy of using organization's logo as brand identity was utilized by Gen-V. Each strategy has the detail as follows:

### **5.7.1 Strategy of presenting information on volunteering community SNSs by a volunteer coordinator**

#### **5.7.1.1 Strategy of posting messages to introduce video clips**

One volunteer coordinator, VSN, stated that when organization wanted to upload video clips, it must be presented with message to recommend video clips. VSN explained that people are more interested in video clips with texts than only video clips.

### **5.7.2 Strategy of presenting information on volunteering community SNSs were employed by both volunteer coordinators and volunteer initiators**

#### **5.7.2.1 Strategy of using the picture as a supporting message**

One volunteer coordinator, VSN, and three out of the five volunteer initiators, HSG, JSC, and MF, posted texts and attached picture. VSN, and MF indicated that they presented information in the form of information graphics. Moreover, MF together with the rest one volunteer coordinator, JB, and one volunteer initiator, BV, revealed that they presented information in the form of text embedded in pictures.

Furthermore, VSN, and MF revealed that members would not read information if volunteer organization posted only texts. Pictures attracted members' interest to read texts. VSN also indicated that a survey on people reading behavior reported that 90% of respondents focused on picture for a long period of time. In the same way, JSC also explained that Internet users interacted with organizations via posting both shot messages and pictures more than posting only long texts. The rest one volunteer initiator, Gen-V, mentioned that pictures were more attractive to the "Tag" and the

“Share” Feature than texts. Moreover, Gen-V believed that using photo taken real people on real situation will lead to sense of belonging. Members will feel that they were an important part of organization and then believed that volunteer work belong to them. Gen-V stated that sense of ownership was cultivated by presenting the picture of the areas and people that needed help such as flood situations and flood victims.

#### **5.7.2.2 Strategy of presenting information on the progress of volunteer activities to encourage members to be participants**

Four volunteer organizations (all volunteer coordinator, JB, and VSN as well as two out of the five volunteer initiators, HSG, and MF) reported the progress of volunteer work to encourage members to be participants. JB, and VSN posted the same messages in case of incomplete volunteers. They presented these messages in order to encourage members to become offline volunteers. HSG presented information about pre-activities, do activities, and post-activities via an administrator’s Facebook profile. MF updated what MF did and the step of volunteer works.

#### **5.7.2.3 Strategy of presenting information at peak time to receive a big response**

All volunteer coordinator, JB, and VSN as well as one out of the five volunteer initiators, MF, revealed that when they needed a lot of response, they presented their posts at peak times differ from one to another. JB believed that messages should be sent on Friday, Saturday, and Sunday, between 8 pm and 10 pm, VSN posted messages between 7 pm and 8 pm. MF thought that the peak time was in the morning and night.

#### **5.7.2.4 Strategy of detailing all information about activity for easily understandable**

One out of the two volunteer coordinators, VSN, and one out of the five volunteer initiators, JSC, stated that they provided the details of volunteer activities as clear as they could. The publicity posts had to indicate schedule, place and date of running activities, map, and the ways to participate. VSN also revealed that its organization focused on one-way communication. Only/Just completed information would be conveyed from organization. Questions from members must be answered before posting on SNSs.

#### **5.7.2.5 Strategy of posting a short message to create a new topic**

Two out of the five volunteer initiators, Gen-V, and MF, used this strategy. They explained that members would not read information if organizations posted them in the form of long messages. Thus, information needed to be concise. Gen-V further added that people's eyes scan to read messages similar to the letter F. The first line and second line of typing are longer than the third line. If there are many lines, information will then be separated by dot (.) in every three lines. MF also revealed that Twitter is a social networking site that limited a number of letter, only 140 letters allowed typing. Long messages were divided into several parts and sent each part in the form of a series.

#### **5.7.2.6 Strategy of attracting reading attention with impressive ending messages**

Gen-V and MF also revealed that if information were long messages, the last part of each posting would be an attractive sentence.

#### **5.7.2.7 Strategy of setting message theme of each day to access various groups of members**

Only one volunteer initiator, BV, mentioned that posing messages on weekday was important strategy of BV. Each day had the detail as

follows: epigram of BV's volunteer were presented on Monday, Buddhist doctrine from "Phra Pai Sal Visalo" 's Facebook page was posted on Tuesday, question inviting members to think of merit was offered on Wednesday, making merit in different way was presented on Thursday, and epigram from different source such as movie or song or administrator's experience was posted on Friday. BV also indicated that message of each day was prepared in advance and was automatically post by administrator's setting Feature.

#### **5.7.2.8 Strategy of using organization's logo as brand identity**

One out of the five volunteer initiators, Gen-V, revealed that volunteer organizations had to know organizations' identity and design organizations' logo that was consistent with the identity before communicating with volunteer organizations' target groups. Thus, logo style, logo color and logo font should be created in order to indicate volunteer organizations' identity.

#### **5.7.2.9 Strategy of selecting great message to gain a desired response**

One volunteer initiator, MF, pointed out that good or bad messages were classified by volunteering community SNSs administrator. Selected messages that can receive a good respond will be considered to post.

Although the core message presented by all organizations was related to their organizations' operation, they also added miscellaneous messages in various ways. JB presented good news. VSN posted foreign organizations' volunteer works. BV posted Buddhism contents and epigram. Gen-V offered other organizations' volunteer works in Thailand, general knowledge, and knowledge related to organization's volunteer work. HSG, and MF posted other organizations' volunteer works. JSC presented other organizations' volunteer works that had the same purpose as JSC. In addition, these

messages of all volunteer organizations were reliable because they came from credible sources such as case study of experienced members, the organizers of volunteer activities, experts, and journalist websites.

Language of strategy of presenting information on SNSs was different by volunteer organization usage. Almost organizations did not set the level of language to create messages in order to communicate with their public. Two out of the five volunteer initiators, HSG, and JSC, specified the level of language. HSG determined informal language to reach their target groups. JSC employed semi-formal language to communicate with the members. On the other hand, one out of the two volunteer coordinators, VSN, and two out of the five volunteer initiators, Gen-V, and MF, indicated that their language usage was adjusted depending on context. Language of VSN depended on message types. Characteristics of each volunteer activity affected Language usage of Gen-V, and MF. Gen-V also revealed that using language depended on target groups.

These finding pointed out that all volunteer organizations paid attention to present information on volunteering community SNSs to their member in order to encourage public participation by different strategies. Although some strategies were employed by several volunteer organizations, the details of use were different by volunteer organizations' styles. In addition, some volunteer organization set unique strategies to suit their organizations. Messages together with pictures were important method for all volunteer organizations. They agreed that messages and information must be presented with pictures, which appealed readers much more than texts only. Thus, valuable strategy of using the picture as a supporting message was employed in order to attract



members to read information, invite members to take part in volunteer activities, and encourage members to spread information by tag and the “Share” function.

## **5.8 The Messages Characteristics on Volunteering Community SNSs (Results of content analysis)**

This study found that there were 5,366 messages that were posted on twelve volunteer organizations’ Facebook Pages in October. These volunteer organizations consisted of JB, VSN, 1500Miles, AD, BV, DNT, Gen-V, HSG, JSC, MF, SA, and TF. While, there were 210 messages that were posted on seven volunteer organizations’ Twitter. These volunteer organizations were JB, 1500Miles, AD, Gen-V, MF, SA, and TF.

For Facebook, most messages were posted by the volunteer organizations’ Facebook members with 4696 messages, representing 87.70%. The second highest messages were posted by the volunteer organizations with 505 messages or 9.41%, followed by the member of other volunteer organization with 104 messages or 1.94%, the administrator of other volunteer work project in the same volunteer organization with 24 messages or 0.45%, the administrator of other volunteer organization that run activity with 19 messages or 0.35%, the staff of other volunteer organizations that run activity as well as The administrator of other volunteer organization that helped the others with 3 messages or 0.06%, the administrator of Buddies /monk, the administrator of other volunteer organization that asking help from the others, general Internet users, and the member of general Internet users’ Page with 2 messages or 0.04%, and journalist, the administrator of government agency, the administrator of education institution as well as the administrator of profit oriented organization with 1 message or 0.02%, respectively. Whereas, most messages on Twitter were posted by

volunteer organizations with 209 message or 99.52%. Only one message was posted by a volunteer organization's Twitter member as shown in Table 5.61.

**Table 5.61** The overview of the message owner on volunteering community SNSs

The owner of the post*	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
The member	4696	87.70	1	0.48
The administrator of volunteer organization	505	9.41	209	99.52
The member of other volunteer organization	104	1.94	0	0
The administrator of other volunteer work project in the same volunteer organization	24	0.45	0	0
The administrator of other volunteer organization that run activity	19	0.35	0	0
The staff of other volunteer organization that ran activity	3	0.06	0	0
The administrator of other volunteer organization that helped the others	3	0.06	0	0
The administrator of Buddies /monk	2	0.04	0	0
The administrator of other volunteer organization that asking help from the others	2	0.04	0	0
General Internet users	2	0.04	0	0
The member of general Internet users' Page	2	0.04	0	0
Journalist	1	0.02	0	0
The administrator of government agency	1	0.02	0	0
The administrator of education institution	1	0.02	0	0
The administrator of profit oriented organization	1	0.02	0	0
<b>Total</b>	<b>5366</b>	<b>100</b>	<b>210</b>	<b>100</b>

\* For Facebook, the administrator is the administrator of Facebook Pages

Messages were posted by the volunteer organization could be separated into two groups: post generator and post responder as displayed in Table 5.62. For Facebook, the volunteer organization created 370 messages, representing 73.27% in order to start communication. 135 messages were message that the volunteer organization responded to others, representing 26.73%. For Twitter, there were 208 initiative messages or 99.52% and only one responding message by the volunteer organization 0.48%.

**Table 5.62** The overview of posting roles by the volunteer organizations

Role of post	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Post generator	370	73.41	208	99.52
Post responder to member/ general Internet users/ other volunteer organizations	135	26.59	1	0.48
<b>Total</b>	<b>505</b>	<b>100</b>	<b>209</b>	<b>100</b>

Next parts were reported by the message owners that were analyzed by each post.

### 5.8.1 Messages by the volunteer organizations

#### 5.8.1.1 Initiative messages by the volunteer organizations

Most initiative posts by the volunteer organization on Facebook and Twitter were one-way symmetrical communication which was 175 messages or 47.30% and 145 messages or 69.71%, respectively. The second was two-way asymmetrical communication which was 130 messages on Facebook, representing 35.14% and 62 messages on Twitter, representing 29.81%. For Facebook, the third was two-way symmetrical communication which was 65 messages or 17.57%. However, there was no message in the form of one-way asymmetrical communication on Facebook. While, the third on Twitter was one-way asymmetrical communication or 0.48% and there was no two-way symmetrical communication message on Twitter as shown Table 5.63.

**Table 5.63** The communication model of initiative posts by the volunteer organizations

The communication model	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
One-way symmetrical communication	175	47.3	145	69.71
Two-way asymmetrical communication	130	35.14	62	29.81
Two-way symmetrical communication	65	17.57	0	0
One-way asymmetrical communication	0	0	1	0.48
<b>Total</b>	<b>370</b>	<b>100</b>	<b>208</b>	<b>100</b>

**Table 5.64** The originative source of initiative posts by the volunteer organizations

The originative source	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
The volunteer organization originated its self	119	32.16	47	22.60
The volunteer organization posted information by identifying the name and the link of the source	242	65.41	118	56.73
The volunteer organization posted information by identifying the name of the source	8	2.16	2	0.96
The volunteer organization posted information by identifying the link of the source	1	0.27	41	19.71
<b>Total</b>	<b>370</b>	<b>100</b>	<b>208</b>	<b>100</b>

This study also found that there were two sources of these messages: the volunteer organization, and the others. As described in Table 5.64, most messages on Facebook and Twitter came from other sources. 251 messages on Facebook or 67.84% and 161 messages on Twitter or 77.40% were originated by the volunteer organization. In case of other sources, initiative messages on Facebook and Twitter were posted by identifying the source's name and the link 65.41% and

56.73% respectively. For Facebook, it was followed by identifying the source's name 2.16%, and identifying the link to the source 0.27%, respectively. For Twitter, these messages were posted by identifying the link of the source (19.71%) more than the only name of the source (0.96%). This finding expressed that the volunteer organizations could create the messages by themselves and could bring information from outside to volunteering community SNSs.

**Table 5.65** The overview of initiative posts by the volunteer organizations related or not related to volunteer work

Message related/not related to volunteer work	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Related to volunteer work	263	71.08	91	43.75
Not related to volunteer work	107	28.92	117	55.25
<b>Total</b>	<b>370</b>	<b>100</b>	<b>208</b>	<b>100</b>

Regarding message related or not related to volunteer work as indicated in Table 5.65, this study found that most messages on Facebook related to volunteer work with 263 messages, representing 71.08%, and 107 messages were not related to volunteer work, representing 28.92%. Whereas, 117 messages on Twitter were not related to volunteer work and 91 messages were related to volunteer work, representing 55.25% and 43.75%, respectively.

For messages relating to volunteer work, most messages on Facebook were volunteer work of the volunteer organization with 117 messages or 31.62%. The second was volunteer work of other volunteer organizations with 93 messages or 25.14%. The third was volunteer work that did by someone with 16 messages or 4.32%, followed by volunteer work of social enterprise 11 messages, member/general people asked for help from the volunteer organization, volunteer work

of education institution, as well as volunteer work of the volunteer organization cooperated with other volunteer organizations with 6 messages, story of volunteer organization's a volunteer 3 messages, other volunteer organization's member/people asked for help from that volunteer organization 2 messages, and volunteer work of profit oriented organization, volunteer work of other volunteer organizations cooperated with social enterprise as well as volunteer work of the volunteer organization cooperated with profit oriented organization 1 message, representing 2.97%, 1.62%, 0.81%, 0.54% and 0.27%, respectively. On the other hand, most messages on Twitter were volunteer work of other volunteer organization 54 messages or 59.34%. The second was volunteer work of the volunteer organization 31 messages, followed by volunteer work of social enterprise 3 messages, volunteer work of private organization 2 messages, and volunteer work that did by someone 1 message, representing 34.07%, 3.30%, 2.20% and 1.10%, respectively as described in Table 5.66.

**Table 5.66** The initiative posts by the volunteer organizations related to volunteer work

Message related to volunteer work	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Volunteer work of the volunteer organization	117	44.49	31	34.07
Volunteer work of other volunteer organizations	93	35.36	54	59.34
Volunteer work that did by someone	16	6.08	1	1.10
Volunteer work of social enterprise	11	4.18	3	3.30
The member/people asked for help from the volunteer organization	6	2.28	0	0
Volunteer work of education institution	6	2.28	0	0
Volunteer work of the volunteer organization cooperated with other volunteer organizations	6	2.28	0	0

**Table 5.66** The initiative posts by the volunteer organizations related to volunteer work  
(continued)

Message related to volunteer work	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Story of volunteer organization's a volunteer	3	1.14	0	0
Other volunteer organization's member/people asked for help from that volunteer organization	2	0.76	0	0
Volunteer work of profit oriented organization	1	0.38	2	2.20
Volunteer work of other volunteer organizations cooperated with social enterprise	1	0.38	0	0
Volunteer work of the volunteer organization cooperated with profit oriented organization	1	0.38	0	0
<b>Total</b>	<b>263</b>	<b>100</b>	<b>91</b>	<b>100</b>

When considered types of messages as shown in Table 5.67, top five of initiative messages on Facebook by the volunteer organizations consisted of inviting members to participate in volunteer work with 139 messages, others with 107 messages, presenting previous experience/ useful hint or idea that related to volunteer work with 37 messages, reporting the progress/movement of volunteer organization's volunteer work with 15 messages, and inviting members to participate in a competition to get an award in return with 13 messages, representing 37.57%, 28.65%, 10.00%, 4.05% and 3.51%, respectively. While, top five of initiative posts on Twitter were other topics with 117 messages or 56.25%, inviting members to participate in volunteer work with 61 messages or 29.33%, presenting previous experience/ useful hint or idea that related to volunteer work with 7 messages or 3.37%, reporting the result of previous volunteer activities with 6 messages or 2.88%, respectively.

**Table 5.67** Types of initiative messages by the volunteer organizations

Types of messages	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
One purpose message				
Inviting	-	-	-	-
- members to participate in volunteer work	139	37.57	61	29.33
- members to participate in a competition to get an award in return	13	3.51	0	0
Others	106	28.65	117	56.25
Presenting	-	-	-	-
- previous experience/ useful hint or idea that related to volunteer work	37	10.00	7	3.37
- epigram/ suggestion about volunteer work	9	2.43	5	2.40
- the story of volunteer organization's a volunteer	0	0	2	0.96
Reporting	0	0	0	0
- the progress/movement of volunteer organization's volunteer work	15	4.05	3	1.44
- the progress of social enterprise's volunteer work	6	1.62	0	0
- the result of previous volunteer activities	5	1.35	6	2.88
Admiring/blessing/thanking	-	-	-	-
- the member	3	0.81	0	0
- general people who help volunteer organization's volunteer work	1	0.27	1	0.48
Asking questions or requesting information or opinions from members	4	1.08	0	0
Providing information about volunteer works	4	1.08	3	1.44
Introducing other volunteer organization	1	0.27	2	0.96
Cheering up those who needed/ asked for help	1	0.27	0	0



**Table 5.67** Types of initiative messages by the volunteer organizations (continued)

Types of messages	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Two purpose messages				
Admiring/blessing/thanking the member and reporting the result of previous volunteer activities	6	1.62	0	0
Presenting epigram/ suggestion about volunteer work and inviting members to participate in volunteer work	2	0.54	0	0
Inviting members to participate in volunteer work and admiring/blessing/thanking general people who do volunteer work	2	0.54	0	0
Inviting members to participate in volunteer work and providing the way to do volunteer work/ make a donation	1	0.27	0	0
Admiring/blessing/thanking the member and inviting members to participate in volunteer work	1	0.27	0	0
Admiring/blessing/thanking the member and reporting the progress/movement of volunteer organization's volunteer work	1	0.27	0	0
Admiring/blessing/thanking general people who help volunteer organization's volunteer work and reporting the progress/movement of volunteer organization's volunteer work	-	-	1	0.48
Blessing to people/animal that needing help and cheering up those who needed/ asked for help	1	0.27	0	0
Previous experience/ useful hint or idea that related to volunteer work and admiring/blessing/ thanking general people who do volunteer work	1	0.27	0	0

**Table 5.67** Types of initiative messages by the volunteer organizations (continued)

Types of messages	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Two purpose messages				
Inviting members to participate in volunteer work and cheering up those who needed/ asked for help	1	0.27	0	0
Multipurpose messages				
Admiring/blessing/thanking the member, inviting members to participate in volunteer work, reporting the progress/movement of volunteer organization's volunteer work, and admiring/ blessing/thanking other agencies that help volunteer organization's volunteer work	2	0.54	0	0
Inviting members to participate in volunteer work, reporting the progress/movement of volunteer organization's volunteer work and offering the help for other volunteer organization	2	0.54	0	0
Inviting members to participate in volunteer work, admiring/ blessing/thanking general people who help volunteer organization's volunteer work, and admiring/blessing/thanking other agencies that help volunteer organization's volunteer work	1	0.27	0	0
Admiring/blessing/thanking the member, reporting the progress/ movement of volunteer organization's volunteer work, and admiring/blessing/ thanking other agencies that help volunteer organization's volunteer work	1	0.27	0	0

**Table 5.67** Types of initiative messages by the volunteer organizations (continued)

Types of messages	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Multipurpose purpose				
Admiring/blessing/ thanking profit oriented organization that help volunteer organization's volunteer work, admiring/blessing/thanking the member, and admiring/blessing/thanking general people who help volunteer organization's volunteer work	1	0.27	0	0
Previous experience/ useful hint or idea that related to volunteer work, reporting the progress/movement of volunteer organization's volunteer work, and admiring/blessing/thanking other agencies that help volunteer organization's volunteer work	1	0.27	0	0
<b>Total</b>	<b>370</b>	<b>100</b>	<b>208</b>	<b>100</b>

In term of message elements of initiative messages by volunteer organization, top five of message elements on Facebook consisted of text, picture and link 284 messages or 76.76%, text and link 37 messages or 10.00%, text, picture, link and emoticon 17 messages or 4.59%, text and picture 9 messages or 2.43%, and only text 6 messages or 1.62%, respectively. Whereas top five of message elements on Twitter were text and link 114 messages or 54.81%, text, symbol, and link 50 messages or 24.04%, text, symbol, picture, and link with 28 messages or 13.46%, link with 5 messages or 2.40, and only text with 4 messages or 1.92%, respectively as displayed in Table 5.68.

**Table 5.68** The elements of initiative messages by the volunteer organizations

Elements of messages	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Text, picture and link	284	76.76	0	0
Text and link	37	10	114	54.81
Text, symbol and link	0	0	50	24.04
Text, picture, link and emoticon	17	4.59	0	0
Text and picture	9	2.43	1	0.48
Text	6	1.62	4	1.92
Text, video clip and link video clip	4	1.08	0	0
Picture	4	1.08	0	0
Link	2	0.54	5	2.40
Text, picture, link and Pin to Top option	2	0.54	0	0
Text, symbol and picture	1	0.27	2	0.96
Text, symbol, picture and link	1	0.27	28	13.46
Text, picture and emoticon	1	0.27	1	0.48
Text and emoticon	0	0	3	1.44
Text, emoticon and symbol	1	0.27	0	0
Link and picture	1	0.27	0	0
<b>Total</b>	<b>370</b>	<b>100</b>	<b>208</b>	<b>100</b>

\*Picture means all kinds of picture and link means URL, Tag, and Hashtag

**Table 5.69** The ways of member responding to initiative messages by the volunteer organizations on Facebook

Responding ways	Frequency	Percent (%)
The ways of member responding		
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the "Comment Box", clicking the "Share" and the "Like" buttons	172	46.49
- Clicking the "Like" button	85	22.97
- Clicking the "Share" and the "Like" buttons	79	21.35
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the "Comment Box" and clicking the "Like" buttons	26	7.03
- Clicking the "Like" and the "Going to join volunteer organization's event" buttons	2	0.54

**Table 5.69** The ways of member responding to initiative messages by the volunteer organizations on Facebook (continued)

<b>Responding ways</b>	<b>Frequency</b>	<b>Percent (%)</b>
The ways of member responding		
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”, Clicking the “Share”, the “Like” and the “Going to join volunteer organization’s event” buttons	2	0.54
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”, clicking the “Like” and the “Going to join volunteer organization’s event” buttons	1	0.27
No responding	3	0.81
<b>Total</b>	<b>370</b>	<b>100</b>

**Table 5.70** The ways of member responding to initiative messages by volunteer organization on Twitter

<b>Responding ways</b>	<b>Frequency</b>	<b>Percent (%)</b>
Member responding by		
- Both clicking the “Retweet” and the “Favorite” buttons	109	52.4
- Clicking the “Retweet” button	44	21.15
- Clicking the “Favorite” button	8	3.85
No responding	47	22.6
<b>Total</b>	<b>208</b>	<b>100</b>

This study also found that most members responded these initiative messages by volunteer organization on Facebook in eight ways. Most messages were responded by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”, clicking the “Share” and the “Like” buttons with 172 messages or 46.49% followed by clicking the “Like” button with 85 messages or 22.97%, clicking the “Share” and the “Like” buttons with 79 messages or 21.35%, typing text and/ or picture and/ or symbol and/ or emoticon

and/ or link in the “Comment Box” and clicking the “Like” buttons with 26 messages or 7.03%, no responding with 3 messages or 0.81%, clicking the “Like” and the “Going to join volunteer organization’s event” buttons as well as typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”, clicking the “Share”, the “Like” and the “Going to join volunteer organization’s event” buttons with 2 messages or 0.54%, and Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”, clicking the “Like” and the “Going to join volunteer organization’s event” buttons, respectively as displayed in Table 5.69.

While, initiative messages by volunteer organization on Twitter were responded by the members in four ways. These ways consisted of clicking both the “Retweet” and the “Favorite” buttons with 109 messages or 52.40%, followed by no responding with 47 messages or 22.60%, clicking the “Retweet” button with 44 messages or 21.15%, and clicking the “Favorite” button with 8 messages or 3.85%, respectively as shown in Table 5.70.

The findings in Table 5.69 and Table 5.70 described that these responding Features on Facebook and Twitter lead to multi-way communication between the volunteer organizations and their members. All members could express their feeling and opinions to the volunteer organizations and other members.

When considered each volunteer organization as displayed in Table 5.71, this study also found that most initiative messages on Facebook by volunteer organization on two out of the three volunteer coordinators, SA, and VSN were two-way asymmetrical communication. The rest volunteer coordinator, JB initiative messages by volunteer organization were two-way symmetrical

communication. For volunteer initiators, initiative messages by volunteer organization of four out of the nine volunteer initiators, BV, Gen-V, MF, and TF were one-way asymmetrical communication. While most initiative messages by DNT, and HSG were two-way asymmetrical communication and most initiative messages by JSC were two-way symmetrical communication. For AD's Facebook, it was found that most initiative messages by volunteer organization were one-way and two-way symmetrical communication. For Twitter, most initiative messages by volunteer organization of two out of three volunteer coordinator, JB, and SA, were two-way asymmetrical communication. While all volunteer initiators, 1500Miles, AD, Gen-V, MF, and TF were one-way symmetrical communication. For one-way asymmetrical communication, it was found that it did not appear on Twitters of JB, 1500Miles, AD, Gen-V, MF, and TF. Only Twitter's SA presented a message in the form of one-way asymmetrical communication. This study also found that there were not two-way symmetrical communication on Twitters of JB, 1500Miles, AD, Gen-V, SA, and TF. This model of communication appeared only on MF's Twitter.

In term of message relating to volunteer work as displayed in Table 5.72, this study found that most initiative messages by the volunteer organization of all volunteer coordinators on Facebook and Twitter were related to volunteer work of other volunteer organizations. While initiative messages by the volunteer organization of six out of the nine volunteer initiators, AD, BV, DNT, HSG, JSC, and MF on Facebook as well as two out of the five volunteer initiators, Ad, and MF, on Twitter were related to volunteer work of the volunteer organization. Initiative

messages by Gen-V, and TF on Facebook as well as initiative messages by 1500Miles, Gen-V, and TF were not related to volunteer work.

**Table 5.71** Model communication of initiative messages by each volunteer organization

Volunteer organization type	Volunteer Organization	Facebook			Twitter			
		Model communication			Model communication			
		One-way symmetrical communication	Two-way asymmetrical communication	Two-way symmetrical communication	One-way asymmetrical communication	One-way symmetrical communication	Two-way asymmetrical communication	Two-way symmetrical communication
Volunteer coordinator	JB	6	11	24	0	8	34	0
		1.62%	2.97%	6.49%	0%	3.81%	16.19%	0%
	SA	21	27	0	1	8	21	0
		5.68%	7.3%	0%	0.48%	3.81%	10%	0%
	VSN	5	38	1				
	1.35%	10.27%	0.27%					
Volunteer initiator	AD	2	1	2	0	7	0	0
		0.54%	0.27%	0.54%	0%	3.33%	0%	0%
	BV	21	8	2				
		5.68%	2.16%	0.54%				
	DNT	3	8	5				
		0.81%	2.16%	1.35%				
	Gen-V	5	3	0	0	5	3	0
		1.35%	0.81%	0%	0%	2.38%	1.43%	0%
	HSG	0	4	1				
		0%	1.08%	0.27%				
	JSC	0	2	3				
		0%	0.54%	0.81				
MF	37	28	27	0	16	4	2	
	10%	7.57%	7.3%	0%	7.62%	1.9%	0.95%	
TF	75	0	0	0	87	0	0	
	20.27%	0%	0%	0%	41.43%	0%	0%	



**Table 5.72** Message related to volunteer work of initiative messages by each volunteer organization

Message related to volunteer work	SNSs type	Volunteer organization type											
		Volunteer coordinator			Volunteer initiator								
		JB	SA	VSN	1500 Miles	AD	BV	DNT	Gen-V	HSG	JSC	MF	TF
Volunteer work of the volunteer organization	Facebook	1	0	1	0	4	14	8	1	5	4	79	0
	Twitter	4	0		0	6			1			22	0
Volunteer work of other volunteer organization	Facebook	35	27	32	0	0	4	1	1	0	0	2	0
	Twitter	36	0		0	1			1			1	16
Volunteer work of social enterprise	Facebook	0	4	4	0	0	0	0	0	0	0	0	0
	Twitter	13	3		0	0			0			0	0
Volunteer work of profit organization	Facebook	0	0	0	0	1	0	0	0	0	0	0	0
	Twitter	0	2		0	0			0			0	0
Volunteer work that did by someone	Facebook	0	5	0	0	0	1	0	0	0	1	4	0
	Twitter	1	0		0	0			0			0	0
the member/people asked for help from volunteer organization	Facebook	0	0	0	0	0	0	5	0	0	0	1	0
	Twitter	0	0		0	0			0			0	0
Other volunteer organization's member/people asked for help from that volunteer organization	Facebook	0	0	0	0	0	0	2	0	0	0	0	0
	Twitter	0	0		0	0			0			0	0

**Table 5.72** Message related to volunteer work of initiative messages by each volunteer organization (continued)

Message related to volunteer work	SNSs type	Volunteer organization type											
		Volunteer coordinator			Volunteer initiator								
		JB	SA	VSN	1500 Miles	AD	BV	DNT	Gen-V	HSG	JSC	MF	TF
Volunteer work of education institution	Facebook	2	2	2	0	0	0	0	0	0	0	0	0
	Twitter	0	0		0	0			0			0	0
Volunteer work of other volunteer organizations cooperate with social enterprise	Facebook	0	1	0	0	0	0	0	0	0	0	0	0
	Twitter	1	0		0	0			0			0	0
Volunteer work of the volunteer organization cooperate with other volunteer organizations	Facebook	0	0	6	0	0	0	0	0	0	0	0	0
	Twitter	0	0		0	0			0			0	0
Volunteer work of the volunteer organization cooperate with the profit organization	Facebook	0	0	0	0	0	0	0	0	0	0	1	0
	Twitter	0	0		0	0			0			0	0
Story of volunteer organization's a volunteer	Facebook	0	0	0	0	0	0	0	0	0	0	3	0
	Twitter	0	0		0	0			0			0	0
Others (not related to volunteer work)	Facebook	3	8	0	0	0	12	0	6	0	0	2	75
	Twitter	1	9		14	0			6			1	87

**Table 5.73** Types of initiative messages by each volunteer organization

Types of messages	SNSs type	Volunteer organization type											
		Volunteer coordinator			Volunteer initiator								
		JB	SA	VSN	1500 Miles	AD	BV	DNT	Gen-V	HSG	JSC	MF	TF
One purpose messages													
Inviting													
- members to participate in volunteer work	Facebook	33	30	34	0	1	1	7	2	2	5	23	0
	Twitter	33	21		0	1			2			4	0
- members to participate in competition to get award in return	Facebook	0	0	0	0	0	0	0	0	0	0	13	0
	Twitter	0	0		0	0			0			0	0
Presenting													
- previous experience/ useful hint or idea that related to volunteer work	Facebook	3	0	10	0	0	7	0	0	0	0	17	0
	Twitter	1	0		0	0			0			6	0
- epigram/ suggestion about volunteer work	Facebook	1	0	0	0	0	3	1	0	0	0	4	0
	Twitter	4	0		0	0			0			1	0
- story of volunteer organization's a volunteer	Facebook	0	0	0	0	0	0	0	0	0	0	2	0
	Twitter	0	0			0			0			0	0
Reporting													
- the progress/movement of volunteer organization's volunteer work	Facebook	0	0	0	0	0	1	0	0	1	0	13	0
	Twitter	0	0		0	0			0			3	0

**Table 5.73** Types of initiative messages by each volunteer organization (continued)

Types of messages	SNSs type	Volunteer organization type											
		Volunteer coordinator			Volunteer initiator								
		JB	SA	VSN	1500 Miles	AD	BV	DNT	Gen-V	HSG	JSC	MF	TF
One purpose messages													
Reporting													
- the progress of social enterprise's volunteer work	Facebook	0	6	0	0	0	0	0	0	0	0	0	0
	Twitter	0	0		0	0			0			0	0
- the result of previous volunteer activities	Facebook	0	0	0	0	0	2	3	0	0	0	0	0
	Twitter	0	0		0	6			0			0	0
Admiring/blessing/thanking to													
- the member	Facebook	0	0	0		0	0	0	0	0	0	3	0
	Twitter	0	0		0	0			0			0	0
- general people who help volunteer organization's volunteer work	Facebook	0	0	0	0	0	0	0	0	0	0	1	0
	Twitter	0	0		0	0			0			0	0
Asking questions or requesting information or opinions from members	Facebook	0	1	0	0	0	3	0	0	0	0	0	0
	Twitter	0	0		0	0			0			0	0
Providing information about volunteer works	Facebook	0	0	0	0	0	0	0	0	1	0	1	0
	Twitter	0	0		0	0			0			3	0

**Table 5.73** Types of initiative messages by each volunteer organization (continued)

Types of messages	SNSs type	Volunteer organization type											
		Volunteer coordinator			Volunteer initiator								
		JB	SA	VSN	1500 Miles	AD	BV	DNT	Gen-V	HSG	JSC	MF	TF
One purpose messages													
Introducing other volunteer organization	Facebook	0	1	0	0	0	0	0	0	0	0	0	0
	Twitter	2	0		0	0			0			0	0
Cheering up those who needed/ asked for help	Facebook	0	0	0	0	0	0	0	0	0	0	1	0
	Twitter	0	0		0	0			0			0	0
Two purpose													
Admiring/blessing/thanking to the member and reporting the result of previous volunteer activities	Facebook	0	0	0	0	0	0	0	0	0	0	1	0
	Twitter	0	0		0	0			0			0	0
Presenting epigram/ suggestion about volunteer work and inviting members to participate in volunteer work	Facebook	0	2	0	0	0	0	0	0	0	0	0	0
	Twitter	0	0		0	0			0			0	0
Inviting members to participate in volunteer work and admiring/blessing/thanking to general people who do volunteer work	Facebook	0	0	0	0	0	0	0	0	0	0	1	0
	Twitter	0	0		0	0			0			1	0

**Table 5.73** Types of initiative messages by each volunteer organization (continued)

Types of messages	SNSs type	Volunteer organization type											
		Volunteer coordinator			Volunteer initiator								
		JB	SA	VSN	1500	AD	BV	DNT	Gen-V	HSG	JSC	MF	TF
Miles													
Two purpose													
Inviting members to participate in volunteer work and providing the way to do volunteer work/ make a donation	Facebook	0	0	0	0	0	0	1	0	0	0	0	0
	Twitter	0	0		0	0			0			0	0
Admiring/blessing/thanking to the member and inviting members to participate in volunteer work	Facebook	0	0	0	0	0	0	0	0	0	0	1	0
	Twitter	0	0		0	0			0			0	0
Admiring/blessing/thanking to the member and reporting the progress/movement of volunteer organization's volunteer work	Facebook	0	0	0	0	4	2	0	0	0	0	0	0
	Twitter	0	0		0	0			0			0	0
Previous experience/ useful hint or idea that related to volunteer work and admiring/blessing/thanking to general people who do volunteer work	Facebook	0	0	0	0	0	0	0	0	0	0	1	0
	Twitter	0	0		0	0			0			0	0

**Table 5.73** Types of initiative messages by each volunteer organization (continued)

Types of messages	SNSs type	Volunteer organization type											
		Volunteer coordinator			Volunteer initiator								
		JB	SA	VSN	1500	AD	BV	DNT	Gen-V	HSG	JSC	MF	TF
Miles													
Two purpose													
Admiring/blessing/thanking to general people who help volunteer organization's volunteer work and reporting the progress/movement of volunteer organization's volunteer work	Facebook	0	0	0	0	0	0	0	0	0	0	1	0
	Twitter	0	0		0	0		0				1	0
Previous experience/ useful hint or idea that related to volunteer work and admiring/blessing/thanking to general people who do volunteer work	Facebook	0	0	0	0	0	0	0	0	0	0	1	0
	Twitter	0	0		0	0		0				0	0
Blessing to people/animal that needing help and cheering up those who needed/ asked for help	Facebook	0	0	0	0	0	0	0	0	0	0	1	0
	Twitter	0	0		0	0		0				0	0
Inviting members to participate in volunteer work and cheering up those who needed/ asked for help	Facebook	0	0	0	0	0	0	0	0	0	0	1	0
	Twitter	0	0		0	0		0				0	0

**Table 5.73** Types of initiative messages by each volunteer organization (continued)

Types of messages	SNSs type	Volunteer organization type											
		Volunteer coordinator			Volunteer initiator								
		JB	SA	VSN	1500 Miles	AD	BV	DNT	Gen-V	HSG	JSC	MF	TF
Multipurpose													
Admiring/blessing/thanking to the member, inviting members to participate in volunteer work, reporting the progress/movement of volunteer organization's volunteer work , and admiring/blessing/thanking to other agencies that help volunteer organization's volunteer work	Facebook	0	0	0	0	0	0	2	0	0	0	0	0
	Twitter	0	0		0	0		0			0	0	0
Inviting members to participate in volunteer work, reporting the progress/movement of volunteer organization's volunteer work and offering the help for other volunteer organization	Facebook	0	0	0	0	0	0	0	0	1	0	1	0
	Twitter	0	0		0	0			0			0	0



**Table 5.73** Types of initiative messages by each volunteer organization (continued)

Types of messages	SNSs type	Volunteer organization type											
		Volunteer coordinator			Volunteer initiator								
		JB	SA	VSN	1500 Miles	AD	BV	DNT	Gen-V	HSG	JSC	MF	TF
Multipurpose													
Inviting members to participate in volunteer work, admiring/blessing/thanking to general people who help volunteer organization's volunteer work , and admiring/blessing/thanking to other agencies that help volunteer organization's volunteer work	Facebook	0	0	0	0	0	0	1	0	0	0	0	0
	Twitter	0	0		0	0		0			0	0	0
Admiring/blessing/thanking to the member, reporting the progress/movement of volunteer organization's volunteer work, and admiring/blessing/thanking to other agencies that help volunteer organization's volunteer work	Facebook	0	0	0	0	0	0	1	0	0	0	0	0
	Twitter	0	0		0	0		0			0	0	0

**Table 5.73** Types of initiative messages by each volunteer organization (continued)

Types of messages	SNSs type	Volunteer organization type											
		Volunteer coordinator			Volunteer initiator								
		JB	SA	VSN	1500 Miles	AD	BV	DNT	Gen-V	HSG	JSC	MF	TF
Multipurpose													
Admiring/blessing/thanking to profit oriented organization that help volunteer organization's volunteer work, admiring/blessing/thanking to the member, and admiring/blessing/thanking to general people who help volunteer organization's volunteer work	Facebook	0	0	0	0	0	0	0	0	0	0	1	0
	Twitter	0	0		0	0		0				0	0
Previous experience/ useful hint or idea that related to volunteer work , reporting the progress/movement of volunteer organization's volunteer work, and admiring/blessing/thanking to other agencies that help volunteer organization's volunteer work	Facebook	0	0	0	0	0	0	0	0	0	0	1	0
	Twitter	0	0		0	0		0				0	0

**Table 5.74** The elements of initiative messages by each volunteer organization

Elements of messages	SNSs type	Volunteer Organization type											
		Volunteer coordinator			Volunteer initiator								
		JB	SA	VSN	1500 Miles	AD	BV	DNT	Gen-V	HSG	JSC	MF	TF
Text	Facebook	0	1	0	0	0	1	0	0	2	0	2	0
	Twitter	1	0		0	0			0			3	0
Text and picture	Facebook	0	0	0	0	1	8	0	0	0	0	0	0
	Twitter	0	0		0	0			0			1	0
Text, video clip and link video clip	Facebook	1	2	1	0	0	0	0	0	0	0	0	0
	Twitter	0	0		0	0			0			0	0
Text and link	Facebook	0	0	0	0	0	0	0	0	0	0	5	32
	Twitter	3	0		14	7			3			15	74
Text, symbol and picture	Facebook	0	1	0	0	0	0	0	0	0	0	0	0
	Twitter	0	0		0	0			0			2	0
Text, picture and link	Facebook	21	42	40	0	4	20	14	8	2	5	85	43
	Twitter	0	0		0	0			0			0	0
Text, symbol, picture and link	Facebook	0	1	0	0	0	0	0	0	0	0	0	0
	Twitter	0	0		0	0			0			28	0
Link	Facebook	0	0	2	0	0	0	0	0	0	0	0	0
	Twitter	0	0		0	0			5			0	0

**Table 5.74** The elements of initiative messages by each volunteer organization (continued)

Elements of messages	SNSs type	Volunteer organization type											
		Volunteer coordinator			Volunteer initiator								
		JB	SA	VSN	1500 Miles	AD	BV	DNT	Gen-V	HSG	JSC	MF	TF
Text, picture and emoticon	Facebook	1	0	0	0	0	0	0	0	0	0	0	0
	Twitter	1	0		0	0			0			0	0
Text, picture, link and Pin to Top option	Facebook	0	0	0	0	0	0	2	0	0	0	0	0
	Twitter	0	0		0	0			0			0	0
Picture	Facebook	1	0	0	0	0	2	0	0	1	0	0	0
	Twitter	0	0		0	0			0			0	0
Text, picture, link and emoticon	Facebook	16	1	0	0	0	0	0	0	0	0	0	0
	Twitter	0	0		0	0			0			0	0
Text, emoticon and symbol	Facebook	1	0	0	0	0	0	0	0	0	0	0	0
	Twitter	0	0		0	0			0			0	0
Link and photo	Facebook	0	0	0	0	0	0	0	0	0	0	0	0
	Twitter	0	1		0	0			0			0	0
Text and emoticon	Facebook	0	0	0	0	0	0	0	0	0	0	0	0
	Twitter	3	0		0	0			0			0	0
Text, symbol and link	Facebook	0	0	0	0	0	0	0	0	0	0	0	0
	Twitter	34	0		0	0			0			0	13

\*Picture means all kinds of picture and link means URL, Tag, and Hashtag

Regarding to types of messages as shown in Table 5.73, this study found that all volunteer coordinators presented their initiative messages on Facebook and Twitter in the form of inviting members to participate in volunteer work. As the same way of four out of the nine volunteer initiators DNT, HSG, JSC, and MF posted most of their initiative messages on Facebook by inviting members to participate in volunteer work. On the other hand, Facebook of three out of the nine volunteer initiators, BV, Gen-V, and TF, as well as Twitter of three out of the five volunteer initiators, 1500Miles, AD, and TF offered their initiative messages by other topics that not related to volunteer work. Only one volunteer initiator, AD, was different. For AD's Facebook and AD's Twitter, the volunteer organization presented most their initiative messages in the form of reporting the result of previous volunteer activities. For AD's Facebook, it included initiative messages in the form of admiring/blessing/thank-you to the member.

In term of message elements of initiative messages by the volunteer organization as displayed in Table 5.74, all volunteer coordinators JB, SA, and VSN, as well as eight out of the nine volunteer initiators, AD, BV, DNT, Gen-V, HSG, JSC, MF, and TF, posted their initiative messages by text, picture and link. Whereas, one volunteer coordinator, JB, and four out of the five volunteer initiators, 1500Miles, AD, MF, and TF presented their initiative messages by text and link. Only one volunteer coordinator, SA, and one volunteer initiator, Gen-V, posted their initiative messages in different way. SA posted most SA messages by only text, while Gen-V presented most messages by only link.

#### **5.8.1.2 Responding messages by the volunteer organizations**

For 135 responding messages by the volunteer organizations on Facebook, this study found that most of them were related to volunteer work of the

volunteer organization with 72 messages or 53.33%. The second highest was the messages that responded to the member/ general people who asked for help from the volunteer organization and/or other members with 48 messages or 35.56%, followed by the messages that were related to volunteer work of other volunteer organizations with 11 messages, volunteer work of the volunteer organization that cooperated with other volunteer organizations with 2 messages, volunteer work of the volunteer organization that cooperated with profit oriented organization as well as others topics (not related to volunteer work) with 1 messages, representing 8.15%, 1.48%, and 0.74%, respectively. For Twitter, there was only one responding messages by the volunteer organizations that related to volunteer work of the volunteer organization as displayed in Table 5.75.

**Table 5.75** The responding messages by the volunteer organizations relating to volunteer work

Message related to volunteer work	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Volunteer work of the volunteer organization	72	53.33	1	100
The member/people asked for help from the volunteer organization and/ or other members	48	35.56	0	0
Volunteer work of other volunteer organizations	11	8.15	0	0
Volunteer work of the volunteer organization that cooperated with other volunteer organizations	2	1.48	0	0
Volunteer work of the volunteer organization that cooperated with profit oriented organization	1	0.74	0	0
Others (not related to volunteer work)	1	0.74	0	0
<b>Total</b>	<b>135</b>	<b>100</b>	<b>1</b>	<b>100</b>

**Table 5.76** Types of responding messages by the volunteer organizations

Types of messages	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
<b>One purpose message</b>				
Answering the member's question/providing information to the member	104	77.04	1	100
Admiring/blessing/thank-you to				
- the member	15	11.11	0	0
- general people who do volunteer work	1	0.74	0	0
- other agencies that help the volunteer organization's volunteer work	1	0.74	0	0
Inviting members to participate in volunteer work	6	4.44	0	0
Reporting the progress/movement of the volunteer organization's volunteer work	3	2.22	0	0
Presenting epigram/ suggestions to do volunteer work	1	0.74	0	0
<b>Two purpose messages</b>			0	0
Answering the member's question/provide information to the member and admiring/blessing/thank-you to the member	2	1.48	0	0
Admiring/blessing/thank-you to the member and reporting the progress/movement of the volunteer organization's volunteer work	1	0.74	0	0
Answering the member's question/provide information to the member and making an apology to the member	1	0.74	0	0
<b>Total</b>	<b>135</b>	<b>100</b>	<b>1</b>	<b>100</b>

In term of message types as shown in Table 5.76, top three of responding messages on Facebook by the volunteer organizations consisted of

answering the member's question/providing information to the member with 104 messages or 77.04 %, admiring/blessing/thank-you to the member with 15 messages or 11.11%, and inviting members to participate in volunteer work with 6 messages or 4.44%, respectively. While one responding messages by the volunteer organization on Twitter was answering the member's question/providing information to the member.

Regarding each element of responding messages by the volunteer organizations on Facebook, most messages consisted of text and link with 57 messages or 42.22%, followed by only text with 52 messages or 38.52%, text and emoticon as well as text, picture, and link with 10 messages or 7.41%, text, picture and link with 9 messages or 6.67%, text, emoticon and link with 3 messages or 2.22%, text and picture with 2 messages or 1.48%, only link as well as text, picture, link and emoticon with 1 message or 0.74%, respectively. Whereas one responding messages by the volunteer organizations on Twitter consisted of text and link as described in Table 5.77.

**Table 5.77** The elements of responding messages by the volunteer organizations

Elements of messages	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Text and link	57	42.22	1	100
Text	52	38.52	0	0
Text and emoticon	10	7.41	0	0
Text, picture and link	9	6.67	0	0
Text, emoticon and link	3	2.22	0	0
Text and picture	2	1.48	0	0
Link	1	0.74	0	0
Text, picture, link and emoticon	1	0.74	0	0
<b>Total</b>	<b>135</b>	<b>100</b>	<b>1</b>	<b>100</b>



**Table 5.78** The ways to present responding messages by the volunteer organization

Responding ways	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Post to Pages” Feature	83	61.48		
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature via the “Wall” Feature	25	18.52		
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Wall” Feature	23	17.04		
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature via other volunteer organizations/general people’s the “Wall” Feature that tag volunteer organization’s Facebook ID	2	1.48		
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via other volunteer organization/general people’s the “Wall” Feature that tag volunteer organization’s Facebook ID	1	0.74		
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the member’s the “Wall” Feature that tag volunteer organization’s Facebook ID	1	0.74		
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature that mention Twitter username automatically			1	<b>100</b>
<b>Total</b>	<b>135</b>	<b>100</b>	<b>1</b>	<b>100</b>

In addition, the volunteer organization posted most responding messages by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Posts to Page” Feature with 83 messages or 61. 61.48%. The second highest channel was typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature via the “Wall” Feature with 25 messages or 18.52%. The third highest channel was typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Wall” Feature with 23 messages or 17.04%, followed by Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature via other volunteer organizations/general people’s the “Wall” Feature that tag volunteer organization’s Facebook ID with 2 messages or 1.48%, typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via other volunteer organization/general people’s the “Wall” Feature that tag volunteer organization’s Facebook ID as well as typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the member’s the “Wall” Feature that tag volunteer organization’s Facebook ID with 1 message or 0.74%, respectively. While one volunteer organization posted a responding message on Twitter via typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature that mention Twitter username automatically as shown in Table 5.78. These ways to present responding messages by the volunteer organization support two-way communication between the volunteer organizations and their members as well as the outside Internet users. In addition, “Tag” Feature supports volunteering community SNSs to bring information from outside to volunteering community SNSs as well as expand information from volunteering community SNSs to outside.

Moreover, only 86 responding messages by the volunteer organizations on Facebook or 63.70% were responding again, while 49 messages or 36.30% were not responding from anyone as shown in Table 5.79. Most messages were responding by clicking the “Like” button with 49 messages or 36.30%, followed by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” with 16 messages or 11.85%, typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” and clicking the “Like” button with 14 messages or 10.37% typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”, clicking the “Share” and the “Like” button with 5 messages or 3.70%, and clicking the “Share” and the “Like” button with 2 messages or 1.48%, respectively. While, there was no responding again for responding messages by the volunteer organizations on Twitter.

Most of these messages were responding again by the member with 81 messages or 60.00%, followed by both the volunteer organization and the member with 3 messages or 2.22%, the volunteer organization as well as the volunteer organization and other volunteer organizations with 1 message or 0.74% as displayed in Table 5.80.

**Table 5.79** The ways to respond the volunteer organization’s responding messages

<b>Responding ways</b>	<b>Frequency</b>	<b>Percent (%)</b>
Responding by		
- Clicking the “Like” button	49	36.30
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”	16	11.85
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” and clicking the “Like” button	14	10.37
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”, and clicking the “Share” and the “Like” button	5	3.70
- Clicking the “Share” and the “Like” button	2	1.48
No responding	49	36.30
<b>Total</b>	<b>135</b>	<b>100.00</b>

**Table 5.80** People responding to the volunteer organization's responding messages

<b>Responding</b>	<b>Frequency</b>	<b>Percent (%)</b>
Responding again by		
- The member	81	60.00
- Both the volunteer organization and the member	3	2.22
- The volunteer organization	1	0.74
- The volunteer organization and other volunteer organizations	1	0.74
None	49	36.30
<b>Total</b>	<b>135</b>	<b>100.00</b>

The findings in Table 5.79 and Table 5.80 revealed that responding messages could be respond again. This characteristic of SNSs supports loop of two-way communication (two-way symmetrical communication) and leads to multi-way communication.

**Table 5.81** Types of responding messages by each volunteer organization

<b>Types of messages</b>	<b>SNSs type</b>	<b>Volunteer organization type</b>					
		<b>Volunteer coordinator</b>		<b>Volunteer initiator</b>			
		<b>JB</b>	<b>VSN</b>	<b>DNT</b>	<b>HSG</b>	<b>JSC</b>	<b>MF</b>
One purpose message							
Admiring/blessing/thanking							
- the member	Facebook	0	0	2	3	0	10
	Twitter	0					0
- general people who help volunteer organization's volunteer work	Facebook	0	0	0	0	0	1
	Twitter	0					0
- other agencies that help volunteer organization's volunteer work	Facebook	0	0	0	0	0	1
	Twitter	0					0
Answering the member's question/providing info to the member	Facebook	6	2	2	1	1	89
	Twitter	0					1
Providing information about volunteer works	Facebook	0	1	1	0	0	2
	Twitter	0					0

**Table 5.81** Types of responding messages by each volunteer organization (continued)

Types of messages	SNSs type	Volunteer organization type					
		Volunteer coordinator		Volunteer initiator			
		JB	VSN	DNT	HSG	JSC	MF
One purpose message							
Epigram/ suggestion about volunteer work	Facebook	0	0	1	0	0	0
	Twitter	0					0
Reporting the progress/movement of volunteer organization's volunteer work	Facebook	0	0	3	0	0	0
	Twitter	0					0
Inviting members to participated in volunteer work	Facebook	6	0	0	0	0	0
	Twitter	0					0
Two purpose messages							
Admiring/blessing/ thanking the member and answering the member's question	Facebook	0	0	0	0	0	1
	Twitter	0					0
Admiring/blessing/ thanking the member and Reporting the progress of volunteer organization's volunteer work	Facebook	0	0	0	0	0	1
	Twitter	0					0
Answering the member's question and making apology to the member	Facebook	0	0	0	0	0	1
	Twitter	0					1
Inviting members to participate in volunteer work and providing the way to do volunteer work/ make a donation	Facebook	0	0	1	0	0	0
	Twitter	0					0

When considered each volunteer organization, this study found that there were six volunteer organizations (two out of the three volunteer coordinators, JB, and VSN, as well as four out of the nine volunteer initiators, DNT, HSG, JSC, and MF) that responded to the members' messages on Facebook, while there was only one volunteer initiator, MF, that responded to the members' messages

on Twitter. As described in Table 5.81, most responding messages on Facebook by two coordinators, JB, and VSN, as well as two out of the nine volunteer initiators, JSC, and MF, were answering the member's question and/ or providing information to the member. One responding messages by MF on Twitter was the same type as these volunteer organizations. Whereas, most responding messages by DNT on Facebook were reporting the progress/movement of the volunteer organization's volunteer work. For HSG's Facebook, most responding messages by HSG were admiring/blessing/thanking-you to the members. For Facebook, two coordinators, JB, and VSN posted most these messages by text and emotion as shown in Table 5.82. Two out of the nine volunteer initiators, JSC, and MF, presented these messages by text and link. The rest two volunteer initiators were different. HSG mostly responded HSG's members by text only. While DNT responded to the members in various ways. For Twitter, MF responded MF's members by text and link.

**Table 5.82** The elements of responding messages by each volunteer organization

Elements of messages	SNSs type	Volunteer Organization type					
		Volunteer coordinator		Volunteer initiator			
		JB	VSN	DNT	HSG	JSC	MF
Text	Facebook	0	0	2	4	0	46
	Twitter	0					0
Text and picture	Facebook	0	0	0	0	0	2
	Twitter	0					0
Text and emoticon	Facebook	6	2	1	0	0	1
	Twitter	0					0
Text and link	Facebook	0	0	2	0	1	54
	Twitter	0					1
Text, picture and link	Facebook	5	0	2	0	0	3
	Twitter	0					0

**Table 5.82** The elements of responding messages by each volunteer organization  
(continued)

Elements of messages	SNSs type	Volunteer Organization type					
		Volunteer coordinator		Volunteer initiator			
		JB	VSN	DNT	HSG	JSC	MF
Link	Facebook	0	0	0	0	0	1
	Twitter	0					0
Text, emoticon and link	Facebook	0	1	2	0	0	0
	Twitter	0					0
Text, picture, emoticon and link	Facebook	1	0	0	0	0	0
	Twitter	0					0

This study also found that the volunteer organizations posted messages to respond their members in many ways as displayed in Table 5.83. For Facebook, most volunteer organizations responded to their members through their the “Wall”. One out of the three volunteer coordinators, JB, and two out of the nine volunteer initiators, DNT, and JSC, typed text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Wall” to posed their responding messages. One volunteer coordinator, VSN, and one volunteer initiator, HSG, mostly used the “Reply” Feature to type text and/ or picture and/ or symbol and/ or emoticon and/ or link for presenting their responding messages. Only one volunteer initiator, MF, mostly responded the members via “Post to Page” Feature. For Twitter, only one volunteer initiator, MF, responded to the member’s message by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature that mention Twitter username automatically

**Table 5.83** The ways to present responding messages by each volunteer organization

Responding ways	SNSs type	Volunteer Organization type					
		Volunteer coordinator		Volunteer initiator			
		JB	VSN	DNT	HSG	JSC	MF
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Wall” Feature	Facebook	8	1	6	1	1	6
	Twitter						
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature via the “Wall” Feature	Facebook	4	2	3	3	0	13
	Twitter						
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Post to Page” Feature	Facebook	0	0	0	0	0	83
	Twitter						
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via other volunteer organization/general people’s the “Wall” Feature that tag volunteer organization’s Facebook ID	Facebook	0	0	0	0	0	1
	Twitter						
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature via other volunteer organizations/general people’s the “Wall” Feature that tag volunteer organization’s Facebook ID	Facebook	0	0	0	0	0	2
	Twitter						



**Table 5.83** The ways to present responding messages by each volunteer organization  
(continued)

Responding ways	SNSs type	Volunteer Organization type					
		Volunteer coordinator		Volunteer initiator			
		JB	VSN	DNT	HSG	JSC	MF
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the member’s the “Wall” Feature that tag volunteer organization’s Facebook ID	Facebook	0	0	0	0	0	1
	Twitter						
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature that mention Twitter username automatically	Facebook						
	Twitter	0	0	0	0	0	1

### 5.8.2 Messages by the members

Table 5.84 expressed that 4695 messages on Facebook from the members could be divided into four groups as shown in 4094 messages or 87.20% were post responder to the volunteer organization, 430 messages or 9.16% were post responder to the member/general people/other volunteer organizations, 166 messages or 3.54% were post generator, and 5 messages or 0.11% were post responder to both the volunteer organization and the member/general people/other volunteer organizations. While, there was only one initiative message from the members on Twitter.

**Table 5.84** Role of post of the members

Role of post	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Post responder to the volunteer organization	4094	87.2	0	0
Post responder to member/general people/other volunteer organizations	430	9.16	0	0
Post generator	166	3.54	1	100
Post responder to both the volunteer organization and member/general people/other volunteer organizations'	5	0.11	0	0
member/general people/other volunteer organizations				
<b>Total</b>	<b>4695</b>	<b>100</b>	<b>1</b>	<b>100</b>

**Table 5.85** The ways to present initiative messages by the members

Posting ways	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Post via the "Post to Pages" Feature	157	94.58		
Post text and/ or picture and/ or symbol and/ or emoticon and/ or link in the "Comment Box" via the "Post to Pages" Feature	7	4.22		
Post via other volunteer organizations/general people's the "Wall" Feature that tag volunteer organization's Facebook ID	1	0.6		
Post via the member's the "Wall" Feature that tag volunteer organization's Facebook ID	1	0.6		
Post via "Tweet" Feature			1	100
<b>Total</b>	<b>166</b>	<b>100</b>	<b>1</b>	<b>100</b>

### 5.8.2.1 Initiative messages by the members

As shown in Table 5.85, 166 initiative messages from the members were presented through four channels. Most messages were posted via the “Post to Pages” Feature with 157 messages or 94.58%, followed by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Post to Pages” Feature with 7 messages or 4.22%, and posting via other volunteer organizations/general people’s the “Wall” Feature that tag volunteer organization’s Facebook ID as well as posting via the member’s the “Wall” Feature that tag volunteer organization’s Facebook ID with 1 messages or 0.60%. While, one initiative message by the members on Twitter was posted via “Tweet” Feature.

In regard to communication model, most initiative messages by the members on Facebook were two-way symmetrical communication with 104 messages or 62.65%, followed by two-way asymmetrical communication with 44 messages or 26.51%, and 18 messages or 10.84% were one-way symmetrical communication. While one initiative messages by the members on Twitter was two-way symmetrical communication as described in Table 5.86.

**Table 5.86** Model communication of initiative messages by the members

Model communication	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Two-way symmetrical communication	104	62.65	1	100
Two-way asymmetrical communication	44	26.51	0	0
One-way symmetrical communication	18	10.84	0	0
<b>Total</b>	<b>166</b>	<b>100</b>	<b>1</b>	<b>100</b>

In term of originative source, the member originated messages on Facebook by themselves with 142 messages or 85.54%, followed by identifying the name and the link of the source with 14 messages or 8.43%, no referring the source with 4 messages or 2.41%, identifying the name of the source as well as identifying the link of the source with 3 messages or 1.81%, respectively. Whereas one initiative messages by the member on Twitter was originated by its self as displayed in Table 5.87. This finding expressed that the members could create the messages by themselves and could bring information from outside to volunteering community SNSs.

**Table 5.87** The originative source of initiative posts by the members

Source of a message	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
The member originated its self	142	85.54	1	100
The members posted information by identifying the name and the link of the source	14	8.43	0	0
The members posted information by no identifying the source	4	2.41	0	0
The members posted information by identifying the name of the source	3	1.81	0	0
The members posted information by identifying the link of the source	3	1.81	0	0
<b>Total</b>	<b>166</b>	<b>100</b>	<b>1</b>	<b>100</b>

**Table 5.88** The overview of initiative messages by the members related or not related to volunteer work

Message related/not related to volunteer work	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Related to volunteer work	147	88.55	1	100
Not related to volunteer work	19	11.45	0	0
<b>Total</b>	<b>166</b>	<b>100</b>	<b>1</b>	<b>100</b>

In regard to messages relating to volunteer work, most initiative posts by the members on Facebook and Twitter were volunteer work of the volunteer organization as shown in Table 5.88

**Table 5.89** Message related to volunteer work of initiative messages by the members

Message related to volunteer work	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
The member/general people asked for help from the volunteer organization and/ or other members	67	45.58	0	0
Volunteer work of the volunteer organization	55	37.41	1	100
Volunteer work of other volunteer organization	10	6.80	0	0
The member invite other members to do volunteer work together	8	5.44	0	0
Volunteer work that did by someone	5	3.40	0	0
Volunteer work of education institution	1	0.68	0	0
Volunteer work of temple/monk	1	0.68	0	0
<b>Total</b>	<b>147</b>	<b>100.00</b>	<b>1</b>	<b>100</b>

For messages relating to volunteer work, most messages on Facebook were the member/general people asked for help from the volunteer organization and/ or other members with 67 messages followed by volunteer work of the volunteer organization with 55 messages, volunteer work of the other volunteer organizations with 10 messages, the member invite other member to do volunteer work together with 8 messages, volunteer work that did by someone with 5 messages, and volunteer work of education institution as well as volunteer work of temple/monk with 1 message, representing 45.58%, 37.41%, 6.80%, 5.44%, 3.40%, and 0.68%,

respectively. For Twitter, one initiative messages by the member was related to volunteer work of the volunteer organization as shown in Table 5.89.

**Table 5.90** Types of initiative messages by the members

Types of messages	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
One purpose message				
Inviting members to participate in volunteer work	29	17.47	0	0
Other topics	19	11.45	0	0
Helping other people asking help from the volunteer organization	17	10.24	0	0
Asking help from the volunteer organization	11	6.63	0	0
Asking questions/requesting information/opinions from the volunteer organization	7	4.22	1	100
Admiring/blessing/thank-you to the volunteer organization	5	3.01	0	0
Previous experience/miscellany that related to volunteer work	3	1.81	0	0
Informing to donation	3	1.81	0	0
Asking questions or requesting info or opinions from member	2	1.2	0	0
Reporting the progress/movement of the volunteer organization's volunteer work	1	0.6	0	0
Introducing other volunteer organizations	1	0.6	0	0
Moral support for the volunteer organization/the member/general people who do volunteer	1	0.6	0	0
Informing/sharing news/information to the member's friend	1	0.6	0	0
Answering question/providing information to the volunteer organization	1	0.6	0	0

**Table 5.90** Types of initiative messages by the members (continued)

Types of messages	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
One purpose message				
Sharing the member's opinion	1	0.6	0	0
Providing more information	1	0.6	0	0
Providing information to volunteer organization	1	0.6	0	0
Complain the volunteer organization's services	1	0.6	0	0
Two purpose messages				
Inviting other members to participate in volunteer work and asking help from the volunteer organization	31	18.67	0	0
Asking questions/requesting information/opinions from the volunteer organization and offering to donation things/money	20	12.05	0	0
Answering the member's question/provide information to the member and answering question/provide information to the volunteer organization	4	2.41	0	0
Asking questions/requesting information/opinions from the volunteer organization and acceptance/offering to be the volunteer	2	1.2	0	0
Sharing the member's opinion and admiring/blessing/thank-you to the volunteer organization	1	0.6	0	0
Reporting the progress/movement of volunteer organization's volunteer work and admiring/blessing/thank-you to the volunteer organization	1	0.6	0	0
Sharing the member's opinion and admiring/blessing/thank-you to the volunteer organization	1	0.6	0	0

**Table 5.90** Types of initiative messages by the members (continued)

Types of messages	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Two purpose messages				
Inviting other members to participate in volunteer work and informing to donation	1	0.6	0	0
<b>Total</b>	<b>135</b>	<b>100</b>	<b>1</b>	<b>100</b>

Regarding to message types as displayed in Table 5.90, most initiative messages from the member on Facebook were inviting members to participate in volunteer work and asking help from the volunteer organization with 31 messages or 18.67 %. The second highest was inviting members to participate in volunteer work with 29 messages or 17.47 %. The third highest was asking questions/requesting information/opinions from the volunteer organization and offering to donation things/money with 20 messages or 12.05 %, followed by others with 19 messages or 11.45 %, helping other people asking help from the volunteer organization with 17 messages or 10.24 %, asking help from the volunteer organization with 11 messages or 6.63 %, asking questions/requesting information/opinions from the volunteer organization with 7 messages or 4.22 %, admiring/blessing/thanking-you to the volunteer organization with 5 messages or 3.01 %, answering the member's question/provide information to the member and answering question/provide information to the volunteer organization with 4 messages or 2.41 %, previous experience/miscellany that related to volunteer work as well as inform to donation with 3 messages or 1.81 %, asking questions or requesting info or opinions from member as well as asking questions/requesting information/opinions from the volunteer organization and acceptance/offering to be



the volunteer with 2 messages or 1.20 %, reporting the progress/movement of the volunteer organization's volunteer work, introducing other volunteer organization, moral support for the volunteer organization/the member/general people who do volunteer, informing/sharing News/information to the member's friend, answering question/providing information to the volunteer organization, sharing the member's opinion, providing more information, sharing the member's opinion and admiring/blessing/thank-you to the volunteer organization, providing information to volunteer organization, introducing other volunteer organizations, reporting the progress/movement of volunteer organization's volunteer work and admiring/blessing/thank-you to the volunteer organization, complaining the volunteer organization's services, and inviting members to participate in volunteer work and inform to donation with 1 messages or 0.60 %. While one initiative messages by the member on Twitter was asking questions/requesting information/opinions from the volunteer organization.

In term of elements of initiative messages by the member as shown in Table 5.91, this study found that most messages on Facebook consisted of only text with 70 messages or 42.17%. The second highest messages consisted of text and picture with 45 messages or 27.11%. The third highest messages consisted of text, picture, and link with 27 messages or 16.27%, followed by picture, with 8 messages or 4.82%, text and link with 7 messages or 4.22%, text, video clip, and link video clip with 4 message or 2.41%, text and emoticon with 2 message or 1.20%, and only link, text, picture, and emoticon as well as text, picture link, and emoticon with 1 message or 0.60%, respectively. While only one initiative messages by the member on Twitter consisted of text and link.

**Table 5.91** The elements of initiative messages by the members

Elements of messages	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Text	70	42.17	0	0
Text and picture	45	27.11	0	0
Text, picture and link	27	16.27	0	0
Picture	8	4.82	0	0
Text and link	7	4.22	1	100
Text, video clip and link video clip	4	2.41	0	0
Text and emoticon	2	1.2	0	0
Link	1	0.6	0	0
Text, picture and emoticon	1	0.6	0	0
Text, picture, link and emoticon	1	0.6	0	0
<b>Total</b>	<b>166</b>	<b>100</b>	<b>1</b>	<b>100</b>

For responding, most initiative messages by the member on Facebook were not responded from anyone with 49 messages or 29.52%. 39 messages or 23.49% were responding by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” and clicking the “Like” button, 30 messages or 18.07% were responding by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”, clicking the “Share” and the “Like” button, 23 messages or 13.86% were responding by clicking the “Like” button, 21 messages or 12.65% were responding by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” 2 messages or 1.20% were responding by clicking the “Share” and the “Like” button, and 2 messages or 1.20% were responding by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” and clicking the “Share” button, respectively as described in Table 5.92. For Twitter, initiative messages by the member were responded

by typing text and/ or picture and/or symbol and/ or emoticon and/ or link via “Reply” Feature that mention Twitter username automatically.

**Table 5.92** The ways of responding to initiative messages by the members

Responding ways	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Responding by				
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” and clicking the “Like” button	39	23.49		
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”, clicking the “Share” and the “Like” button	30	18.07		
- Clicking the “Like” button	23	13.86		
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”	21	12.65		
- Clicking the “Share” and the “Like” button	2	1.20		
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” and clicking the “Share” button	2	1.20		
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link via “Reply” Feature that mention Twitter username automatically			1	100
No responding	49	29.52		
<b>Total</b>	<b>166</b>	<b>100</b>	<b>1</b>	<b>100</b>

Moreover, this study found that most initiative messages from the member were responding by both the volunteer organization and the member with 67 messages or 40.36%, followed by no responding from others with 67 messages or 40.36%, responding by the member with 30 messages or 18.07%, and responding by

the volunteer organization with 20 messages or 12.05%, respectively. Whereas, one initiative messages by the member on Twitter was responded by the volunteer organization as display in Table 5.93.

**Table 5.93** People responding to initiative messages by the members

Responding	Facebook		Twitter	
	Frequency	Percent (%)	Frequency	Percent (%)
Responding by				
- Both the volunteer organization and the other members	67	40.36	0	0
- The member	30	18.07	0	0
- The volunteer organization	20	12.05	1	100
None	49	29.52	0	0
<b>Total</b>	<b>166</b>	<b>100.00</b>	<b>1</b>	<b>100</b>

The findings in Table 5.92 and Table 5.93 expressed that these responding Features on Facebook and Twitter lead to multi-way communication between the volunteer organizations and their members as well as among the members.

#### 5.8.2.2 Responding messages by the members

For 4094 messages that the member responded to the volunteer organization as displayed in Table 5.94 it was found that most messages were presented by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Wall” Feature with 4002 messages or 97.75%, followed by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Post to Pages” Feature with 65 messages or 1.59%, typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature via the “Wall” Feature with 25 messages or 0.61%, typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature via other volunteer organization/general people’s the “Wall” Feature that tag the volunteer

organization's Facebook ID as well as typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the "Reply" Feature via the "Post to Pages" Feature with 1 messages or 0.02%, respectively. These Features in Table 5.94 also supports two-way communication between the members and the volunteer organizations

**Table 5.94** The ways to present responding messages by the member to the volunteer organization

<b>Responding ways</b>	<b>Frequency</b>	<b>Percent (%)</b>
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the "Comment Box" via the "Wall" Feature	4002	97.75
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the "Comment Box" via the "Post to Pages" Feature	65	1.59
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the "Reply" Feature via the "Wall" Feature	25	0.61
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the "Reply" Feature via other volunteer organization/general people's the "Wall" Feature that tag the volunteer organization's Facebook ID	1	0.02
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the "Reply" Feature via the "Post to Pages" Feature	1	0.02
<b>Total</b>	<b>4094</b>	<b>100.00</b>

Moreover, this study also found that most responding messages to the volunteer organization from the member were volunteer work of the volunteer organization with 2435 messages or 59.48%. The second highest was related to volunteer work of the other volunteer organizations with 880 messages or 21.49%. The third highest related to volunteer work of the volunteer organization cooperated with other volunteer organizations with 264 messages or 6.45%, followed by the messages that were related to the story of volunteer organization's a volunteer with

200 or 4.89%, messages that were not related to volunteer work with 105 messages or 2.56%, Volunteer work that did by someone with 91 messages or 2.22%, volunteer work of education institution with 45 messages or 1.10%, the member/people asked for help from the volunteer organization with 34 messages or 0.83%, the member/people asked for help from the volunteer organization and other members with 27 messages or 0.66%, the member/people asked for help from other member with 10 messages or 0.24%, volunteer work of social enterprise 1 messages or 0.02%, the member invite other members to do volunteer together 1 messages or 0.02%, and volunteer work of the volunteer organization cooperated with profit oriented organization with 1 messages or 0.02%, respectively as displayed in Table 5.95.

**Table 5.95** Message related to volunteer work of responding messages by the member to the volunteer organization

Message related to volunteer work	Facebook	
	Frequency	Percent (%)
Volunteer work of the volunteer organization	2435	59.48
Volunteer work of other volunteer organization	880	21.49
Volunteer work of the volunteer organization cooperated with other volunteer organizations	264	6.45
Story of volunteer organization's a volunteer	200	4.89
Others (not related to volunteer work)	105	2.56
Volunteer work that did by someone	91	2.22
The member/people asked for help from the volunteer organization and/ or other members	71	1.73
Volunteer work of education institution	45	1.1
Volunteer work of social enterprise	1	0.02
The member invite other members to do volunteer together	1	0.02
Volunteer work of the volunteer organization cooperated with profit oriented organization	1	0.02
<b>Total</b>	<b>4094</b>	<b>100</b>

In term of message types, this study found that the members posted responding messages to the volunteer organization in 135 formats. Top ten formats expressed in Table 5.96.

**Table 5.96** Types of responding messages by the members

Types of messages	Frequency	Percent (%)
Sharing the member's opinion	653	15.95
Moral support the volunteer organization/ the member/general people who do volunteer and asking help people	558	13.63
Inviting members to participate in volunteer work	377	9.21
Asking questions/requesting information/opinions from the volunteer organization	217	5.30
Moral support for asking/needing help people	213	5.20
Admiring/blessing/thank-you to the volunteer organization	178	4.35
Blessing to people/animal that needing help	178	4.35
Answering question/providing information to the volunteer organization	163	3.98
Asking questions/requesting information/opinions from the volunteer organization and offering to donation things/money	127	3.10
Informing/sharing News/information to the member's friend	108	2.64

Most messages were sharing the member's opinion with 653 messages or 15.95%. The second highest type was moral support the volunteer organization/ the member/general people who do volunteer and asking help people with 558 messages or 13.63%. The third highest type inviting members to participate in volunteer work with 377 messages or 9.21%, followed by asking questions/requesting information/opinions from the volunteer organization with 217 messages, moral support for asking/needing help people with 213 messages, admiring/blessing/thank-you to the volunteer organization with 178 messages,

blessing to people/animal that needing help with 178 messages, answering question/providing information to the volunteer organization with 217 messages, asking questions/requesting information/opinions from the volunteer organization and offering to donation things/money with 217 messages, informing/sharing News/information to the member's friend with 217 messages, representing 5.30%, 5.20%, 4.35%, 4.35%, 3.98%, 3.10% and 2.64%, respectively

In regard to elements of these responding messages as shown in Table 5.97, this study found that most the member's responding messages to the volunteer organization consisted of only text with 3346 messages or 81.73%. The second highest messages consisted of text and link with 286 messages or 6.99%. The third highest messages consisted of text and emoticon with 170 messages or 4.15%, followed by only link with 110 messages or 4.26%, picture with 54 messages or 1.32%, text and picture with 32 messages or 0.78%, text, emoticon and link with 27 messages or 0.66%, text and symbol with 22 messages or 0.54%, only symbol with 15 messages or 0.37%, emoticon with 9 messages or 0.22%, text, picture and link with 5 messages or 0.12%, link and emoticon with 3 messages or 0.07%, link, emoticon and symbol with 3 messages or 0.07%, text, video clip and link video clip with 2 messages or 0.05%, link and picture with 2 messages or 0.05%, text, symbol and link with 2 messages or 0.05%, text, picture and emoticon with 1 messages or 0.02%, text, emoticon, symbol and link with 1 messages or 0.02%, text, emoticon, symbol and picture with 1 messages or 0.02%, link, emoticon, and symbol with 1 messages or 0.02%, link and symbol with 1 messages or 0.02%, video clip and link video clip with 1 messages or 0.02%, respectively.



**Table 5.97** The elements of responding messages by the members

Elements of messages	Frequency	Percent (%)
Text	3346	81.73
Text and link	286	6.99
Text and emoticon	170	4.15
Link	110	2.69
Picture	54	1.32
Text and picture	32	0.78
Text, emoticon and link	27	0.66
Text and symbol	22	0.54
Symbol	15	0.37
Emoticon	9	0.22
Text, picture and link	5	0.12
Link, and emoticon	3	0.07
Text, emoticon and symbol	3	0.07
Text, video clip and link video clip	2	0.05
Link and picture	2	0.05
Text, symbol and link	2	0.05
Text, picture and emoticon	1	0.02
Text, emoticon, symbol and link	1	0.02
Text, emoticon, symbol and picture	1	0.02
Link, emoticon and symbol	1	0.02
Link and symbol	1	0.02
Video clip and link video clip	1	0.02
<b>Total</b>	<b>4094</b>	<b>100.00</b>

In addition, 2559 messages (62.51%) of these responding messages were not responded from anyone. 1535 messages (37.49%) were responded in four formats. 1294 messages (31.61%) were responded by clicking the “Like” button, 150 messages (3.66%) were responded by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” and clicking the “Like” button, 89 messages (2.17%) were responded by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”, and 2 messages (0.05%) were responded by typing text and/ or picture and/ or symbol and/ or emoticon and/ or

link in the “Comment Box”, clicking the “Share” and the “Like” button as displayed in Table 5.98.

**Table 5.98** The ways to respond the member’s responding messages

<b>Responding ways</b>	<b>Frequency</b>	<b>Percent (%)</b>
Responding by		
- Clicking the “Like” button	1294	31.61
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” and clicking the “Like” button	150	3.66
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”	89	2.17
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”, clicking the “Share” and the “Like” button	2	0.05
No responding	2559	62.51
<b>Total</b>	<b>4094</b>	<b>100.00</b>

From 1535 messages that were responded again, this study found that most messages were responding by the other members with 1368 messages or 33.41%, followed by both the volunteer organization and the member with 113 messages or 2.76%, the volunteer organization with 48 messages or 1.17%, and other volunteer organizations with 2 messages or 0.05%, respectively as expressed in Table 5.99.

**Table 5.99** People responding to responding messages by the members

<b>Responding</b>	<b>Frequency</b>	<b>Percent (%)</b>
The other members	1368	33.41
Both the volunteer organization and the member	113	2.76
The volunteer organization	48	1.17
Other volunteer organizations	2	0.05
<b>Total</b>	<b>1535</b>	<b>100.00</b>

The findings in Table 5.98 and Table 5.99 revealed that responding messages could be respond again. This characteristic of SNSs supports loop of two-way communication (two-way symmetrical communication) and leads to multi-way

communication on volunteering community SNSs among all parties (the volunteer organization, other volunteer organizations, and the members)

For 430 messages that the member responded to other members, this study found that the member posted most responding messages by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature via the “Wall” Feature with 287 messages or 66.74%, followed by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Wall” Feature with 117 messages or 27.21%, and typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Post to Pages” Feature with 26 messages or 6.05%, respectively as shown in Table 5.100. These ways expressed two-way communication on volunteering community SNSs among the members.

**Table 5.100** The ways to present responding messages by the members to other members

<b>Responding ways</b>	<b>Frequency</b>	<b>Percent (%)</b>
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Reply” Feature via the “Wall” Feature	287	66.74
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Wall” Feature	117	27.21
Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” via the “Post to Pages” Feature	26	6.05
<b>Total</b>	<b>430</b>	<b>100.00</b>

In regard to message relating to volunteer work, this study found that most the member’s responding messages to other members were related to volunteer work of other volunteer organization with 179 messages or 41.63%. The second highest relating was volunteer work of the volunteer organization with 147

messages or 34.19%. The third highest relating was volunteer work that did by someone with 43 messages or 10.00%, followed by volunteer work of volunteer organization cooperated with other volunteer organization with 21 messages or 4.88%, the member/people asked for help from the volunteer organization and other members with 16 messages or 3.72%, not related to volunteer work with 14 messages or 3.26%, volunteer work of education institution with 8 messages or 1.86%, and the member/people asked for help from other member with 2 messages or 0.47%, respectively as shown in Table 5.101.

**Table 5.101** Message related to volunteer work of responding messages by the members to other members

<b>Message related to volunteer work</b>	<b>Frequency</b>	<b>Percent (%)</b>
Volunteer work of other volunteer organization	179	41.63
Volunteer work of the volunteer organization	147	34.19
Volunteer work that did by someone	43	10.00
Volunteer work of volunteer organization cooperated with other volunteer organization	21	4.88
The member/people asked for help from the volunteer organization and other members	16	3.72
Others (not related to volunteer work)	14	3.26
Volunteer work of education institution	8	1.86
The member/people asked for help from other member	2	0.47
<b>Total</b>	<b>430</b>	<b>100.00</b>

In regard to message types, this study found that the members posted responding messages to other members in 34 formats. Top ten formats shown in Table 5.102. Most type of these messages was sharing the member's opinion with 159 messages or 36.98%. The second highest type was answering the member's question/providing info to the member with 53 messages or 12.33%. The third highest

type was asking questions or requesting info or opinions from the member with 37 messages or 8.60%, followed by acceptance/offering to be the volunteer with 36 messages or 8.37%, helping the volunteer organization to answer question from the member's friend with 28 messages or 6.51%, admiring/blessing/thank-you to the member with 26 messages or 6.05%, inviting members to participate in volunteer work with 22 messages or 5.12%, clicking the interesting in volunteer activity with 14 messages or 3.26%, providing more information with 10 messages or 2.33%, and acceptance the answer with 5 messages or 1.16%, respectively.

**Table 5.102** Message type of the responding messages by member to other members

Types of messages	Frequency	Percent (%)
Sharing the member's opinion	159	36.98
Answering the member's question/providing info to the member	53	12.33
Asking questions or requesting info or opinions from the member	37	8.60
Acceptance/offering to be the volunteer	36	8.37
Helping the volunteer organization to answer question from the member's friend	28	6.51
Admiring/blessing/thank-you to the member	26	6.05
Inviting members to participate in volunteer work	22	5.12
Clicking the interesting in volunteer activity	14	3.26
Providing more information	10	2.33
Acceptance the answer	5	1.16

In term of elements of these responding messages as described in Table 5.103, this study found that most the member's responding messages to other members consisted of only text with 344 messages or 80.00%. The second highest messages consisted of text and link with 34 messages or 7.91%. The third highest messages consisted of text and emoticon with 25 messages or 5.81%, followed by text and picture with 5 messages or 1.16%, text, picture and link with 4 messages or

0.93%, text, emoticon and link with 4 messages or 0.93%, picture with 3 messages or 0.70%, text and symbol with 3 messages or 0.70%, only link with 2 messages or 0.47%, text, picture and emoticon with 2 messages or 0.47%, emoticon with 2 messages or 0.47%, text, video clip and link video clip with 1 messages or 0.23%, and link and emoticon with 1 messages or 0.23%, respectively.

**Table 5.103** The elements of the responding messages by member to other members

Elements of messages	Frequency	Percent (%)
Text	344	80.00
Text and link	34	7.91
Text and emoticon	25	5.81
Text and picture	5	1.16
Text, picture and link	4	0.93
Text, emoticon and link	4	0.93
Picture	3	0.70
Text and symbol	3	0.70
Link	2	0.47
Text, picture and emoticon	2	0.47
Emoticon	2	0.47
Text, video clip and link video clip	1	0.23
Link and emoticon	1	0.23
<b>Total</b>	<b>430</b>	<b>100.00</b>

**Table 5.104** The ways to respond the members' responding messages to other members

Responding ways	Frequency	Percent (%)
Responding by		
- Clicking the "Like" button	161	37.44
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the "Comment Box"	84	19.53
- Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the "Comment Box" and clicking the "Like" button	67	15.58
No responding	118	27.44
<b>Total</b>	<b>430</b>	<b>100.00</b>

Moreover, 118 messages (27.44%) of these responding messages were not responded from anyone. 312 messages (72.56%) were responded in three formats. Most messages were responded by clicking the “Like” button with 161 messages or 37.44%, followed by typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” with 84 messages or 19.53%, and typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box” and clicking the “Like” button with 67 messages or 15.58% respectively as displayed in Table 5.104.

This study also found that most responding messages by the member were responded again by the members with 293 messages or 68.14%, followed by both the volunteer organization and the member with 15 messages or 3.49%, and the volunteer organization with 4 messages or .93%, respectively as described in Table 5.105.

**Table 5.105** People responding to the members’ responding messages to other members

<b>Responding</b>	<b>Frequency</b>	<b>Percent (%)</b>
Responding by		
- the member	293	68.14
- both the volunteer organization and the member	15	3.49
- the volunteer organization	4	0.93
No responding	118	27.44
<b>Total</b>	<b>430</b>	<b>100.00</b>

The findings in Table 5.104 and Table 5.105 revealed that responding messages could be respond again. This characteristic of SNSs supports loop of two-way communication (two-way symmetrical communication) and leads to multi-way communication on volunteering community SNSs among all parties.

## 5.9 Conclusion

Online participatory communication on volunteering community SNSs consisted of two main participants; volunteer organizations and their volunteering community SNSs members. Most members participated in reading messages and/ or clicking the “Like” or the “Favorite” button only on volunteering community SNSs. The largest group of Facebook members (both volunteer coordinators and volunteer initiators’ members) participated in reading messages and/ or clicking the “Like” button only. On the other hand, the majority of Twitter members (both volunteer coordinator and volunteer initiator) participated in retweeting volunteer organization’s information to external networking. In term of personal characteristic variables that effect on the online participation, it consisted of the members’ educational background, status on volunteering community SNSs, duration of volunteering community SNSs membership, frequency of volunteering community SNSs usage, and experience as a volunteer.

In addition, most of members thought that all elements of online participatory communication (organizational capacity, accessibility to SNSs, equity of participation, reflection, personality of member, key facilitation skills of SNSs administrator, SNSs characteristic, online external linkages, networking, relevant to the problems, message attribute, information exchanging, trustworthiness, and social cohesion) highly affected their participation on Facebook and Twitter. Both volunteer coordinators’ members and volunteer initiators’ members also expressed their opinions that personality of member had the most effect on their online participation on Facebook and Twitter.



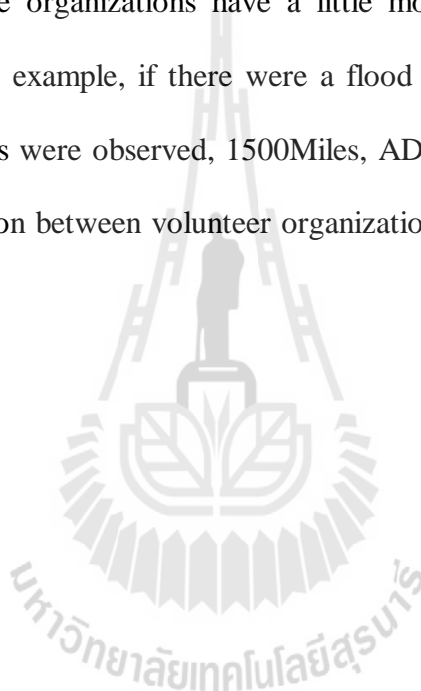
All volunteer organizations employed strategy of using the picture as a supporting message for presenting information on volunteering community SNSs. They also utilized SNSs to facilitate online participatory communication by supporting horizontal communication in the form of question and answer between volunteer organizations and members as well as among members, facilitating for sharing successful action; facilitating for sharing idea to create and improve volunteer work; and facilitating for member participation in identification of the preferred volunteer organization management. Moreover online members of volunteer organizations also answer the questions instead of the volunteer organizations and provide as well as exchange information about volunteer work to other members.

However, the majority of initiative posts by volunteer organizations on Facebook and Twitter were one-way symmetrical communication. Whereas the largest group of initiative posts by members on Facebook and Twitter were two-way symmetrical communication.

For the effects of online participatory communication on volunteering community SNSs, volunteer organizations thought that the growth of using volunteering community SNSs of volunteer organizations affected Thai society in the form of direct and indirect benefits. While, two thirds of volunteering community SNSs members thought that their online participations on Facebook and Twitter could solve social problems. Most of them thought that their participations could solve social problems in a short-term relief (less than 4 months).

The overview of all messages of this study expressed that communication on volunteering community SNSs was a multi-way communication, that both internal and external volunteering community SNSs could post initiative messages and

discussions of all issues that they were interested in. Moreover, volunteer organizations and the members can bring information from external sources to present on volunteering community SNSs and spread the internal story on volunteering community SNSs to outside, However, timing of this study was limitations. This study collected messages on volunteering community SNSs only one month. Some volunteer organizations employ volunteering community SNSs for crisis situation. For normal situation, these organizations have a little movement on their volunteering community SNSs. For example, if there were a flood disaster in the period that the volunteer organizations were observed, 1500Miles, AD, Gen-V, and TF may extreme two-way communication between volunteer organizations and the members as well as among the members.



# CHAPTER 6

## CONCLUSION, DISCUSSION AND SUGGESTIONS

### FOR FURTHER RESEAECH

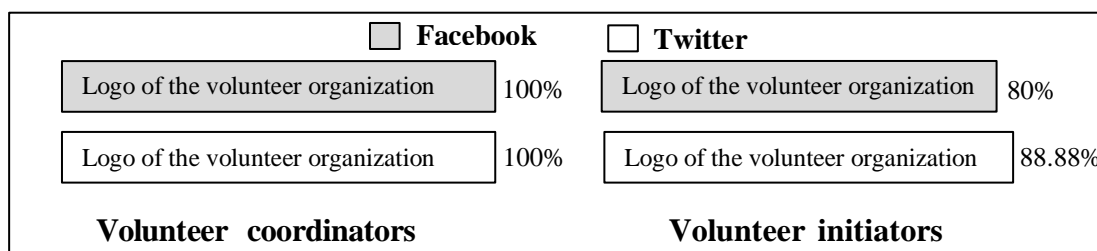
This chapter consists out of four parts: (1) conclusion, (2) discussion, (3) suggestions for further research, and (4) limitations of the study. The details are as follows:

#### 6.1 Conclusion

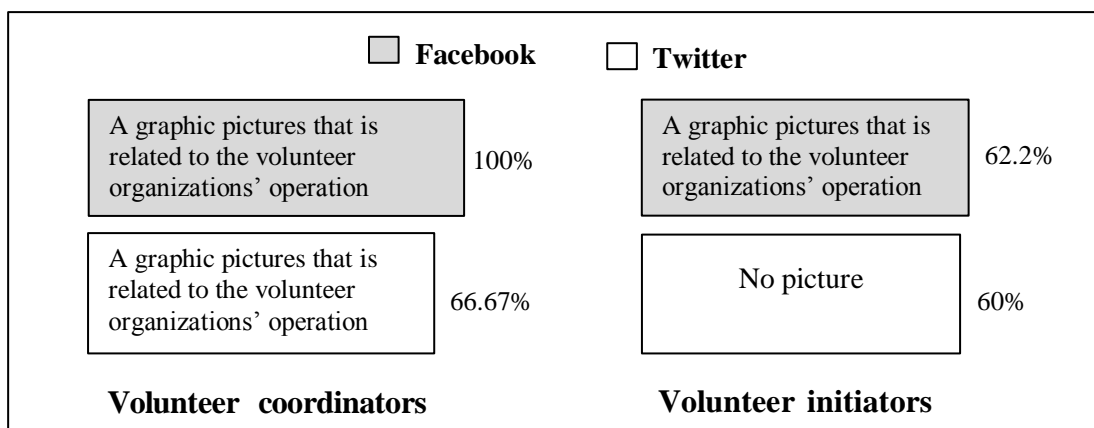
A part of the conclusion was done by answering the research questions as described below.

##### 6.1.1 Characteristics of volunteering community SNSs in Thailand

For the characteristics of volunteering community SNSs in the form of profile picture, volunteer organizations presented the profile pictures of their SNSs in three ways: (1) using the logo of the volunteer organization, (2) employing the name of the volunteer organization, and (3) utilizing the founder's photo of the volunteer organization. All volunteer coordinators and most volunteer initiators presented their Facebook profile picture and Twitter profile picture by their logos as shown in Figure 6.1



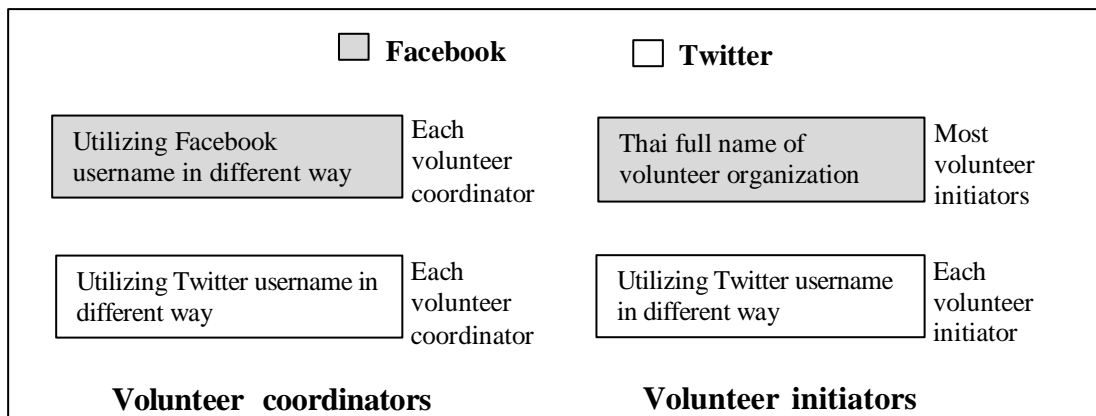
**Figure 6.1** Using the logo of the volunteer organization as the profile picture



**Figure 6.2** Cover photo of most volunteer coordinators and most volunteer initiators

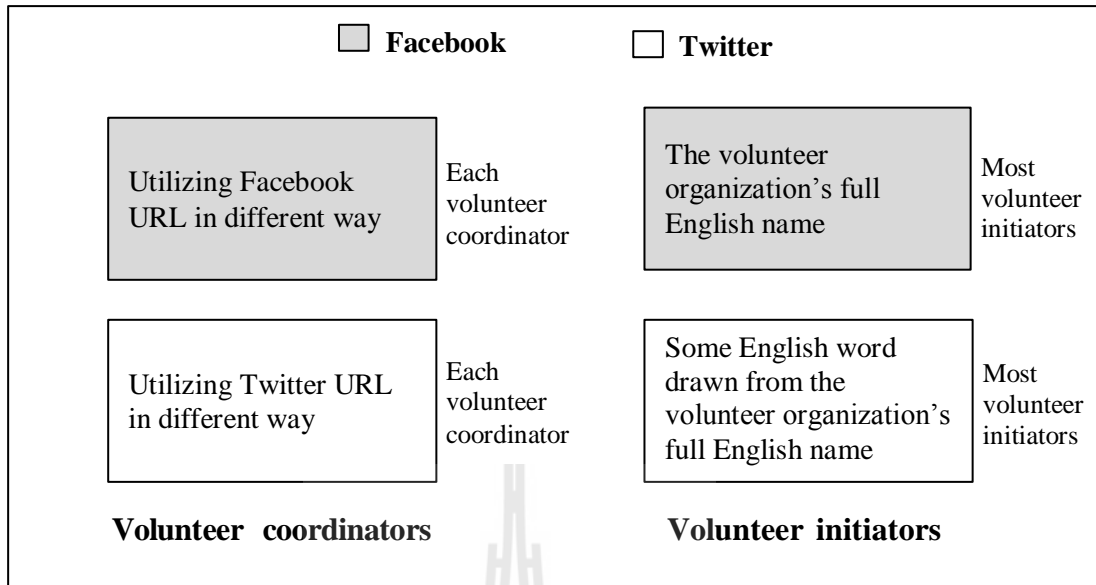
In terms of cover photo, volunteer organizations used their cover photos in five ways: (1) utilizing a graphic picture that is related to the volunteer organizations' operation, (2) using no pictures (3) employing the photo that is related to the volunteer organizations' operation, (4) utilizing a staff photo of the volunteer organization, and (5) using the logo of the volunteer organization as the cover photo. For Facebook, all volunteer coordinators and most volunteer initiators used a graphic picture that is related to the volunteer organizations' operation. For Twitter, most volunteer coordinators presented their cover photos by a graphic picture that is related to the volunteer organizations' operation, while most volunteer initiators employed no pictures as their Twitter cover photo as displayed in Figure 6.2.

These findings imply that most volunteer organizations want to represent their organizations' brand identity via volunteering community SNSs profile picture in the form of their logos as well as to clarify their volunteer works through their volunteering community SNSs cover photo in the form of graphic pictures that are related to the volunteer organizations' operation.



**Figure 6.3** Facebook's username and Twitter's username of volunteer coordinators and volunteer initiators

Regarding the characteristics in the form of username and URL, the volunteer organizations employed the same three ways: (1) the volunteer organization's full English name, (2) the volunteer organization's full English name that was transcribed from the full Thai name, and (3) some English word that was drawn from the volunteer organization's full English name that was transcribed from the full Thai name. However, the volunteer organizations also utilized username in three ways: (1) the volunteer organization's full Thai name, (2) some English word drawn from the volunteer organization's full English name, and (3) the English name of the founder. All volunteer coordinators employed their username in different ways, while each volunteer initiator utilized username either the same way or in a different way. The full Thai name of the volunteer organization was employed by most volunteer organizations for their Facebook, whereas Twitter usernames were different according to their own organizations' aim as described in Figure 6.3.



**Figure 6.4** Facebook's URL and Twitter's URL setting of volunteer coordinators and volunteer initiators

Volunteer organizations also used their URL in four ways: (1) some English word drawn from the volunteer organization's full English name (2) an abbreviation of the volunteer organization's full English name, (3) an abbreviation of the volunteer organization's full English name with the year of foundation, and (4) an English word that was transcribed from the Thai word. URL was differently employed by each volunteer organization. As shown in Figure 6.4, each volunteer coordinator set Facebook's URL and Twitter's URL in different way. While, most volunteer initiators used the volunteer organization's full English name as their Facebook URL and utilized some English word drawn from the volunteer organization's full English name as their Twitter URL.

These findings imply that using Thai or English language that was transcribed from the Thai language, both on Facebook and Twitter, was exclusive for Thai Internet users.

**Table 6.1** Dialogic communication characteristic on volunteering community SNSs

<b>Dialogic communication characteristic</b>	<b>Degree of presentation of overview</b>	<b>Degree of presentation on Facebook's overview</b>	<b>Degree of presentation on the volunteer coordinators' Facebook</b>	<b>Degree of presentation on the volunteer initiators' Facebook</b>	<b>Degree of presentation on Twitter's overview</b>	<b>Degree of presentation on the volunteer coordinators' Twitter</b>	<b>Degree of presentation on the volunteer initiators' Twitter</b>
Ease of interface	Neutral	Neutral	Neutral	Low			
Usefulness of information	Low	Low	Low	Low	Low	Low	None
Conservation of members	Low	Low	Neutral	Low	Low	Low	Low
Generation of return members	Low	Low	Low	Low	Low	Low	Low
Dialogic loop	None	Low	None	Low	None	None	None

In addition, all volunteer organizations' dialogic communication characteristics were presented at a low level on their volunteering community SNSs. As described in Table 6.1, three dialogic principles: usefulness of information, conservation of members, and generation of return members, appeared low on volunteering community SNSs. While the ease of interface principle was a neutral occurrence and dialogic loop was not presented on volunteering community SNSs. When the Facebook's overview was considered, it was found that most principles were presented on Facebook to the same degree as presenting on volunteering community SNSs' overview. The only dialogic loop was different, as it was incorporated at a low level on Facebook. In addition, the overview of the volunteer coordinators' Facebook presented ease of interface and conservation of member

principles in neutral degrees, usefulness of information and generation of return members in a low degree, but did not present dialogic loop. While, all dialogic principles had a low occurrence on the overview of the volunteer initiators' Facebook.

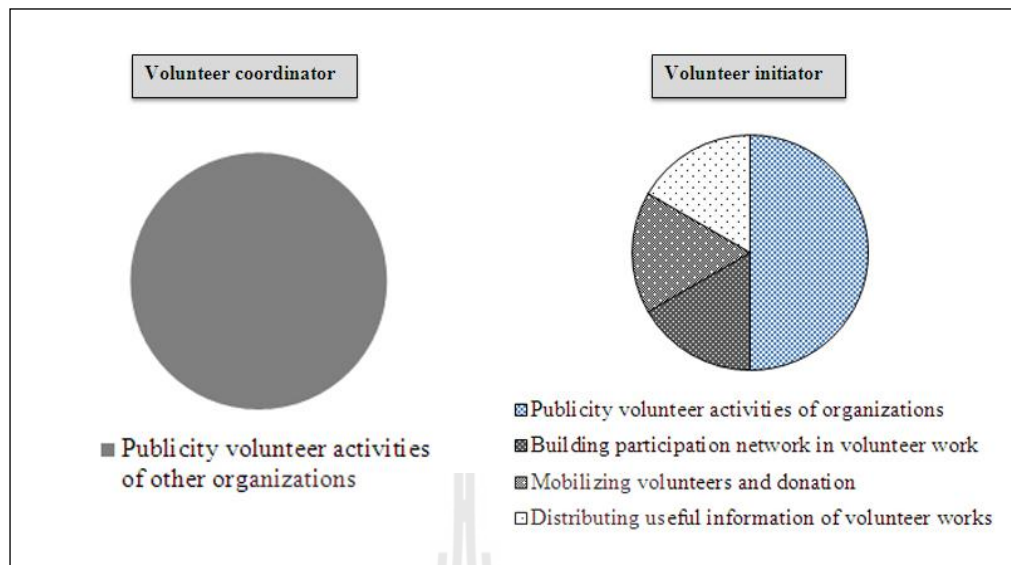
Whereas the overview of Twitter and the overview of the volunteer coordinators' Twitter expressed that all dialogic principles were incorporated to the same degree. They presented usefulness of information, conservation of members, and generation of return members in a low degree, whereas dialogic loop principle did not appear. Moreover, conservation of members, generation of return members, and dialogic loop principles were presented on the overview of the volunteer initiators' Twitter in the same degree as the overview of the volunteer coordinators' Twitter, except for the usefulness of information principle. This principle did not appear on the volunteer initiators' Twitter. These findings imply that most volunteer organizations did not focus on employing this feature on volunteering community SNSs to create dialogic communication.

However, the majority of volunteer organizations had the top highest average score on the measure of ease of interface principle, occurring neutrally on Facebook, while having a low appearance on Twitter. The conservation of members was the top highest average score on Twitter for most of the volunteer organizations.

### **6.1.2 Usage of volunteering community SNSs in Thailand by volunteer organizations**

Most volunteer organizations utilize volunteering community SNSs for publicizing volunteer activities as displayed in Figure 6.5.

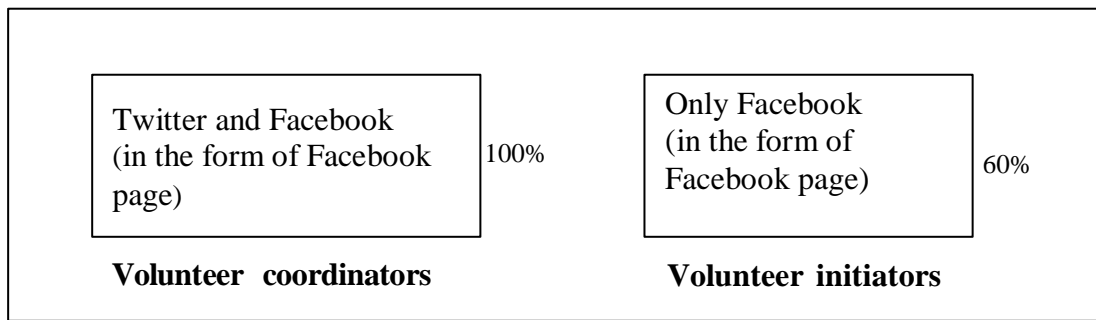




**Figure 6.5** The purposes of volunteer organizations for using volunteering community SNSs

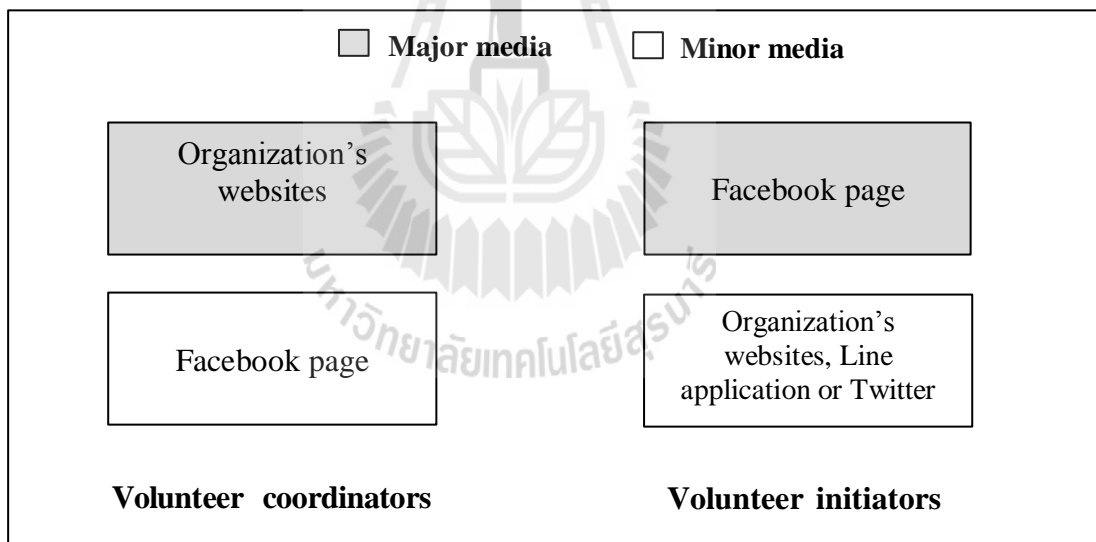
Volunteer coordinators focused on publicizing volunteer activities of other organizations. On the other hand, volunteer initiators employed volunteering community SNSs aimed at (1) publicizing volunteer activities of their organizations, (2) distributing useful information of volunteer works, (3) building a participation network in volunteer work, and (4) mobilizing volunteers and donations.

Both volunteer coordinators and volunteer initiators utilized volunteering community SNSs because of (1) reaching more target group/expansion of target group, (2) rapid distribution of information to public, (3) limitations of volunteer organizations' websites and traditional media, (4) popularity of the use of SNSs, (5) suggestions from other volunteer organizations, and (6) low cost of the use of SNSs.



**Figure 6.6** Facebook and Twitter usage by volunteer coordinators and volunteer initiators

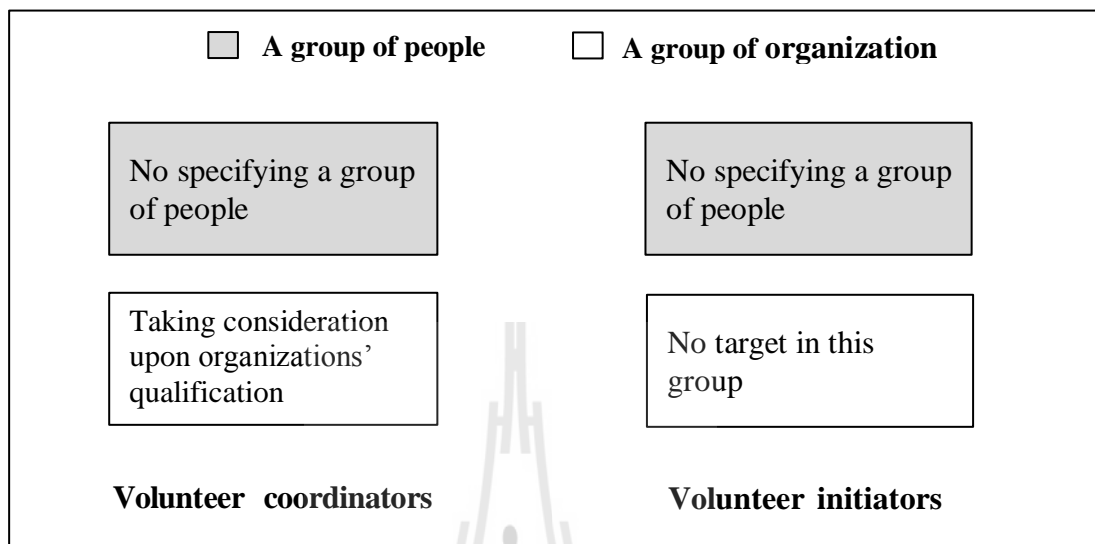
All volunteer coordinators employed both Twitter and Facebook in the form of Facebook page. While most volunteer initiators utilized only Facebook in the form of Facebook page as shown in Figure 6.6.



**Figure 6.7** Major and minor media of volunteer coordinators and volunteer initiators

Moreover, all volunteer coordinator used their own website as a major media and employed Facebook page as minor media. Whereas, most volunteer

initiators used Facebook page as a major media and utilized volunteer organization's websites, Line application or Twitter as minor media as displayed in Figure 6.7.

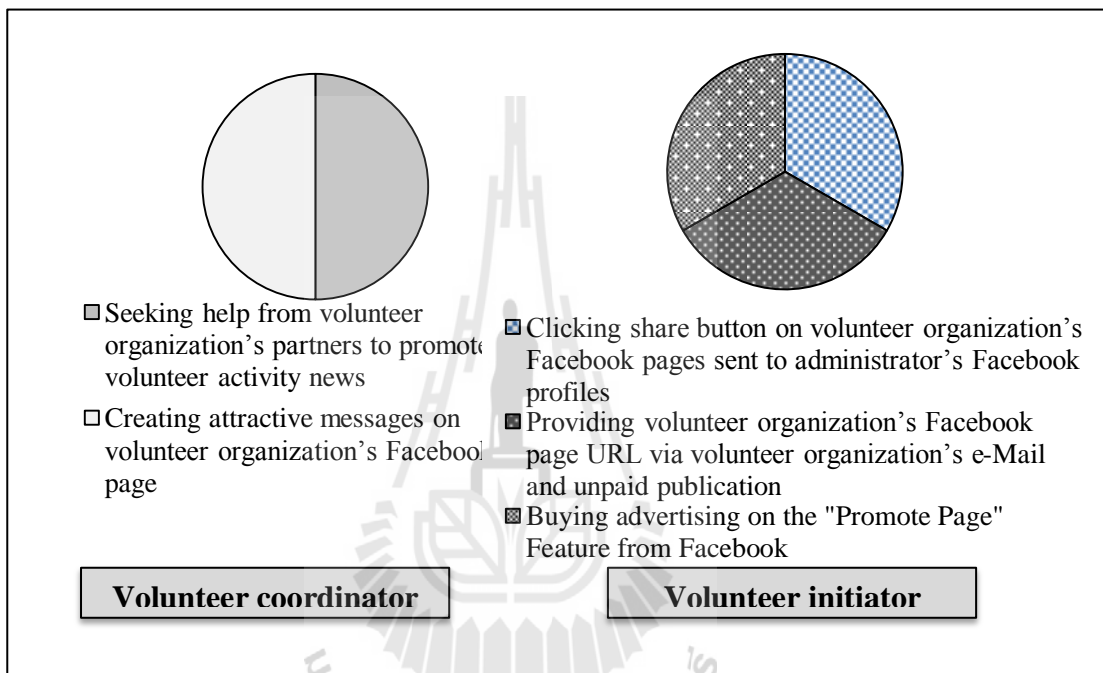


**Figure 6.8** Determining target group by volunteer coordinators and volunteer initiators

Most volunteer coordinators and volunteer initiators did not specify their target group. However, the characteristic activity of each volunteer organization determined their target people. They indicated that the public became a member of volunteering community SNSs by (1) attractive ways initiated from the volunteer organizations, (2) self-interests of each member, and (3) suggestions from other members. For volunteer coordinators, they had two target groups. They did not specify a group of people, but they considered the organization's qualifications in the form of a new organization as shown in Figure 6.8.

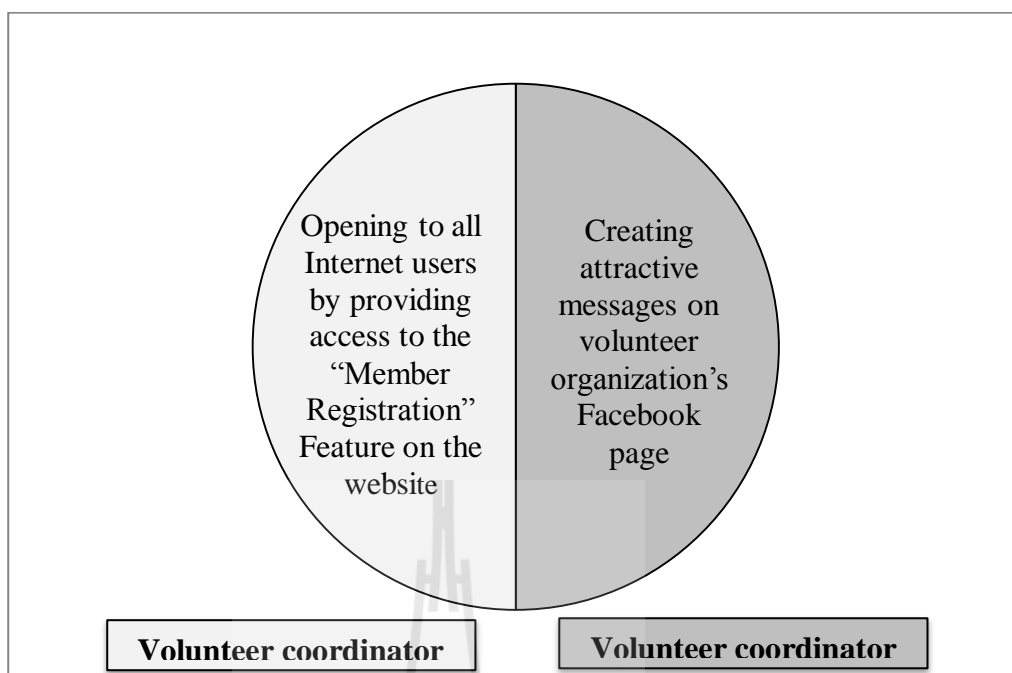
As described in Figure 6.9, volunteer coordinators attracted the Internet users to become their members by seeking help from volunteer organization's partners to promote volunteer activity news and creating attractive messages on volunteer organization's Facebook page. While, volunteer initiators utilized three

ways for encouraging the Internet users to become their members that consisted of clicking share button on volunteer organization's Facebook pages sent to administrator's Facebook profiles, providing volunteer organization's Facebook page URL via volunteer organization's e-Mail and unpaid publication, and buying advertising on the "Promote Page" Feature from Facebook.



**Figure 6.9** The ways to encourage public to be members of volunteer coordinators and volunteer initiators

In addition, volunteer coordinators built membership database of people who interested in their activities by opening to all Internet users by providing access to the "Member Registration" Feature on the website. Whereas, volunteer initiators set up contact database by inviting people who joined in on offline activities to fill in an application form as displayed in Figure 6.10.



**Figure 6.10** The ways to build membership database of volunteer coordinators and volunteer initiators

Both volunteer coordinators and volunteer initiators also maintained their members by (1) following members' profiles, and (2) admiring members for their achievements. Furthermore, most of them evaluated volunteering community SNSs' usage by counting the number of online participants and offline volunteers.

### **6.1.3 Online participation of members on volunteering community SNSs in Thailand**

The overview of online participation of members on volunteering community SNSs as displayed in Table 6.2 expressed that most members participated in reading messages and/or clicking the "Like" or the "Favorite" button only, followed by sharing or retweeting volunteer organization's information to external networking, participating in various forms of volunteer works such as doing volunteer

work, mobilizing donations of money or things, coordinating and inviting other people to join volunteer activities. When the Facebook's overview, volunteer coordinators' Facebook, and volunteer initiators' Facebook were considered, it was found that the top three of members' participation in Facebook's overview, volunteer coordinators' Facebook, and volunteer initiators' Facebook to the same participation type on volunteering community SNSs' overview. While, most members participated in Twitter's overview and volunteer coordinators' Twitter by sharing or retweeting volunteer organization's information to external networks, followed by reading messages and/or clicking the "Like" or the "Favorite" button only, and participating in various forms of volunteer works such as doing volunteer work, mobilizing donations of money or things, coordinating and inviting other people to join volunteer activities, respectively. When the volunteer initiators' Twitter, it was found that the top two of members' participation in volunteer initiators' Twitter to the same participation type on Twitter's overview and volunteer coordinators' Twitter. However, the third participation type was different. The third of member participation in volunteer initiators' Twitter was posting messages to provide useful information or express ideas for the volunteer organization's operations.

**Table 6.2** Online participation of members on volunteering community SNSs in Thailand

Online participation of member	Degree of member participation of overview	Degree of member participation in Facebook's overview	Degree of member participation in volunteer coordinators' Facebook	Degree of member participation in volunteer initiators' Facebook	Degree of member participation in Twitter's overview	Degree of member participation in volunteer coordinators' Twitter	Degree of member participation in volunteer initiators' Twitter
Originating volunteer activities and mobilizing help by self	<b>5<sup>th</sup></b> Rarely (Mean = 2.23)	<b>6<sup>th</sup></b> Rarely (Mean = 2.18)	<b>6<sup>th</sup></b> Rarely (Mean = 2.08)	<b>6<sup>th</sup></b> Rarely (Mean = 2.37)	<b>6<sup>th</sup></b> Rarely (Mean = 2.34)	<b>6<sup>th</sup></b> Rarely (Mean = 2.23)	<b>6<sup>th</sup></b> Sometimes (Mean = 2.52)
Involved in the decision making process related to the policy of the volunteer organization's operations	<b>6<sup>th</sup></b> Rarely (Mean = 2.15)	<b>7<sup>th</sup></b> Rarely (Mean = 2.11)	<b>7<sup>th</sup></b> Rarely (Mean = 2.05)	<b>8<sup>th</sup></b> Rarely (Mean = 2.26)	<b>7<sup>th</sup></b> Rarely (Mean = 2.24)	<b>7<sup>th</sup></b> Rarely (Mean = 2.07)	<b>7<sup>th</sup></b> Rarely (Mean = 2.43)
Posting messages to provide useful information or express ideas for the volunteer organization's operations	<b>4<sup>th</sup></b> Sometimes (Mean = 2.59)	<b>5<sup>th</sup></b> Sometimes (Mean = 2.57)	<b>5<sup>th</sup></b> Sometimes (Mean = 2.58)	<b>5<sup>th</sup></b> Rarely (Mean = 2.62)	<b>4<sup>th</sup></b> Sometimes (Mean = 2.62)	<b>4<sup>th</sup></b> Sometimes (Mean = 2.45)	<b>3<sup>rd</sup></b> Sometimes (Mean = 2.78)
Posting messages to request information from the volunteer organization	<b>7<sup>th</sup></b> Rarely (Mean = 2.10)	<b>8<sup>th</sup></b> Rarely (Mean = 2.08)	<b>8<sup>th</sup></b> Rarely (Mean = 2.00)	<b>7<sup>th</sup></b> Rarely (Mean = 2.31)	<b>8<sup>th</sup></b> Rarely (Mean = 2.16)	<b>8<sup>th</sup></b> Rarely (Mean = 2.02)	<b>8<sup>th</sup></b> Rarely (Mean = 2.33)

\* Online participation of members in this table was ranking by mean of each online participation type

**Table 6.2** Online participation of members on volunteering community SNSs in Thailand (continued)

Online participation of member	Degree of member participation of overview	Degree of member participation in Facebook's overview	Degree of member participation in volunteer coordinators' Facebook	Degree of member participation in volunteer initiators' Facebook	Degree of member participation in Twitter's overview	Degree of member participation in volunteer coordinators' Twitter	Degree of member participation in volunteer initiators' Twitter
Participating in various forms of volunteer works such as doing volunteer work, mobilizing donations of money or things, coordinating and inviting other people to join volunteer activities	3 <sup>rd</sup> Sometimes (Mean = 2.67)	3 <sup>rd</sup> Sometimes (Mean = 2.68)	3 <sup>rd</sup> Sometimes (Mean = 2.68)	3 <sup>rd</sup> Sometimes (Mean = 2.80)	3 <sup>rd</sup> Sometimes (Mean = 2.63)	3 <sup>rd</sup> Sometimes (Mean = 2.64)	5 <sup>th</sup> Sometimes (Mean = 2.69)
Posting messages in response to volunteer organization's questions or requests for information about volunteer activities	4 <sup>th</sup> Sometimes (Mean = 2.59)	4 <sup>th</sup> Sometimes (Mean = 2.60)	4 <sup>th</sup> Sometimes (Mean = 2.60)	4 <sup>th</sup> Rarely (Mean = 2.69)	5 <sup>th</sup> Sometimes (Mean = 2.57)	5 <sup>th</sup> Sometimes (Mean = 2.43)	4 <sup>th</sup> Sometimes (Mean = 2.76)

\* Online participation of members in this table was ranking by mean of each online participation type



**Table 6.2** Online participation of member on volunteering community SNSs in Thailand (continued)

Online participation of member	Degree of member participation of overview	Degree of member participation in Facebook's overview	Degree of member participation in volunteer coordinators' Facebook	Degree of member participation in volunteer initiators' Facebook	Degree of member participation in Twitter's overview	Degree of member participation in volunteer coordinators' Twitter	Degree of member participation in volunteer initiators' Twitter
Sharing or retweeting volunteer organization's information to external networks	<b>2<sup>nd</sup></b> Sometimes (Mean = 3.12)	<b>2<sup>nd</sup></b> Sometimes (Mean = 3.10)	<b>2<sup>nd</sup></b> Sometimes (Mean = 3.09)	<b>2<sup>nd</sup></b> Sometimes (Mean = 3.30)	<b>1<sup>st</sup></b> Sometimes (Mean = 3.17)	<b>1<sup>st</sup></b> Sometimes (Mean = 3.33)	<b>1<sup>st</sup></b> Sometimes (Mean = 3.10)
Posting messages to request information from the volunteer organization	<b>7<sup>th</sup></b> Rarely (Mean = 2.10)	<b>8<sup>th</sup></b> Rarely (Mean = 2.08)	<b>8<sup>th</sup></b> Rarely (Mean = 2.00)	<b>7<sup>th</sup></b> Rarely (Mean = 2.31)	<b>8<sup>th</sup></b> Rarely (Mean = 2.16)	<b>8<sup>th</sup></b> Rarely (Mean = 2.02)	<b>8<sup>th</sup></b> Rarely (Mean = 2.33)
Reading messages and/or clicking the "Like" or the "Favorite" button only	<b>1<sup>st</sup></b> Sometimes (Mean = 3.39)	<b>1<sup>st</sup></b> Often (Mean = 3.57)	<b>1<sup>st</sup></b> Sometimes (Mean = 3.48)	<b>1<sup>st</sup></b> Sometimes (Mean = 3.67)	<b>2<sup>nd</sup></b> Sometimes (Mean = 2.99)	<b>2<sup>nd</sup></b> Often (Mean = 3.11)	<b>2<sup>nd</sup></b> Sometimes (Mean = 2.99)

\* Online participation of members in this table was ranking by mean of each online participation type

#### 6.1.4 Elements of online participatory communication affecting online participation of members on volunteering community SNSs in Thailand

For elements of online participatory communication affecting the online participation of members on volunteering community SNSs, it was found that the

overview of all elements of online participatory communication affecting the online participation of members on volunteering community SNSs was high as shown in Table 6.3. Personality of the member had the most effect on online participation on volunteering community SNSs, followed by SNSs characteristics and online external linkages, respectively.

**Table 6.3** Elements of online participatory communication affecting online participation of member on volunteering community SNSs

Elements of online participatory communication	Degree of affecting for overview	Degree of affecting for Facebook's overview	Degree of affecting for volunteer coordinators' Facebook	Degree of affecting for volunteer initiators' Facebook	Degree of affecting for Twitter's overview	Degree of affecting for volunteer coordinators' Twitter	Degree of affecting for volunteer initiators' Twitter
Organizational capacity	11 <sup>th</sup> High (Mean = 3.72)	10 <sup>th</sup> High (Mean = 3.74)	13 <sup>th</sup> High (Mean = 3.62)	13 <sup>th</sup> High (Mean = 3.68)	13 <sup>th</sup> High (Mean = 3.69)	11 <sup>th</sup> High (Mean = 3.74)	11 <sup>th</sup> High (Mean = 3.57)
Accessibility to SNSs	6 <sup>th</sup> High (Mean = 3.83)	7 <sup>th</sup> High (Mean = 3.83)	7 <sup>th</sup> High (Mean = 3.74)	7 <sup>th</sup> High (Mean = 3.88)	5 <sup>th</sup> High (Mean = 3.83)	4 <sup>th</sup> High (Mean = 3.92)	5 <sup>th</sup> High (Mean = 3.75)
Equity of participation	5 <sup>th</sup> High (Mean = 3.85)	5 <sup>th</sup> High (Mean = 3.85)	6 <sup>th</sup> High (Mean = 3.78)	6 <sup>th</sup> High (Mean = 3.90)	3 <sup>rd</sup> High (Mean = 3.87)	3 <sup>rd</sup> High (Mean = 3.95)	3 <sup>rd</sup> High (Mean = 3.78)
Reflection	8 <sup>th</sup> High (Mean = 3.81)	9 <sup>th</sup> High (Mean = 3.78)	10 <sup>th</sup> High (Mean = 3.69)	4 <sup>th</sup> High (Mean = 3.98)	2 <sup>nd</sup> High (Mean = 3.88)	5 <sup>th</sup> High (Mean = 3.89)	2 <sup>nd</sup> High (Mean = 3.80)
Personality of member	1 <sup>st</sup> High (Mean = 4.1)	1 <sup>st</sup> High (Mean = 4.09)	1 <sup>st</sup> High (Mean = 4.01)	1 <sup>st</sup> High (Mean = 4.09)	1 <sup>st</sup> High (Mean = 4.12)	1 <sup>st</sup> High (Mean = 4.22)	1 <sup>st</sup> High (Mean = 4.06)
Key facilitation skills of SNSs administrator	9 <sup>th</sup> High (Mean = 3.77)	8 <sup>th</sup> High (Mean = 3.79)	8 <sup>th</sup> High (Mean = 3.73)	9 <sup>th</sup> High (Mean = 3.86)	9 <sup>th</sup> High (Mean = 3.72)	8 <sup>th</sup> High (Mean = 3.85)	10 <sup>th</sup> High (Mean = 3.62)

\* Elements of online participatory communication in this table was ranking by mean of each element

**Table 6.3** Elements of online participatory communication affecting online participation of member on volunteering community SNSs (continued)

Elements of online participatory communication	Degree of affecting for overview	Degree of affecting for Facebook's overview	Degree of affecting for volunteer coordinators' Facebook	Degree of affecting for volunteer initiators' Facebook	Degree of affecting for Twitter's overview	Degree of affecting for volunteer coordinators' Twitter	Degree of affecting for volunteer initiators' Twitter
SNSs characteristic	2 <sup>nd</sup> High (Mean = 3.97)	2 <sup>nd</sup> High (Mean = 4.02)	2 <sup>nd</sup> High (Mean = 3.95)	2 <sup>nd</sup> High (Mean = 4.07)	4 <sup>th</sup> High (Mean = 3.87)	2 <sup>nd</sup> High (Mean = 3.98)	6 <sup>th</sup> High (Mean = 3.74)
Online external linkages	3 <sup>rd</sup> High (Mean = 3.88)	4 <sup>th</sup> High (Mean = 3.91)	3 <sup>rd</sup> High (Mean = 3.90)	5 <sup>th</sup> High (Mean = 3.91)	6 <sup>th</sup> High (Mean = 3.82)	6 <sup>th</sup> High (Mean = 3.87)	4 <sup>th</sup> High (Mean = 3.76)
Networking	7 <sup>th</sup> High (Mean = 3.82)	6 <sup>th</sup> High (Mean = 3.84)	5 <sup>th</sup> High (Mean = 3.84)	10 <sup>th</sup> High (Mean = 3.78)	8 <sup>th</sup> High (Mean = 3.77)	7 <sup>th</sup> High (Mean = 3.86)	8 <sup>th</sup> High (Mean = 3.67)
Relevant to the problems	14 <sup>th</sup> High (Mean = 3.52)	14 <sup>th</sup> High (Mean = 3.53)	14 <sup>th</sup> Neutral (Mean = 3.49)	14 <sup>th</sup> Neutral (Mean = 3.42)	14 <sup>th</sup> High (Mean = 3.49)	13 <sup>th</sup> Neutral (Mean = 3.47)	12 <sup>th</sup> Neutral (Mean = 3.45)
Message attribute	4 <sup>th</sup> High (Mean = 3.87)	3 <sup>rd</sup> High (Mean = 3.92)	4 <sup>th</sup> High (Mean = 3.88)	3 <sup>rd</sup> High (Mean = 4.01)	7 <sup>th</sup> High (Mean = 3.78)	7 <sup>th</sup> High (Mean = 3.86)	9 <sup>th</sup> High (Mean = 3.66)
Information exchanging	10 <sup>th</sup> High (Mean = 3.73)	11 <sup>th</sup> High (Mean = 3.74)	11 <sup>th</sup> High (Mean = 3.65)	8 <sup>th</sup> High (Mean = 3.87)	12 <sup>th</sup> High (Mean = 3.71)	12 <sup>th</sup> High (Mean = 3.65)	5 <sup>th</sup> High (Mean = 3.75)
Trustworthiness	12 <sup>th</sup> High (Mean = 3.69)	13 <sup>th</sup> High (Mean = 3.67)	9 <sup>th</sup> High (Mean = 3.70)	11 <sup>th</sup> High (Mean = 3.76)	10 <sup>th</sup> High (Mean = 3.72)	9 <sup>th</sup> High (Mean = 3.79)	8 <sup>th</sup> High (Mean = 3.67)
Social cohesion	13 <sup>th</sup> High (Mean = 3.69)	12 <sup>th</sup> High (Mean = 3.67)	12 <sup>th</sup> High (Mean = 3.64)	12 <sup>th</sup> High (Mean = 3.74)	11 <sup>th</sup> High (Mean = 3.72)	10 <sup>th</sup> High (Mean = 3.78)	7 <sup>th</sup> High (Mean = 3.68)

\* Elements of online participatory communication in this table was ranking by mean of each element

When Facebook's overview, volunteer coordinators' Facebook, and volunteer initiators' Facebook were considered, it found that members expressed that

the top two of most elements of participatory communication affected their participation on volunteering community SNSs to the same elements of the overview. The third element of online participatory communication of Facebook's overview and volunteer initiators' Facebook was message attribute. While, the third element of online participatory communication of volunteer coordinators' Facebook was online external linkages. For Twitter, The first and the third elements of online participatory communication affecting the online participation of members of volunteer coordinators' Twitter and volunteer initiators' Twitter to the same elements of Twitter's overview. The first was personality of member and the third was equity of participation. While, reflection was the second of the Twitter's overview and volunteer coordinators' Twitter. SNSs characteristic was the second of volunteer coordinators' Twitter.

#### **6.1.5 Contribution of online participatory communication on volunteering community SNSs in Thailand for online and offline volunteering communities**

In terms of the contribution of online participatory communication on volunteering community SNSs in Thailand for online and offline volunteering communities as described in Table 6.4, this study found that the growth of volunteer organizations by using volunteering community SNSs affected online and offline volunteering communities in the form of direct and indirect benefits. The results of volunteering community SNSs' usage by volunteer coordinators that benefited online and offline volunteering communities directly were (1) expanding of public awareness in volunteer work, (2) motivating people to do good actions, and (3) increasing people's morale, hope and self-esteem. While, the results of volunteering community SNSs' usage by volunteer initiators consisted of direct and indirect benefits. Direct

benefits consisted of (1) enriching social participation for the helping of each other and (2) widening of volunteer organization recognition. Whereas the outcome of volunteering community SNSs' usage in the form of easy access to volunteer work for young volunteers benefited indirectly. Moreover, using volunteering community SNSs by both volunteer coordinators and volunteer initiators also benefited the online and offline volunteering communities indirectly in the form of increasing the amount of online members and offline volunteers.

**Table 6.4** Contribution of online participatory communication on volunteering community SNSs in Thailand

Volunteer organization type	Outcome of volunteering community SNSs' usage	
	Direct benefits	Indirect benefits
Volunteer coordinators	<ol style="list-style-type: none"> <li>1. Expanding of public awareness in volunteer work.</li> <li>2. Motivating people to do good actions</li> <li>3. Increasing people's morale, hope and self-esteem</li> </ol>	
Volunteer initiators	<ol style="list-style-type: none"> <li>1. Enriching social participation for the helping of each other.</li> <li>2. Widening of volunteer organization recognition</li> </ol>	<ol style="list-style-type: none"> <li>1. Easy access to volunteer work for young volunteers</li> </ol>
Both volunteer coordinators and volunteer initiators		<ol style="list-style-type: none"> <li>1. Increasing the amount of online members and offline volunteers.</li> </ol>

### 6.1.6 Online participation of members on volunteering community SNSs in Thailand affecting solve social problems

With regards to the online participation of members on volunteering community SNSs in Thailand affecting solve social problems, this study found that two-thirds, 68.13% of the members thought that their online participations could solve social problems. As displayed in Table 6.5, most member of overview, Facebook's overview, volunteer initiators' Facebook, Twitter's overview, volunteer coordinators' Twitter, and volunteer initiators' Twitter thought that their participations could solve social problems in a short-term relief (less than 4 months). While most member of volunteer coordinators' Facebook expressed that their participations could eliminate social problems.

**Table 6.5** Online participation of members on volunteering community SNSs in Thailand affecting solve social problems

Form of solving social problems	Number of members' opinions of overview	Number of members' opinions of Facebook's overview	Number of members' opinions of volunteer coordinators' Facebook	Number of members' opinions of volunteer initiators' Facebook	Number of members' opinions of Twitter's overview	Number of members' opinions of volunteer coordinators' Twitter	Number of members' opinions of volunteer initiators' Twitter
Eliminating social problems.	4 <sup>th</sup>	5 <sup>th</sup>	1 <sup>st</sup>	5 <sup>th</sup>	6 <sup>th</sup>	5 <sup>th</sup>	2 <sup>nd</sup>
Solving social problems in an emergency relief phase (not exceeding 1 month).	5 <sup>th</sup>	4 <sup>th</sup>	3 <sup>rd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	3 <sup>rd</sup>	4 <sup>th</sup>

\* Form of solving social problems in this table was ranking by number of online questionnaire respondents of each form

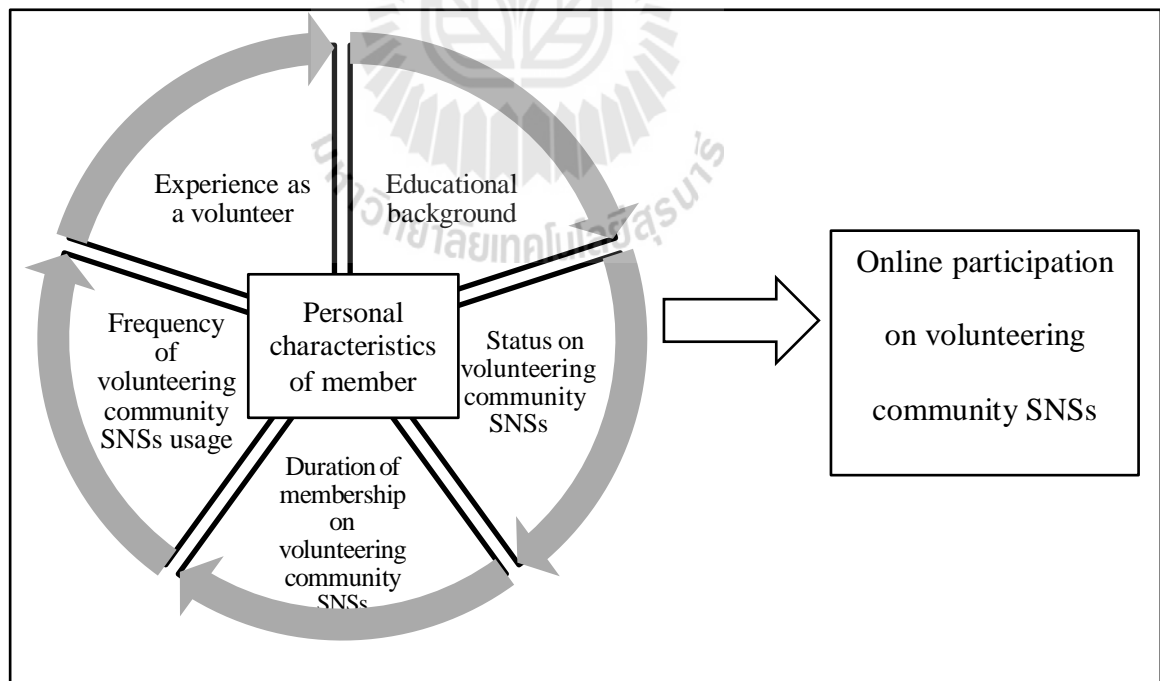
**Table 6.5** Online participation of members on volunteering community SNSs in Thailand affecting solve social problems (continued)

<b>Form of solving social problems</b>	<b>Number of members' opinions of overview</b>	<b>Number of members' opinions of Facebook's overview</b>	<b>Number of members' opinions of volunteer coordinators' Facebook</b>	<b>Number of members' opinions of volunteer initiators' Facebook</b>	<b>Number of members' opinions of Twitter's overview</b>	<b>Number of members' opinions of volunteer coordinators' Twitter</b>	<b>Number of members' opinions of volunteer initiators' Twitter</b>
Solving social problems in a short-term relief (less than 4 months).	1st	1st	2nd	1st	1st	1st	1 <sup>st</sup>
Solving social problems in a long-term relief (over 4 months).	2nd	3rd	2nd	4th	1st	1st	1 <sup>st</sup>
Not solving social problems, but there were guidelines for solving.	6 <sup>th</sup>	6 <sup>th</sup>	5 <sup>th</sup>	6 <sup>th</sup>	3 <sup>rd</sup>	4 <sup>th</sup>	4 <sup>th</sup>
Not solving social problems and no guidelines for solving, but publicizing social problems to Thai society only.	3 <sup>rd</sup>	2 <sup>nd</sup>	4 <sup>th</sup>	2 <sup>nd</sup>	2 <sup>nd</sup>	2 <sup>nd</sup>	5 <sup>th</sup>

\* Form of solving social problems in this table was ranking by number of online questionnaire respondents of each form

### 6.1.7 Personal characteristics of members affecting the online participation on volunteering community SNSs in Thailand

Regarding personal characteristics of members affecting the online participation on volunteering community SNSs, this study found that most people who were volunteering community SNSs' members were Facebook's members and most of them were MF's volunteering community SNSs members. They were 26-35 years old and corporate employees. Most of them hold diploma/high vocational certificate/bachelor's degree. They participated in volunteering community SNSs as the Internet users who were interested in issues presented by volunteer organizations. They were volunteering community SNSs' members for less than 1 year and visited volunteering community SNSs 1-9 times per month. Most of them had never been volunteers before being volunteering community SNSs' members.



**Figure 6.11** Personal characteristics of members affecting the online participation on volunteering community SNSs in Thailand



The result of statistical analysis as shown in Figure 6.11 found that the types of SNSs, the types of volunteer organizations, age and occupation, did not affect the online participation on volunteering community SNSs. However, educational background, member status on volunteering community SNSs, duration of volunteering community SNSs membership, frequency of volunteering community SNSs usage, and experience as a volunteer did affect the online participation on volunteering community SNSs.

#### **6.1.8 The roles of volunteer organizations in Thailand in facilitation with online participatory communication**

In terms of the roles of volunteer organizations in facilitation of online participatory communication as displayed in Table 6.6, this study found that both volunteer coordinators and volunteer initiators utilized SNSs to facilitate online participatory communication by (1) supporting horizontal communication in the form of questions and answers between volunteer organizations and members as well as amongst members; (2) facilitation for sharing of successful actions in the form of only summary texts, and summary texts with pictures.; and (3) facilitation members for sharing of ideas to create and improve volunteer work in the form of creating new volunteer activities, and suggesting ways to improve volunteer work. Moreover, volunteer initiators also employed SNSs to facilitate online participatory communication by facilitation for member participation in the identification of the preferred volunteer organization management in the form of (1) expressing members' opinions for improvement of organizations' work (from general work to the organization's policy), and (2) knowledge exchange amongst the members throughout the volunteer activities to find out more suitable activities. These findings imply that

member participation in management is important for volunteer initiators that create volunteer work by themselves. While, member participation in management could not be done for volunteer coordinators that be center between the volunteers and other volunteer organizations.

**Table 6.6** Four roles of volunteer organizations in facilitation of online participatory communication

Volunteer organization type	Roles of volunteer organizations in facilitation of online participatory communication
Both volunteer coordinators and volunteer initiators	<ol style="list-style-type: none"> <li>1. Supporting horizontal communication in the form of question and answer between volunteer organizations and members as well as among members.</li> <li>2. Facilitating for sharing successful action.</li> <li>3. Facilitating for sharing idea to create and improve volunteer work.</li> </ol>
Volunteer initiators	1. Facilitating for member participation in identification of the preferred volunteer organization management
Volunteer coordinators	None

### 6.1.9 Online participatory communication strategies of volunteer organizations

With regards to online participatory communication strategy of volunteer organizations, it was found that there were ten strategies. These could be divided into three groups: strategy of the volunteer coordinators, strategy of the volunteer initiators, and strategy of the both volunteer coordinators and volunteer initiators as shown in Table 6.7.

**Table 6.7** Online participatory communication strategies of volunteer organizations

Volunteer organization type	Online participatory communication strategy
Volunteer coordinators	1. Strategy of posting messages to introduce video clips.
Volunteer initiators	1. Strategy of posting a short message to create a new topic. 2. Strategy of attracting reading attention with impressive ending messages 3. Strategy of setting message theme of each day to access various groups of members 4. Strategy of using organization's logo as brand identity 5. Strategy of selecting great message to gain a desired response
Both volunteer coordinators and volunteer initiators	1. Strategy of using the picture as a supporting message. 2. Strategy of reporting the progress of volunteer activities to encourage members to participate 3. Strategy of presenting information at peak time to receive a big response. 4. Strategy of detailing all information about activity for easily understandable

Table 6.7 described that the first group was strategy of the volunteer coordinators that was (1) strategy of posting messages to introduce video clips. The second group was strategy of the volunteer initiators that consisted of (1) strategy of posting a short message to create a new topic (by posting messages similar to the letter F, and posting messages in the form of a series), (2) strategy of attracting reading attention with impressive ending messages, (3) strategy of setting message theme of each day to access various groups of members, (4) strategy of using the organization's logo as brand identity (in the form of logo style, logo color and logo

font), and (5) strategy of selecting great message to gain a desired response. The last group was strategy of the both volunteer coordinators and volunteer initiators that consisted of (1) strategy of using the picture as a supporting message (by posting texts and attaching picture, posting information graphics, posting text embedded in the pictures), (2) strategy of reporting the progress of volunteer activities to encourage members to participate (by posting encouraging messages in the case of incomplete volunteers, posting information about pre-activities, during the activities, and post-activities, and posting updated messages about what the volunteer organization did and the steps of volunteer works), (3) strategy of presenting information at peak time to receive a big response (by posting on Friday, Saturday, and Sunday, posting between 7 pm and 8 pm, posting between 8 pm and 10 pm, and posting in the morning and at night), and (4) strategy of detailing all information about activity for easily understandable (by providing schedule, place and date of running activities, map, and the ways to participate).

#### **6.1.10 The messages characteristics on volunteering community SNSs**

In terms of messages characteristics on volunteering community SNSs, this study found that there were 5,366 messages on Facebook and 210 messages on Twitter. Most messages on Facebook were posted by the volunteer organizations' Facebook members, whereas the largest group of messages on Twitter were posted by the volunteer organizations. Most initiative messages by the volunteer organizations on Facebook and Twitter were one-way symmetrical communication. Most messages on Facebook were inviting members to participate in volunteer work, while most messages on Twitter were not related to volunteer work. The messages, for the largest group of messages on Twitter, that were related to volunteer work, were inviting

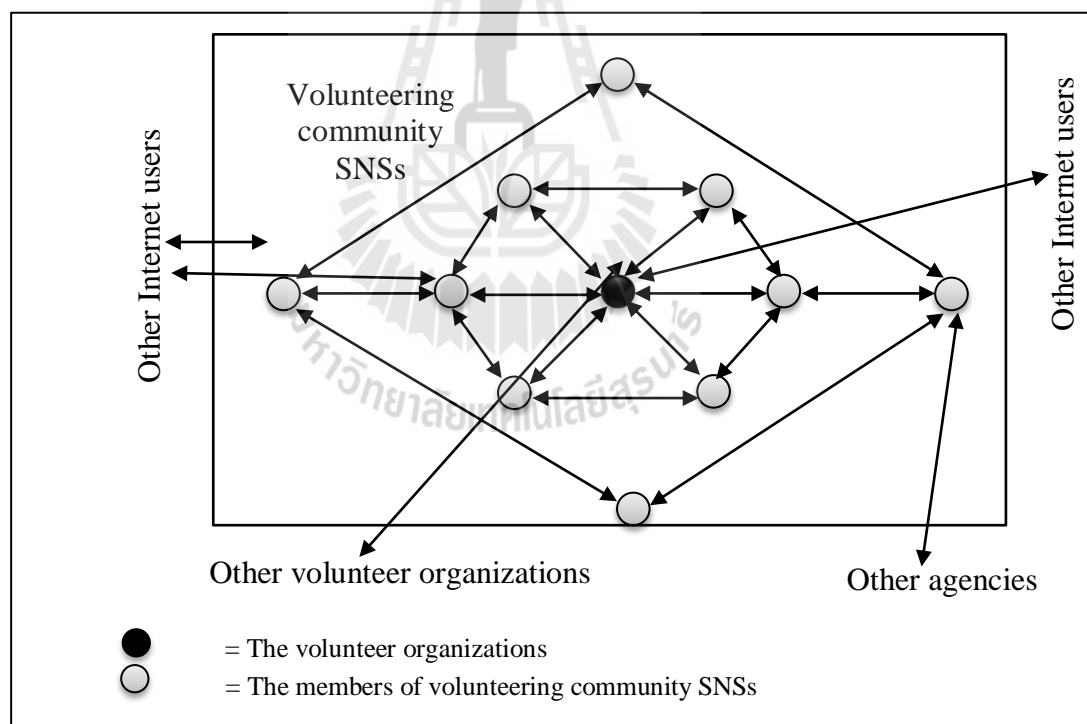
members to participate in volunteer work, was the same message type as most messages on Facebook.

For message elements on Facebook, most messages consisted of text, picture and link. When the overview of all messages was considered, it was found that most messages on Facebook for each post consisted of text and a picture. This finding implies that using text and a picture is more popular to use than other elements. It is consistent with the findings from semi-structured interviews that expressed that messages together with pictures were an important method for all volunteer organizations. Whereas most messages on Twitter consisted of text and a link.

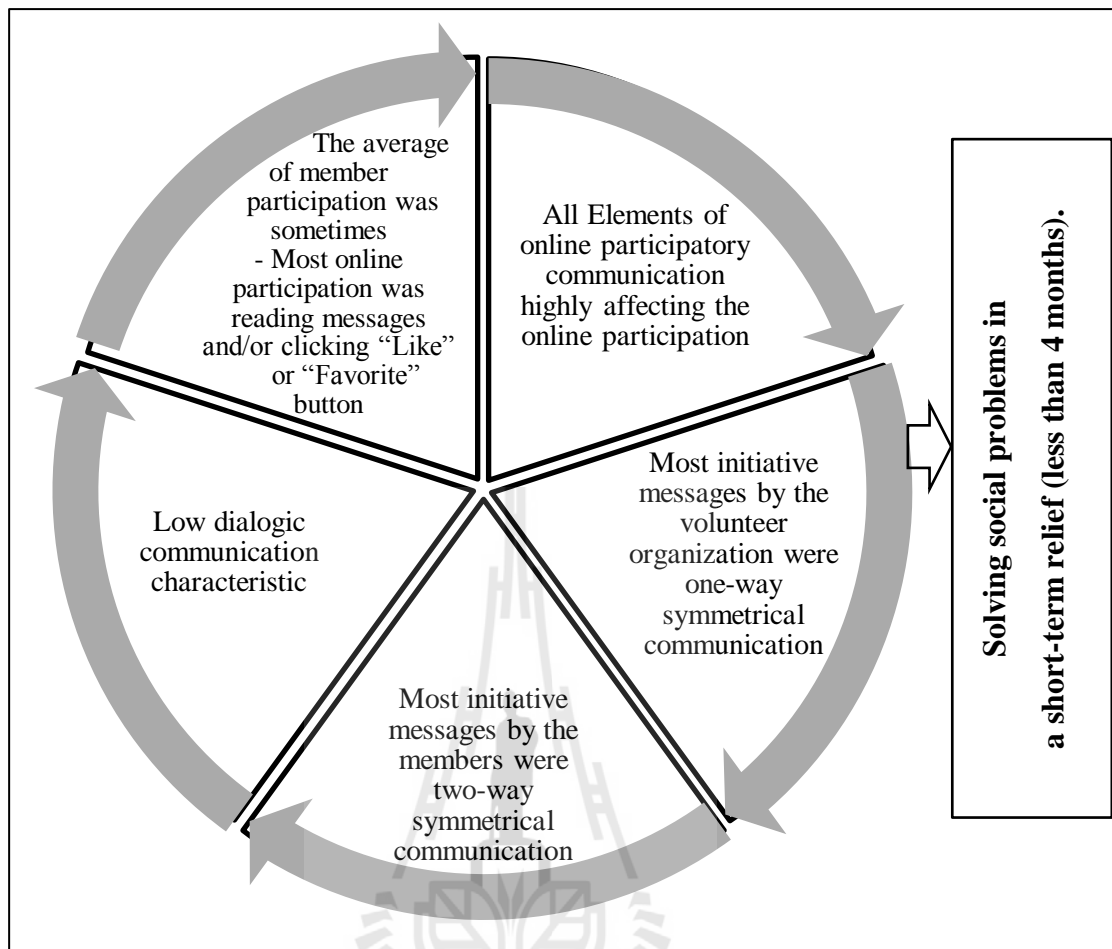
An interesting finding of these messages on Facebook and Twitter reported that all initiative messages by the volunteer organizations were responded to by the members. Although the volunteer organizations intended to present some messages in the form of one-way asymmetrical and one-way symmetrical communication, the members also posted responsive messages to the volunteer organizations. Most members responded to these messages on Facebook by Typing text and/ or picture and/ or symbol and/ or emoticon and/ or link in the “Comment Box”, clicking the “Share” and the “Like” buttons as well as responding to initiative posts by volunteer organizations on Twitter by clicking the “Retweet” and the “Favorite” buttons.

For initiative posts by the members on Facebook and Twitter, this study found that these messages were a two-way symmetrical communication in the form of text only. For message types, most messages were inviting members to participate in volunteer work and asking for help from the volunteer organization for Facebook, as well as in the form of asking questions/requesting information/opinions from the volunteer organization for Twitter. The volunteer organizations responded to

these initiative messages by answering the members' question or providing information to the members via the "Comment Box" Feature on Facebook as well as via the "Mention" Feature on Twitter. However, the overview of communication on volunteering community SNSs was a multi-way communication, that all parties both internal and external volunteering community SNSs could post initiative messages and discussions of all issues that they were interested in. In addition, the two parties (volunteer organizations and the members) within volunteering community SNSs could bring information from outside to volunteering community SNSs as well as expand information from volunteering community SNSs to outside as displayed in Figure 6.12.



**Figure 6.12** Multi-way communication was the overview of communication on volunteering community SNSs



**Figure 6.13** The overview of the conclusion of this study

All findings of the current study were concluded in Figure 6.13. All volunteer organizations lowly presented dialogic communication characteristics on their volunteering community SNSs and they posted most their initiative messages in the form of one-way symmetrical communication. While the members mostly presented their initiative messages by were two-way symmetrical communication. Moreover, all elements of online participatory communication highly affected the online participation of members. The majority of members participated in volunteering community SNSs in the form of reading messages and/or clicking “Like” or

“Favorite” button in sometimes level. This online participation of members lead to solve social problems in a short-term relief (less than 4 months).

## **6.2 Discussion**

### **6.2.1 Dialogic communication characteristic on volunteering community SNSs in Thailand**

By analyzing the content of the volunteer organizations’ volunteering community SNSs profiles, ease of interface, conservation of members, and generation of return members had a higher occurred on volunteering community SNSs than usefulness of information and dialogic loop features. A part of this result supports earlier studies, but the rest are arguable. This result is consistent with the findings of Ingenhoff and Koeling (2009) as well as Bortreea and Seltzerb (2009) that nonprofit organizations place a greater emphasis on ease of interface and conservation of visitors than dialogic loop. The finding of this study is in contrast with the results of this. Their finding indicated that nonprofit organizations placed lower emphasis on the generation of return members than usefulness of information, but the finding of this study revealed that generation of return had a higher occurrence on volunteering community SNSs than usefulness of information. The coding technique may be the reason why these results were different. Each item of the five dialogic principles was coded as present or absent in the study of Ingenhoff and Koeling (2009) as well as Bortreea and Seltzerb (2009), but in this study each item of the five dialogic principles was coded by weighting.



### **6.2.2 The purpose of using volunteering community SNSs in Thailand by volunteer organizations**

The results from volunteering community SNSs administrators' interview revealed that the most popular purpose of volunteering community SNSs usage was publicity for volunteer activities. This finding supports earlier studies of Ogden and Starita (2009) that collected data via questionnaire from the owners of the nonprofit organization, Facebook, found that most nonprofit organizations used Facebook in order to publicize information, Hauswirth (2010) collected data via questionnaire from staff of nonprofit organizations and he reported that the main purpose for establishing Facebook was to educate the public about the organizations, Lovejoy and Saxton (2012) analyzed content on Twitter and they revealed that most nonprofit organizations employed Twitter to publicize organizational information, and Greenberg and MacAulay (2009) analyzed content on nonprofit organizations' websites and found that most nonprofit organizations utilized their websites to provide organizational information about their activities. On the other hand, this finding has been argued by previous reports of ThePort Network, Inc. NTEN and Common Knowledge (2009) and NTEN, Common Knowledge and Blackbaud (2012) that surveyed nonprofit organizations via questionnaire and stated that the most popular purpose of social networking sites usage was marketing. Not only marketing but also relationship-building was the primary purpose for employing online network that Branston and Bush (2010) found out from in-depth interviews with nonprofit organizations. The purposes of volunteering community SNSs' usage of this study and the results of most previous studies are mirroring the first stage of volunteer communication process concept of Patterson and Radtke (2009). They stated that

informing the public of related issues was the beginning of the cycle of volunteer communication processes. The volunteer organization employed this stage before engaging the public, motivating them to do volunteer work, and maintaining the relationship between the volunteer organization and the public. For other studies that reported the different purposes, it is possible to focus on volunteer work in other stages.

### **6.2.3 Online participation of members on volunteering community SNSs in Thailand**

Another finding from online questionnaires was that most members participated in volunteering community SNSs in the form of reading messages and or pressing the Like or the Favorite button. Other formats consisted of sharing or retweeting volunteer organization's information to external networks, co-operative working with volunteer organizations in various ways such as volunteering, mobilizing donations of money or things, coordinating and inviting other people to join volunteer activities, responding to messages when volunteer organization asked questions or requested information about volunteer activities, generating messages in order to provide useful information or express ideas for volunteer organization's operations, originating volunteer activities, co-decision making relating to the policies of the volunteer organization's operations, generating messages in order to request information from the volunteer organization, respectively. These online participations of members were similar to one level of online collaboration of Peña-López (2007) in the form of online offline volunteers or online volunteers for offline projects. However, online participations of members in this finding were not full volunteering. These were only communication participations that lead to offline volunteers for

offline projects. Moreover, this result is in contrast with the previous studies of Mukherjee (2011) that had semi-structured and open-ended interviews with virtual volunteers and Porntip Sirichusub (1999) that explored the examined NGOs websites' users via questionnaire. Porntip Sirichusub (1999) stated that most websites' users participated in donations. While Mukherjee (2011) reported that virtual volunteers participated in various formats. They participated in writing project reports, preparing audit statements, updating websites, acting as a consultant or advisor on financial and administrative matters, reviewing grant proposals, acting as a mentor, and researching for funding opportunities. However, this result is in accordance with a communication scholars' perspective, Nielsen (2006) that explained that the largest user on social networking sites were lurkers who read or observed, but didn't contribute any content on the web. Moreover, in 2009, Nielsen also found that most members participated in social networking for charity fundraising at the same type of participation.

The finding of this study which is reading messages and or pressing the Like or the Favorite button, as mentioned above, is also consistent with participatory communication's ideas of UNESCO in the form of access. This notion means people participate in the chooser and the feedback transmitter that have the right to consume relevant programs anytime when they want as well as comment, criticize, and interact with administrators of organizations.

This study also found that personal characteristics affecting the public participation on Thai volunteering community SNSs consisted of educational background, the member roles' on volunteering community SNSs, the duration of volunteering community SNSs membership, the frequency of volunteering community SNSs usage, and experience as a volunteer. For people with difference

ages and occupations, it had a significant indifference on the participation in volunteering community SNSs. The educational background was a consistent variable with previous findings of Porntip Sirichusub (1999) that explored NGOs websites' users via questionnaires and Passakorn Kowint (2010) that examined philanthropy on Hi5 by questionnaire. Both scholars stated that education affected the online public participation. In contrast, the occupations factor of this study did not support the finding of Porntip Sirichusub (1999) and Passakorn Kowint (2010).

#### **6.2.4 Messages on volunteering community SNSs in Thailand**

The previous research of Waters et al., (2009) and Parker (2011) that analyzed content on Facebook indicated that most nonprofit organizations presented informative messages on their Facebook. The result of this study is in contrast with the finding of these studies. This study employed the same method as these earlier studies and found that most volunteer organizations' messages were related to inviting members to participate in volunteer work with the volunteer organization. This type of message is moral message that Andreasen and Kotler (2003) suggested volunteer organizations to employ for developing volunteer organization communication strategies.

For volunteer organizations' messages on Twitter, this study derived the finding from analyzing content on the volunteer organization's Twitter. It was found that most messages were a one-way symmetrical communication that consisted of text and a link. This result is consistent with the findings of Lovejoy and Saxton (2012) that analyzed nonprofit organizations' tweets and found that many of these tweets involved a one-way interaction and included links to other sites where there was additional information. However, message types of this study are in contrast to the

results. Lovejoy and Saxton (2012) revealed that most tweets contained information about the nonprofit organization, but the finding of this study expressed that most tweets were about other topics that were not related to volunteer work with the volunteer organization.

For testing assumptions, the results were explained as follows:

**Assumption 1:** The dialogic loop feature had less of an occurrence on volunteering community SNSs in Thailand than ease of interface, usefulness of information, conservation of members, and generation of return member features.

The descriptive analysis of dialogic communication characteristics expressed that ease of interface, usefulness of information, conservation of members, and generation of return members occurred at a higher rate on volunteering community SNSs than the dialogic loop features. This result is consistent with assumption 1.

**Assumption 2:** Most volunteer organizations in this study will utilize volunteering community SNSs in order to publicize organizational information far more than to invite online members to participate in other forms of volunteer work.

The finding showed that most volunteer organizations utilizing volunteering community SNSs for publicizing volunteer activities. This result is consistent with assumption 2.

**Assumption 3:** Most online members participated in volunteering community SNSs in Thailand as the reader or the observer far more than other forms of participation.

The descriptive analysis of online participation of members reported that most volunteering community SNSs members participated in reading messages and or

clicking the “Like” or the “Favorite” button only. This result is consistent with assumption 3.

**Assumption 4:** The elements of the online participatory communication in the form of interpersonal communication, relevant to the problems, and support from related agencies, as well as the skills of the facilitators, will be the most affective on online participation in volunteering community SNSs in Thailand.

The descriptive analysis of online participatory communication elements explained that the personality of members effected online participation on volunteering community SNSs the most, followed by SNSs characteristics, online external linkages, message attributes, equity of participation, accessibility to SNSs, networking, reflection, key facilitation skills of SNSs administrators, information exchange, organizational capacity, trustworthiness, social cohesion, and relevant to the problems, respectively. This result is in contrast to assumption 4.

**Assumption 5:** Online participatory communication on volunteering community SNSs in Thailand will help volunteer organizations to become more well-known and will be the link between the volunteer organization and their community.

The finding pointed out that the result after using volunteering community SNSs affected the volunteer organization in the form of the widening of volunteer organization recognition. This result is consistent with assumption 5 in terms of volunteering community SNSs helping volunteer organizations to become more well-known, but this result is in contrast to assumption 5 in terms of volunteering community SNSs helping volunteer organizations to be a link between the volunteer organization and their community.

**Assumption 6:** Members with different ages, occupations, education, volunteering experience, and the duration of being a volunteer had a significant difference in online participation in volunteering community SNSs in Thailand.

The result of statistical analysis (t-test and one-way ANOVA statistic) indicated that age and occupation did not affect the online participation on volunteering community SNSs. However, educational background, duration of volunteering community SNSs membership, and experience as a volunteer did affect the online participation on volunteering community SNSs. Thus, this result supports assumption 6 in terms of educational background, duration of volunteering community SNSs membership, and experience as a volunteer, while the results in the form of age and occupation are in contrast with assumption 6.

**Assumption 7:** Online participatory communication strategies of volunteer organizations on volunteering community SNSs in Thailand will consist of two-way communication, as well as building network collaboration between the community and the organization or between communities and outside agencies, and relevant to the problems of members, as well as using multi-media and multi-channels for communication.

The findings expressed that the volunteer organizations supported two-way communication by horizontal communication, in the form of questions and answers between volunteer organizations and members, as well as amongst members. They also built online network collaboration by publicizing volunteer activities of other organizations (it included other volunteer organizations, social enterprise, profit-oriented organizations, and education institutions), employed multi-channels to communicate to the members in the form of communication tools on SNSs, Instagram,

email, e-Newsletters, websites, Line application, telephone, books, postcards and direct means of communication, in the form of events and exhibition booths, and posted messages by multi-media in the form of pictures, videos, URL links, symbols and text. These facilitations of the volunteer organizations lead to multi-way communication on volunteering community SNSs. The volunteer organizations, the members, and online network collaboration could presented their initiative messages and expressed their opinions and/or shared information about the topics that they were interested in. In addition, the volunteer organizations and the members could bring information from outside to volunteering community SNSs as well as expand information from volunteering community SNSs to outside. Therefore, these findings are in accordance with Assumption 7.

### **6.3 Suggestions for Further Research**

This part consists of recommendations for volunteer organizations and suggestions for further research as described below.

#### **6.3.1 Recommendation for volunteer organizations**

6.3.1.1 The volunteer organizations may support multi-way communication on their volunteering community SNSs by:

- 1) Increasing the use of dialogic features of SNSs to encourage two-way communication. The finding from online questionnaires revealed that SNSs characteristics highly affected the online participation in the second range of all elements, but the finding from content analysis expressed that dialogic communication characteristics appeared lowly on volunteering community SNSs. Thus, volunteer organizations may update their message frequency or increase their speed of responding



to members' questions or members' requests for information. Especially Facebook, volunteer organizations could create a discussions board via the "Tab" Feature.

2) Generating their initiative messages in the form of questions in order to increase dialogic loop of communication. The finding from content analysis reported that the overview of volunteer organizations did not create their messages in the form of questions on their Facebook as well as being at a low rate for these messages posted on their Twitter.

3) Presenting initiative posts in the form of inviting members to participate in volunteer work more than other types of messages. The finding from content analysis reported that these message types arose a two-way symmetrical communication which enabled equal communication participation of all stakeholders.

4) Paying more attention to the response of answering messages from the members in order to increase two-way symmetrical communication. The finding from content analysis revealed that most initiative posts by the volunteer organizations in the form of inviting members to participate in volunteer work were two-way asymmetrical communication. The members responded to these messages of the volunteer organizations, but the volunteer organizations did not express their reaction to the members.

5) Building membership database. The finding from content analysis revealed that two-way symmetrical communication of most initiative messages by the volunteer organizations appeared on Facebook on half of the volunteer organizations that set up a membership database. Therefore, volunteer organizations should create membership database of people who are interested in volunteer work with volunteer organizations. Membership databases make it easier to

build long-term relationships between the volunteer organizations and its members. This relationship may lead to an increase in more participation in the future.

6.3.1.2 The volunteer organizations may consider encouraging response from the members as follows:

1) Post messages in the form of text and a picture on their Facebook.

2) Post messages in the form of text and a link on their Facebook.

The finding from content analysis pointed out that most members responded to these messages more than to the messages that were posted with only text. Moreover, nowadays video clips are popular usage among the Internet users thus the volunteer organizations should increase the use of video clips to encourage their members.

6.3.1.3 The volunteer organizations may encourage online participation of their members by:

1) Adding ways to connect their volunteering community SNSs administrators directly onto their volunteering community SNSs. The finding from content analysis and online questionnaires expressed that the one volunteer organization that provided ways to connect with Twitter's administrator had the top highest average score on the measure of the overview of online participation on Twitter.

2) Providing Post to pages Feature for the initiative post by the Facebook members. The volunteer organizations may employ this feature in order to increase online participation of their members.

6.3.1.4 The finding from semi-structured interviews reported that inattentive staff was responsible for volunteering community SNSs problems of the volunteer organizations. Thus, the volunteer organizations should give priority to the volunteering community SNSs administrator and assign the task to the staff that is responsible for volunteering community SNSs directly.

6.3.1.5 The finding from the content analysis described that all initiative messages by the volunteer organizations were responded to by the members. Thus, the volunteer organizations should pay more attention to respond to the members even though the volunteer organizations intend to provide information in a one-way communication. If the volunteer organizations cannot reply to messages, the volunteer organizations should respond by clicking the “Like” or the “Favorite” button to express recognition. These actions arise horizontal communication leading to a higher members’ participation in future activities.

### **6.3.2 Suggestions for further research**

6.3.2.1 Further studies should utilize another method to collect more in-depth data. For example, employing focus group interviews or in-depth interviews techniques to gather the reasons why the members participate in each type of online participation on volunteering community SNSs.

6.3.2.2 The scope of further studies should be extended to cover the detail of trustworthiness social cohesion and networking, with a special focus on relationships between the volunteer organizations and their online members, relationships among the members and their networks, and the networks of the volunteer organizations, because these were elements of the online participatory communication that highly affected the online participation.

6.3.2.3 Further studies should examine online participatory communication on other digital media such as “Line application”. The findings from semi-structured interviews revealed that some volunteer organizations utilized this way to involve their members.

## **6.4 Limitations of the Study**

6.4.1 This study could not collect and analyze all of Twitter members’ messages, because these messages were sent directly to the volunteer organization and only messages which were responded to by the volunteer organization could be displayed to the public. Thus, only the public messages of Twitter members were collected.

6.4.2 This study could not collect the private two-way communication messages between volunteer organizations and the members via “Direct Message” Feature on Twitter and “Inbox” Feature on Facebook, because these features are not available for public viewing.

6.4.3 This study could not collect initiative messages by the members through the posting to pages Feature of all the volunteer organizations’ Facebook. There were seven volunteer organizations that utilized this feature and the members posted their returned as an error during collection time. Therefore, this study could only utilize collect initiative’ messages by the members through Post to pages Feature of six of the volunteer organizations’ Facebook.

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**APPENDIX A**

**More Information about the Indicators of Dialogic Communication**

**Characteristic of Each Volunteer Organization**

### **A. More information about the indicators of dialogic communication characteristic of each volunteer organization**

With regards to each indicator of the ease of interface principle as shown in Table A.1, this study found that most volunteer organizations high employed the “Information Tab” Feature to categorize information that shared to members, neutrally incorporated the reordering “The sections on the left side” of Facebook related to current volunteer work into their Facebook, low presented categorizing information of previous volunteer activities by photo album via the “Photos Tab” Feature, and did not create new the “Information Tab” Feature to provide specific information of volunteer organization. For reordering the “Information Tab” Feature, this study found that some volunteer organizations neutral reordered it, some low reordered it into their Facebook, and other did not reorder it.

Comparison in the term of volunteer organization types, this study found that all volunteer coordinators (JB, SA and VSN) and five out of the nine volunteer initiators (AD, DNT, HSG, JSC and MF) utilized the “Information Tab” Feature to categorize information that shared to members in high level. The rest four volunteer initiators (1500Miles, BV, Gen-V and TF), neutrally employed this indicator. In addition, this study also found that only one of the volunteer initiators MF, created new the “Information Tab” Feature to provide specific information of volunteer organization, whereas eight out of the nine volunteer initiators and all volunteer coordinators did not present this indicator on their Facebook. Moreover, three out of the nine volunteer initiators (HSG, JSC and MF) neutrally reordered the “Information Tab” Feature. Two out of the three volunteer coordinators (JB, and VSN) and two out of the nine

volunteer initiators (DNT and Gen-V) reordered the “Information Tab” Feature at low level, while one out of the three volunteer coordinators (SA) and four out of the nine volunteer initiators (1500Miles, AD, BV and TF) did not reorder the “Information Tab” Feature. For reordering “The sections on the left side” of Facebook related to current volunteer work, this study found that one out of the three volunteer coordinators (VSN) and four out of the nine volunteer initiators (1500Miles, HSG, JSC and MF) highly presented this indicator. Two out of the three volunteer coordinators (JB and SA) and four out of the nine volunteer initiators (AD, DNT, Gen-V and TF) reordered “The sections on the left side” of Facebook related to current volunteer work at neutral level. Only one of the volunteer initiators (BV) did not reorder “The sections on the left side” of Facebook related to current volunteer work. These findings imply that although most volunteer organizations recognized the benefit of the “Information Tab” Feature, they did not take advantage of full option of this feature for sharing their information to their members. However, most of them take advantage of “The sections on the left side” of Facebook for sharing their current volunteer work information.

**Table A.1** The occurrence of the ease of interface principle's indicators on Facebook of each volunteer organization

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Using the "Information Tab" Feature to categorize information that shared to members	Creating new the "Information Tab" Feature to provide specific information of volunteer organization	Reordering the "Information Tab" Feature	Reordering "The sections on the left side" of Facebook related to current volunteer work	Categorizing information of previous volunteer activities by photo album via the "Photos Tab" Feature
Volunteer coordinator	JB	Mean	3.00	0.00	1.50	2.50	1.00
		SD	0.000	0.000	0.707	0.707	0.000
		Level of presentation	High	None	Low	Neutral	Low
	SA	Mean	3.00	0.00	0.00	2.50	1.00
		SD	0.000	0.000	0.000	0.707	0.000
		Level of presentation	High	None	None	Neutral	Low
	VSN	Mean	3.00	0.00	1.50	3.00	1.50
		SD	0.000	0.000	0.707	0.000	0.707
		Level of presentation	High	None	Low	High	Low
Volunteer initiator	1500Miles	Mean	2.00	0.00	0.00	3.00	2.00
		SD	0.000	0.000	0.000	0.000	0.000
		Level of presentation	Neutral	None	None	High	Neutral

**Table A.1** The occurrence of the ease of interface principle's indicators on Facebook of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Using the "Information Tab" Feature to categorize information that shared to members	Creating new the "Information Tab" Feature to provide specific information of volunteer organization	Reordering the "Information Tab" Feature	Reordering "The sections on the left side" of Facebook related to current volunteer work	Categorizing information of previous volunteer activities by photo album via the "Photos Tab" Feature
Volunteer initiator	AD	Mean	3.00	0.00	0.00	2.00	2.00
		SD	0.000	0.000	0.000	1.414	0.000
		Level of presentation	High	None	None	Neutral	Neutral
	BV	Mean	2.50	0.00	0.00	0.00	2.00
		SD	0.707	0.000	0.000	0.000	0.000
		Level of presentation	Neutral	None	None	None	Neutral
	DNT	Mean	3.00	0.00	1.00	2.50	1.00
		SD	0.000	0.000	1.414	0.707	0.000
		Level of presentation	High	None	Low	Neutral	Low
	Gen-V	Mean	2.00	0.00	1.00	2.00	1.00
		SD	0.000	0.000	1.414	1.414	0.000
		Level of presentation	Neutral	None	Low	Neutral	Low

**Table A.1** The occurrence of the ease of interface principle's indicators on Facebook of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Using the "Information Tab" Feature to categorize information that shared to members	Creating new the "Information Tab" Feature to provide specific information of volunteer organization	Reordering the "Information Tab" Feature	Reordering "The sections on the left side" of Facebook related to current volunteer work	Categorizing information of previous volunteer activities by photo album via the "Photos Tab" Feature
Volunteer initiator	HSG	Mean	3.00	0.00	2.00	3.00	1.00
		SD	0.000	0.000	0.000	0.000	0.000
		Level of presentation	High	None	Neutral	High	Low
	JSC	Mean	3.00	0.00	2.50	3.00	1.00
		SD	0.000	0.000	0.710	0.000	0.000
		Level of presentation	High	None	Neutral	High	Low
	MF	Mean	3.00	2.50	2.50	3.00	1.00
		SD	0.000	0.707	0.707	0.000	0.000
		Level of presentation	High	Neutral	Neutral	High	Low
	TF	Mean	2.50	0.00	0.00	2.00	1.00
		SD	0.707	0.000	0.000	1.414	0.000
		Level of presentation	Neutral	None	None	Neutral	Low



**Table A2** Occurrence of usefulness of information principle on Facebook of each volunteer organization

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	U1*	U2*	U3*	U4*	U5*	U6*	U7*	U8*	U9*	U10*	U11*	U12*	U13*	
Volunteer coordinator	JB	Mean	2.00	1.50	0.00	2.00	1.50	0.00	0.00	3.00	3.00	3.00	0.00	0.00	0.50	
		SD	0.000	0.707	0.000	0.000	2.121	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.707
		Degree of presentation	Neutral	Low	None	Neutral	Low	None	None	None	High	High	High	None	None	None
	SA	Mean	1.50	1.00	0.00	1.50	0.50	0.00	1.00	1.00	0.00	1.00	1.00	1.00	0.00	2.50
		SD	0.707	0.000	0.000	0.707	0.707	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.707
		Degree of presentation	Low	Low	None	Low	None	None	Low	Low	None	None	Low	Low	None	Neutral
	VSN	Mean	3.00	3.00	0.00	2.00	1.00	0.00	0.00	0.00	3.00	3.00	1.00	0.00	1.00	2.50
		SD	0.000	0.000	0.000	1.414	1.414	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.707
		Degree of presentation	High	High	None	Neutral	Low	None	None	None	High	High	Low	None	Low	Neutral

**Table A2** Occurrence of usefulness of information principle on Facebook of each volunteer organization (continued)

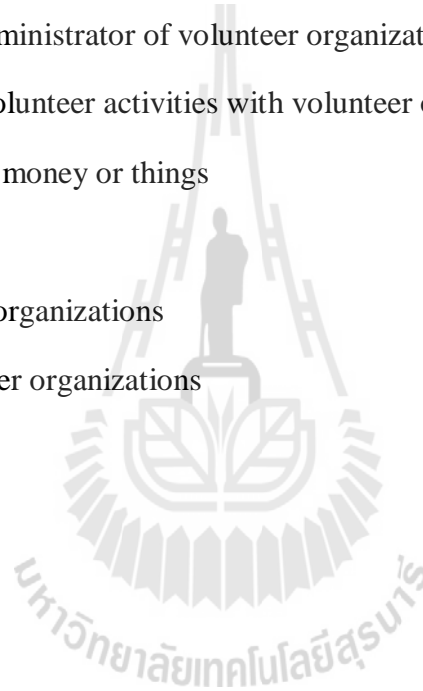
Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	U1*	U2*	U3*	U4*	U5*	U6*	U7*	U8*	U9*	U10*	U11*	U12*	U13*	
Volunteer initiator	1500Miles	Mean	0.50	2.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
		SD	0.707	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
		Degree of presentation	None	Neutral	None	None	None	None	None	None	None	None	None	None	None	None
	AD	Mean	3.00	2.50	0.00	1.50	1.50	2.00	0.00	2.00	2.00	1.00	0.00	0.00	0.00	1.50
		SD	0.000	0.707	0.000	0.707	0.707	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.707
		Degree of presentation	High	Neutral	None	Low	Low	Neutral	None	Neutral	Neutral	Low	None	None	None	Low
	BV	Mean	1.50	2.00	0.00	2.00	0.50	2.00	1.50	1.00	2.00	0.00	0.00	0.00	0.00	2.00
		SD	0.707	0.000	0.000	1.414	0.707	0.000	0.707	0.000	0.000	0.000	0.000	0.000	0.000	0.000
		Degree of presentation	Low	Neutral	None	Neutral	None	Neutral	Low	Low	Neutral	None	None	None	None	Neutral



**Table A2** Occurrence of usefulness of information principle on Facebook of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	U1*	U2*	U3*	U4*	U5*	U6*	U7*	U8*	U9*	U10*	U11*	U12*	U13*	
Volunteer initiator	JSC	Mean	1.00	0.00	0.00	2.00	0.00	1.00	0.50	0.00	0.00	0.00	0.00	0.00	3.00	
		SD	0.000	0.000	0.000	0.000	0.000	0.000	0.707	0.000	0.000	0.000	0.000	0.000	0.000	0.000
		Degree of presentation	Low	None	None	Neutral	None	Low	None	None	None	None	None	None	None	High
	MF	Mean	2.00	3.00	0.00	1.00	1.00	2.50	2.00	1.00	2.00	2.00	1.00	1.00	1.00	1.00
		SD	0.000	0.000	0.000	1.414	1.414	0.707	0.000	0.000	0.000	0.000	0.000	0.000	0.000	1.414
		Degree of presentation	Neutral	High	None	Low	Low	Neutral	Neutral	Low	Neutral	Neutral	Low	Low	Low	Low
	TF	Mean	1.00	1.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	1.00	0.00
		SD	0.000	2.121	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
		Degree of presentation	Low	Low	None	None	None	None	None	None	None	Low	None	None	Low	None

- \*U1 represented providing description of volunteer organization overview
- \*U2 represented providing the ways to connect with volunteer organization
- \*U3 represented providing the ways to connect with administrator of volunteer organization
- \*U4 represented providing the details of how to joint volunteer activities with volunteer organization
- \*U5 represented providing the details of how to donate money or things
- \*U6 represented providing the volunteer work report
- \*U7 represented networking to other similar volunteer organizations
- \*U8 represented networking to other dissimilar volunteer organizations
- \*U9 represented networking to government agencies
- \*U10 represented networking to profit organizations
- \*U11 represented networking to social enterprise
- \*U12 represented networking to mass media
- \*U13 represented providing the calendar of volunteer activity via Tab Features



For each indicator's mean occurrence score of the usefulness of information principle on Facebook as displayed in Table A.2, this study found that majority of volunteer organizations neutrally incorporated the details of how to join volunteer activities with volunteer organization into their Facebook. Most of them also provided the ways to connect with volunteer organization in low and neutral level, description of volunteer organization overview in low level, the details of how to donate money or things in low and none level, the volunteer work report in neutral and none level, and the calendar of volunteer activity via the "Events Tab" Feature in neutral, low and none level. On the other hand, all volunteer organizations did not provide the ways to connect with the administrator of the volunteer organizations' Facebook. Most of them did not present networking to other similar volunteer organizations, other dissimilar volunteer organizations, government agencies, profit organizations, and mass media.

Comparison of volunteer coordinator and volunteer initiator, this study found that only one out of the three volunteer coordinators, VSN, highly incorporated providing the ways to connect with volunteer organization into VSN's Facebook. For JB and SA, these volunteer coordinators lowly provided this information on their Facebook.

For volunteer initiators, this study found that four out of the nine volunteer initiators, AD, BV, Gen-V and HSG, presented the ways to connect with volunteer organization in neutral level. Only one of the volunteer initiators, MF, highly incorporated this information into their Facebook, while, two out of the nine volunteer initiators, DNT and TF, presented this information in low level. On the other hand, this information did not appear on JSC's Facebook. In term of providing the calendar

of volunteer activity via Tab Features, this indicator neutrally occurred on Facebook of two out of the three volunteer coordinators, SA and VSN, but it was not presented on Facebook of one out of three volunteer coordinator, FB. Whereas, three out of the nine volunteer initiators, AD, DNT and MF, employed this indicator in low level. Two out of the nine volunteer initiators, HSG and JSC, highly incorporated providing the calendar of volunteer activity via Tab Features, while one of the volunteer initiators, BV, presented this information in neutral level. On the other hand, two out of the nine volunteer initiators, Gen-V and TF, did not provide it. Furthermore, this study also found that there was only one of the volunteer initiators, HSG, highly presented three indicators in the form of providing the details of how to join volunteer activities with volunteer organization, the details of how to donate money or things, and the calendar of volunteer activity via Tab Features on HSG's Facebook.

In term of the indicators of the conservation of member principle on each volunteer organization's Facebook as described in Table A.3, this study found that most volunteer organizations neutrally presented multimedia, link to other volunteer organization's online sources, and no attractive-nuisance. In addition, most of them did not present employing the "Pin to Top" option and providing the details of how to join with volunteer organization on the first page of Facebook.

**Table A.3** The occurrence of the conservation of member principle on Facebook of each volunteer organization

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Employing the “Pin to Top” option	Providing the details of how to join with volunteer organization on the first page of Facebook	Presence of multimedia (text, picture, graphic and video clips)	Providing link to other volunteer organization’s online sources	There was no attractive-nuisance
Volunteer coordinator	JB	Mean	0.00	2.50	2.50	1.00	3.00
		SD	0.000	0.707	0.707	0.000	0.000
		Level of presentation	None	Neutral	Neutral	Low	High
	SA	Mean	0.50	0.50	3.00	2.00	3.00
		SD	0.707	0.707	0.000	1.414	0.000
		Level of presentation	None	None	High	Neutral	High
	VSN	Mean	0.00	1.00	3.00	2.50	2.00
		SD	0.000	0.000	0.000	0.707	1.414
		Level of presentation	None	Low	High	Neutral	Neutral
Volunteer initiator	150Miles	Mean	0.00	0.00	2.50	1.00	3.00
		SD	0.000	0.000	0.707	0.000	0.000
		Level of presentation	None	None	Neutral	Low	High



**Table A.3** The occurrence of the conservation of member principle on Facebook of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Employing the “Pin to Top” option	Providing the details of how to join with volunteer organization on the first page of Facebook	Presence of multimedia (text, picture, graphic and video clips)	Providing link to other volunteer organization’s online sources	There was no attractive- nuisance
Volunteer initiator	AD	Mean	0.00	0.50	3.00	2.50	3.00
		SD	0.000	0.707	0.000	0.707	0.000
		Level of presentation	None	None	High	Neutral	High
	BV	Mean	0.00	0.50	1.50	2.00	2.00
		SD	0.000	0.707	0.707	0.000	1.414
		Level of presentation	None	None	Low	Neutral	Neutral
	DNT	Mean	1.00	0.50	2.00	0.00	2.00
		SD	0.000	0.707	0.000	0.000	0.000
		Level of presentation	Low	None	Neutral	None	Neutral
	Gen-V	Mean	0.00	1.50	2.50	2.00	1.00
		SD	0.000	0.707	0.707	0.000	1.414
		Level of presentation	None	Low	Neutral	Neutral	Low

**Table A.3** The occurrence of the conservation of member principle on Facebook of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Employing the “Pin to Top” option	Providing the details of how to join with volunteer organization on the first page of Facebook	Presence of multimedia (text, picture, graphic and video clips)	Providing link to other volunteer organization’s online sources	There was no attractive- nuisance
Volunteer initiator	HSG	Mean	0.00	0.50	2.00	0.00	2.00
		SD	0.000	0.707	0.000	0.000	0.000
		Level of presentation	None	None	Neutral	None	Neutral
	JSC	Mean	0.00	2.00	2.00	0.00	2.50
		SD	0.000	1.414	1.414	0.000	0.707
		Level of presentation	None	Neutral	Neutral	None	Neutral
	MF	Mean	0.00	2.00	3.00	1.50	2.50
		SD	0.000	1.414	0.000	0.707	0.707
		Level of presentation	None	Neutral	High	Low	Neutral
	TF	Mean	0.00	0.00	2.50	1.50	3.00
		SD	0.000	0.000	0.707	0.707	0.000
		Level of presentation	None	None	Neutral	Low	High

Comparing volunteer coordinator and volunteer initiator, this study found that two out of the three volunteer coordinators, VSN and SA, highly presented multimedia. Only one volunteer coordinator, JB, and six out of the nine volunteer initiators, 1500Miles, DNT, Gen-V, HSG, JSC, and TF, presented multimedia in neutral level. Two out of the nine volunteer initiators, AD and MF, highly expressed multimedia on their Facebook, whereas one of the volunteer initiators, BV, lowly presented this indicator. This study also found that attractive-nuisance messages did not appear on Facebook of two out of volunteer coordinators, JB and SA, while this type of message was neutrally controlled to present on Facebook of one volunteer coordinator, VSN. For volunteer initiator, five out of the nine volunteer initiators, BV, DNT, HSG, JSC, and MF, neutrally controlled attractive-nuisance message to show on their Facebook. Three out of the nine volunteer initiators, 1500Miles, AD and TF did not present this type of message on their Facebook, whereas, one of the volunteer initiators, Gen-V controlled to present attractive-nuisance message in low level. These finding indicate the importance of multimedia without attractive-nuisance messages which were used to get the members involve on most volunteer organizations' Facebook.

Moreover, this study found that one volunteer coordinator, SA, and one of the volunteer initiators, AD, highly presented two indicators of the conservation of member principle on their Facebook. These indicators were presenting of multimedia and no attractive-nuisance.

**Table A.4** The occurrence of the generation of return member principle on Facebook of each volunteer organization

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Updating recent message everyday	Creating new topics within a week	Speed of responding members' questions or members' request for information	Asking questions or requesting information or opinions from the members
Volunteer coordinator	JB	Mean	1.50	1.50	1.50	0.00
		SD	0.707	0.707	2.121	0.000
		Level of presentation	Low	Low	Low	None
	SA	Mean	2.00	2.00	0.00	0.50
		SD	0.000	0.000	0.000	0.710
		Level of presentation	Neutral	Neutral	None	None
	VSN	Mean	0.50	1.50	1.50	0.00
		SD	0.707	0.707	2.121	0.000
		Level of presentation	None	Low	Low	None
Volunteer initiator	1500Miles	Mean			0.00	
		SD			0.000	
		Level of presentation			None	

**Table A.4** The occurrence of the generation of return member principle on Facebook of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Updating recent message everyday	Creating new topics within a week	Speed of responding members' questions or members' request for information	Asking questions or requesting information or opinions from the members
Volunteer initiator	AD	Mean	1.00	2.00		0.00
		SD	0.000	0.000		0.000
		Level of presentation	Low	Neutral		None
	BV	Mean	1.00	2.00		1.00
		SD	0.000	0.000		0.000
		Level of presentation	Low	Neutral		Low
	DNT	Mean	1.00	2.00	2.50	0.00
		SD	1.414	0.000	0.707	0.000
		Level of presentation	Low	Neutral	Neutral	None
	Gen-V	Mean	1.00	1.50	0.50	0.00
		SD	0.000	0.707	0.707	0.000
		Level of presentation	Low	Low	None	None

**Table A.4** The occurrence of the generation of return member principle on Facebook of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Updating recent message everyday	Creating new topics within a week	Speed of responding members' questions or members' request for information	Asking questions or requesting information or opinions from the members
Volunteer initiator	HSG	Mean	1.00	1.00	3.00	0.00
		SD	0.000	0.000	0.000	0.000
		Level of presentation	Low	Low	High	None
	JSC	Mean	1.00	0.00	0.50	0.00
		SD	0.000	0.000	0.707	0.000
		Level of presentation	Low	None	None	None
	MF	Mean	2.00	2.00	3.00	0.50
		SD	0.000	1.414	0.000	0.707
		Level of presentation	Neutral	Neutral	High	None
	TF	Mean	1.50	2.00		0.00
		SD	0.707	0.000		0.000
		Level of presentation	Low	Neutral		None

With regards to each indicator of the generation of return member principle as shown in Table A.4, this study found that most volunteer organizations neutral created new topics within a week, low updated recent message everyday, and speed of responding members' questions or members' request for information was presented at low level. In addition, most of them did not ask questions or requested information or opinions from their members.

Comparison of volunteer coordinator and volunteer initiator, this study found that when the members asked questions or requested for information from the volunteer coordinators, two out of volunteer coordinators, JB and VSN, lowly responded to the members' questions or requested for information, while one volunteer coordinator, SA, did not respond to all of members' messages. For volunteer initiator, only two out of the nine volunteer initiators, HSG and MF, responded to the members in high speed level, whereas one of the volunteer initiators, DNT, responded to the members' questions or requested for information in neutral level. On the other hand, three out of the nine volunteer initiators, 1500Miles, Gen-V and JSC, did not respond to the members' communication. In addition, this study found that the members of three out of the nine volunteer initiators, AD, BV and TF, did not ask any questions or requested for information from the volunteer organizations.

This study also found that all volunteer coordinators, JB, SA and VSN, and seven out of the nine volunteer initiators, AD, DNT, Gen-V, HSG, JSC, MF and TF did not ask questions or requested information or opinions from their members. Only one of the volunteer initiators, BV lowly posted this indicator on BV's Facebook, while 1500Miles did not post anything in a month of data collection. This finding implies that most volunteer organizations posted their messages to provide their

information and gain reaction from the members in the form of reading or clicking Like or Share button more than other forms of responding messages.

**Table A.5** The occurrence of the dialogic loop principle on Facebook of each volunteer organization

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Creating message in the form of question	Paying attention to respond members' questions or members' request for information	Responding to any post of members	Individual members can respond the questions or the request from other members	Creating message in the form of poll	Creating discussions board via Tab Feature
Volunteer coordinator	JB	Mean	0.00	1.00	1.00	1.00	0.00	0.00
		SD	0.000	1.414	1.414	1.414	0.000	0.000
		Level of presentation	None	Low	Low	Low	None	None
	SA	Mean	0.00	0.00	0.00	1.00	0.00	0.00
		SD	0.000	0.000	0.000	1.414	0.000	0.000
		Level of presentation	None	None	None	Low	None	None
	VSN	Mean	0.00	0.50	2.00	2.00	0.00	0.00
		SD	0.000	0.707	0.000	0.000	0.000	0.000
		Level of presentation	None	None	Neutral	Neutral	None	None



**Table A.5** The occurrence of the dialogic loop principle on Facebook of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Creating message in the form of question	Paying attention to respond members' questions or members' request for information	Responding to any post of members	Individual members can respond the questions or the request from other members	Creating message in the form of poll	Creating discussions board via Tab Feature
Volunteer initiator	1500Miles	Mean			0.00		0.00	0.00
		SD			0.000		0.000	0.000
		Level of presentation			None		None	None
	AD	Mean	0.00		1.00		0.00	0.00
		SD	0.000		0.000		0.000	0.000
		Level of presentation	None		Low		None	None
	BV	Mean	3.00	0.00	1.00		0.00	0.00
		SD	0.000	0.000	1.414		0.000	0.000
		Level of presentation	High	None	Low		None	None
	DNT	Mean	0.00	1.50	1.50		0.00	0.00
		SD	0.000	2.121	2.121		0.000	0.000
		Level of presentation	None	Low	Low		None	None

**Table A.5** The occurrence of the dialogic loop principle on Facebook of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Creating message in the form of question	Paying attention to respond members' questions or members' request for information	Responding to any post of members	Individual members can respond the questions or the request from other members	Creating message in the form of poll	Creating discussions board via Tab Feature
Volunteer initiator	Gen-V	Mean	0.00	0.50	0.50	0.00	0.00	0.00
		SD	0.000	0.707	0.707	0.000	0.000	0.000
		Level of presentation	None	None	None	None	None	None
	HSG	Mean	0.00	2.50	2.00	0.00	0.00	0.00
		SD	0.000	0.707	0.000	0.000	0.000	0.000
		Level of presentation	None	Neutral	Neutral	None	None	None
	JSC	Mean	1.50	0.50	1.00	0.00	0.00	0.00
		SD	2.121	0.707	0.000	0.000	0.000	0.000
		Level of presentation	Low	None	Low	None	None	None
	MF	Mean	3.00	3.00	2.50	2.50	0.00	0.00
		SD	0.000	0.000	0.707	0.707	0.000	0.000
		Level of presentation	High	High	Neutral	Neutral	None	None

**Table A.5** The occurrence of the dialogic loop principle on Facebook of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Creating message in the form of question	Paying attention to respond members' questions or members' request for information	Responding to any post of members	Individual members can respond the questions or the request from other members	Creating message in the form of poll	Creating discussions board via Tab Feature
Volunteer initiator	TF	Mean	0.00				0.00	0.00
		SD	0.000				0.000	0.000
		Level of presentation	None				None	None

For the occurrence of the dialogic loop principle on Facebook of each volunteer organization as indicated in Table A.5, this study found that most volunteer organizations low presented responding to any post of members. They also did not create message in the form of question, respond the questions from the users, and individual members can respond the questions or the request from other members. Moreover, all volunteer organizations did not incorporate message in the form of poll and discussions board via Tab Feature on their Facebook.

Comparing volunteer coordinator and volunteer initiator, this study found that all volunteer coordinators (JB, VSN and SA) and five out of the nine volunteer initiators (AD, DNT, Gen-V, HSG and TF) did not create message in the form of question. Only three out of the nine volunteer initiators (BV, JSC and MF) presented this indicator in different ways. BV and MF highly create message in the form of

question on their Facebook, while JSC presented this messages in low level. This study also found that two out of the three volunteer coordinators (JB and SA) and three out of the nine volunteer initiators (BV, Gen-V and JSC) did not pay attention to respond members' questions or members' request for information. Only three volunteer organizations presented this indicator in different ways. One volunteer coordinator, JB, lowly presented this indicator. The rest were volunteer initiators. One was MF that highly presented this indicator and the other was HSG that neutrally paid attention to respond members' questions or members' request for information.

For each indicator's mean occurrence score of the usefulness of information principle on Twitter as displayed in Table A.6, this study found that most volunteer organizations neutrally provided description of volunteer organization overview, lowly incorporated providing the ways to connect with volunteer organization, the details of how to join volunteer activities with volunteer organization, and networking to government agencies. Moreover most of them did not provide the ways to connect with the administrator of the volunteer organization, the details of how to donate money or things, the volunteer work report as well as networking to other similar volunteer organizations, other dissimilar volunteer organizations, profit organizations, social enterprise and mass media into their Twitters.

Regarding the comparison of volunteer coordinator and volunteer initiator, this study found that all volunteer coordinator (JB, SA and VSN) and four out of the five volunteer initiators (1500Miles, Gen-V, MF and TF) did not provide the ways to connect with the administrator of the volunteer organizations. Only one out of the five volunteer initiators, AD, lowly provided this information on AD's Twitter.



**Table A6** Occurrence of usefulness of information principle on Twitter of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	U1*	U2*	U3*	U4*	U5*	U6*	U7*	U8*	U9*	U10*	U11*	U12*	
Volunteer initiator	1500 Miles	Mean	1.00	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
		SD	0.000	0.707	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
		Degree of presentation	Low	Low	None	None	None	None	None	None	None	None	None	None	None
	AD	Mean	0.50	2.00	1.50	0.00	0.00	0.50	0.00	0.00	0.00	1.00	1.00	0.00	0.00
		SD	0.707	0.000	0.707	0.000	0.000	0.707	0.000	0.000	0.000	1.414	0.000	0.000	0.000
		Degree of presentation	Low	Neutral	Low	None	None	Low	None	None	None	Low	Low	None	None
	Gen-V	Mean	2.00	0.50	0.00	0.50	0.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	1.00
		SD	0.000	0.707	0.000	0.707	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
		Degree of presentation	Neutral	Low	None	Low	None	None	None	None	Low	None	None	None	Low

**Table A6** Occurrence of usefulness of information principle on Twitter of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	U1*	U2*	U3*	U4*	U5*	U6*	U7*	U8*	U9*	U10*	U11*	U12*	
Volunteer initiator	MF	Mean	2.00	2.00	0.00	0.50	0.50	0.50	1.00	0.00	0.50	0.00	0.00	0.00	
		SD	0.000	1.414	0.000	0.707	0.707	0.707	1.414	0.000	0.707	0.000	0.000	0.000	
		Degree of presentation	Neutral	Neutral	None	Low	Low	Low	Low	None	Low	None	None	None	
	TF	Mean	2.00	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.00	1.00
		SD	0.000	0.707	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
		Degree of presentation	Neutral	Low	None	None	None	None	None	None	None	Low	None	None	Low

\*U1 represented providing description of volunteer organization overview

\*U2 represented providing the ways to connect with volunteer organization

\*U3 represented providing the ways to connect with administrator of volunteer organization

\*U4 represented providing the details of how to joint volunteer activities with volunteer organization

\*U5 represented providing the details of how to donate money or things

\*U6 represented providing the volunteer work report

\*U7 represented networking to other similar volunteer organizations

\*U8 represented networking to other dissimilar volunteer organizations

\*U9 represented networking to government agencies

\*U10 represented networking to profit organizations

\*U11 represented networking to social enterprise

\*U12 represented networking to mass media





This finding implies that most volunteer organization did not emphasis on direct communication between their Twitter's administrators and their Twitter's members.

This study also found that one out of the three volunteer coordinators, SA, as well as one out of the five volunteer initiators, MF, lowly provided the details of how to donate money or things on their Twitter, whereas, the rest did not provide this information on Twitter. This finding implies that most volunteer organization did not employ their Twitter in order to mobilize money or things.

**Table A.7** The occurrence of the conservation of member principle on Twitter of each volunteer organization

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Employing the "Pin to Top" option	Providing the details of how to join with volunteer organization on the first page of Facebook	Presence of multimedia (text, picture, graphic and video clips)	Providing link to other volunteer organization's online sources	There was no attractive- nuisance
Volunteer coordinator	JB	Mean	0.00	1.00	2.00	1.00	3.00
		SD	0.000	1.414	0.000	0.000	0.000
		Level of presentation	None	Low	Neutral	Low	High
	SA	Mean	0.00	0.50	2.50	1.50	3.00
		SD	0.000	0.707	0.707	0.707	0.000
		Level of presentation	None	None	Neutral	Low	High

**Table A.7** The occurrence of the conservation of member principle on Twitter of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Employing the “Pin to Top” option	Providing the details of how to join with volunteer organization on the first page of Facebook	Presence of multimedia (text, picture, graphic and video clips)	Providing link to other volunteer organization’s online sources	There was no attractive- nuisance
Volunteer coordinator	VSN	Mean	0.00	0.00	0.00	1.50	3.00
		SD	0.000	0.000	0.000	0.707	0.000
		Level of presentation	None	None	None	Low	High
Volunteer initiator	1500 Miles	Mean	0.00	0.00	1.50	1.00	3.00
		SD	0.000	0.000	0.707	0.000	0.000
		Level of presentation	None	None	Low	Low	High
	AD	Mean	0.00	0.50	0.00	1.00	3.00
		SD	0.000	0.707	0.000	0.000	0.000
		Level of presentation	None	None	None	Low	High
Gen-V	Gen-V	Mean	0.00	0.00	1.00	2.00	3.00
		SD	0.000	0.000	1.414	1.414	0.000
		Level of presentation	None	None	Low	Neutral	High

**Table A.7** The occurrence of the conservation of member principle on Twitter of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Employing the “Pin to Top” option	Providing the details of how to join with volunteer organization on the first page of Facebook	Presence of multimedia (text, picture, graphic and video clips)	Providing link to other volunteer organization’s online sources	There was no attractive- nuisance
Volunteer initiator	MF	Mean	0.00	1.00	2.50	1.50	3.00
		SD	0.000	1.414	0.707	0.707	0.000
		Level of presentation	None	Low	Neutral	Low	High
	TF	Mean	0.00	0.00	2.00	2.50	3.00
		SD	0.000	0.000	0.000	0.707	0.000
		Level of presentation	None	None	Neutral	Neutral	High

Furthermore, only one volunteer coordinator, JB, highly presented two indicators on JB’s Twitter. These indicators consisted of networking to other dissimilar volunteer organizations and networking to profit organizations.

In term of the indicators of the conservation of member principle on Twitter as described in Table A.7, this study found that all volunteer organizations controlled the presenting of advertising for commercial and public relation that no relate to volunteer work from other twitter’s users in high level. They also neutrally incorporated

multimedia on their twitter, and low provided link to other volunteer organization's online sources. In addition, they did not employ the "Pin to Top" option and provide the details of how to join with volunteer organization on the first page of Twitter.

Comparison of volunteer coordinator and volunteer initiator, this study found that all volunteer coordinator, JB, SA and VSN, as well as all volunteer initiators 1500Miles, AD, Gen-V, MF and TF did not present attractive-nuisance messages.

With regards to each indicator of the generation of return member principle on Twitter as shown in Table A.8, this study found that most volunteer organizations neutral updated recent message everyday. Some of them high created new topics within a week in level, some neutral created new topics within a week in level, and other did not create new topics.

Comparing volunteer coordinator and volunteer initiator, this study found that only two volunteer organizations highly created new topics within a week. One was a volunteer coordinator, JB, and the other was a volunteer initiator, TF. The rest created new topics in different ways. For volunteer coordinator, SA neutrally created new topics within a week on SA's Facebook. For volunteer initiator, this indicator neutrally appeared and Gen-V's Facebook, AD lowly created new topics within a week, while 1500Miles and MF did not create new topics within a week. Moreover, this study also found that only the member of one out of the five volunteer initiators, MF, posted a message on MF's Twitter and MF neutrally responded to the member.

**Table A.8** The occurrence of the generation of return member principle on Twitter of each volunteer organization

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Updating recent message everyday	Creating new topics within a week	Speed of responding members' questions or members' request for information	Asking questions or requesting information or opinions from the members
Volunteer coordinator	JB	Mean	1.00	3.00		0.50
		SD	0.000	0.000		0.707
		Level of presentation	Low	High		None
	SA	Mean	2.00	2.00		0.00
		SD	1.414	0.000		0.000
		Level of presentation	Neutral	Neutral		None
	VSN	Mean				
		SD				
		Level of presentation				
Volunteer initiator	1500 Miles	Mean	2.00	0.50		0.00
		SD	1.414	0.707		0.000
		Level of presentation	Neutral	None		None

**Table A.8** The occurrence of the generation of return member principle on Twitter of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Updating recent message everyday	Creating new topics within a week	Speed of responding members' questions or members' request for information	Asking questions or requesting information or opinions from the members
Volunteer initiator	AD	Mean	1.50	1.00		0.00
		SD	0.707	0.000		0.000
		Level of presentation	Low	Low		None
	Gen-V	Mean	1.00	2.00		0.00
		SD	0.000	0.000		0.000
		Level of presentation	Low	Neutral		None
	MF	Mean	2.00	0.50	2.00	0.00
		SD	1.414	0.707	0.000	0.000
		Level of presentation	Neutral	None	Neutral	None
	TF	Mean	2.50	3.00		0.00
		SD	0.707	0.000		0.000
		Level of presentation	Neutral	High		None

This study also found that all volunteer organizations did not ask questions or requested information or opinions from their members. This finding implies that all volunteer organizations posted their messages to provide their information and gain reaction from the members in the form of reading or clicking the “Favorites” or the “Retweet” button more than other forms of responding messages.

**Table A.9** The occurrence of the dialogic loop principle on Twitter of each volunteer organization

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Creating message in the form of question	Paying attention to respond members' questions or members' request for information	Responding to any post of members
Volunteer coordinator	JB	Mean	0.50		
		SD	0.707		
		Level of presentation	None		
	SA	Mean	0.00		
		SD	0.000		
		Level of presentation	None		
	VSN	Mean			
		SD			
		Level of presentation			

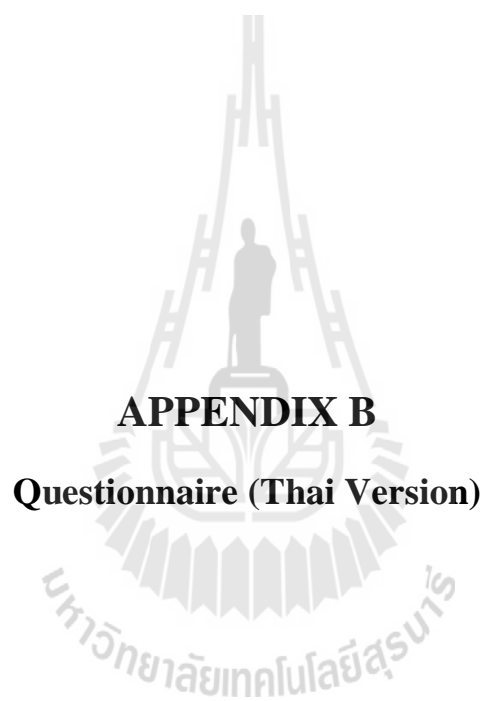
**Table A.9** The occurrence of the dialogic loop principle on Twitter of each volunteer organization (continued)

Volunteer organization type	Volunteer organization name	Mean, SD and Level of presentation	Creating message in the form of question	Paying attention to respond members' questions or members' request for information	Responding to any post of members	
Volunteer initiator	1500 Miles	Mean	0.00			
		SD	0.000			
		Level of presentation	None			
	AD	Mean	0.00			
		SD	0.000			
		Level of presentation	None			
	Gen-V	Mean	0.00			
		SD	0.000			
		Level of presentation	None			
	MF	Mean	0.00		3.00	3.00
		SD	0.000		0.000	0.000
		Level of presentation	None		High	High
	TF	Mean	0.00			
		SD	0.000			
		Level of presentation	None			



Regarding the occurrence of the dialogic loop principle on Twitter of each volunteer organization as indicated in Table A.9, this study found that most volunteer organizations did not create message in the form of question. In addition, members of most volunteer organizations did not post anything on volunteer organizations' Twitter. Therefore, respond the questions from the users and responding to any post of members did not appear on these Twitters.

Comparison of volunteer coordinator and volunteer initiator, this study found that only the member of one out of the five volunteer initiators, MF, posted the message on MF's Twitter and MF highly paid attention to respond to the member, as well as highly responded to any post of the member. However, there was a limitation of the study. The messages of Twitter's members were shown to the public only when the volunteer organizations responded to their messages. Therefore, the members of other volunteer organizations might post their messages but the volunteer organizations did not respond them. It was also possible that the members might post any messages.



**APPENDIX B**  
**Questionnaire (Thai Version)**

### ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

**คำชี้แจง** กรุณาทำเครื่องหมาย ✓ ภายในช่องที่ตรงกับตัวท่าน

รายละเอียด	
1. อายุ	
[     ] 13-25 ปี	[     ] 26-35 ปี
[     ] 36-55 ปี	[     ] 56 ปีขึ้นไป
2. อาชีพ	
[     ] นักเรียน/นักศึกษา	[     ] รับราชการ/พนักงานรัฐวิสาหกิจ
[     ] พนักงานบริษัทเอกชน	[     ] ธุรกิจส่วนตัว                    [     ] รับจ้างทั่วไป
[     ] ผู้เกษียณอายุ	[     ] อื่นๆ โปรดระบุ.....
3. ระดับการศึกษาสูงสุด	
[     ] ประถมศึกษา	[     ] มัธยมศึกษา/ปวช.
[     ] อนุปริญญา/ปวส./ปริญญาตรี	[     ] สูงกว่าปริญญาตรี
4. ท่านเป็นสมาชิก*เว็บไซต์เครือข่ายสังคมในงานจิตอาสาขององค์กรจิตอาสา (องค์กรฯ) ในฐานะใด	
[     ] อาสาสมัคร (จิตอาสา)	[     ] กรรมการ/ผู้บริหาร/บุคลากรองค์กรฯ
[     ] ผู้บริจาค/ผู้ให้การสนับสนุน	[     ] ผู้ต้องการความช่วยเหลือ/สนับสนุน
[     ] สื่อมวลชน	
[     ] บุคลากรในองค์กรจิตอาสาอื่น/หน่วยงานภาครัฐที่มีหน้าที่เกี่ยวข้องกับประเด็นปัญหาที่องค์กรฯ นำเสนอ	
[     ] ผู้สนใจประเด็นปัญหาที่องค์กรฯ นำเสนอ	
5. ระยะเวลาที่ท่านเป็นสมาชิก*เว็บไซต์เครือข่ายสังคมในงานจิตอาสาขององค์กรฯ	
[     ] น้อยกว่า 1 ปี	[     ] 1-2 ปี
[     ] 3-4 ปี	[     ] 5 ปีขึ้นไป
6. ความถี่โดยเฉลี่ยที่ท่านใช้เวลากับเว็บไซต์เครือข่ายสังคมในงานจิตอาสาขององค์กรฯ	
[     ] 1-9 ครั้ง/เดือน	[     ] 10-19 ครั้ง/เดือน
[     ] 20-29 ครั้ง/เดือน	[     ] 30 ครั้ง/เดือน ขึ้นไป
7. ท่านเคยเข้าร่วมกิจกรรมจิตอาสาช่วยเหลือสังคมมาก่อนที่จะเป็นสมาชิก*เว็บไซต์เครือข่ายสังคมในงานจิตอาสาขององค์กรฯ หรือไม่	
[     ] เคย	[     ] ไม่เคย

ส่วนที่ 2 ความเห็นต่อองค์ประกอบของการสื่อสารแบบมีส่วนร่วมที่มีผลต่อการมีส่วนร่วมบนเว็บไซต์เครือข่าย  
สังคมในงานจิตอาสา

\*ข้อมูลข่าวสาร หมายถึง เนื้อหาทุกประเภทที่นำเสนอบนเว็บไซต์เครือข่ายสังคม ทั้ง ข้อมูล ความรู้ การเสนอแนะ  
และการแสดงความคิดเห็น ทั้งในรูปแบบของข้อความ ภาพ และคลิปวิดีโอ

\*\*ทุกคน หมายถึง ผู้บริหารองค์กรฯ ผู้ดูแลเว็บไซต์เครือข่ายสังคม และสมาชิกขององค์กรฯ

องค์ประกอบของการสื่อสารแบบมีส่วนร่วม	5. มากที่สุด	4. มาก	3 ปานกลาง	2 น้อย	1. น้อยที่สุด
<b>1. องค์กร</b>					
1.1 องค์กรฯ มีความน่าเชื่อถือในการนำทักษะความเชี่ยวชาญมาใช้ในการดำเนินงานจิตอาสา					
1.2 องค์กรฯ เปิดโอกาสให้สมาชิกทุกคนสามารถมีส่วนร่วมได้ในทุกระดับ ทั้งการวางนโยบาย วางแผน นำเสนอ ตอบสนองด้วยข้อมูลข่าวสาร รับรู้ข้อมูลข่าวสาร และร่วมลงมือทำกิจกรรมต่าง					
1.3 การดำเนินงานขององค์กรฯ มีการรายงานในสื่อมวลชน					
<b>2. การเข้าถึง</b>					
2.1 ท่านสามารถเข้าดูเข้าใช้เว็บไซต์เครือข่ายสังคมขององค์กรฯ ได้ทุกที่ ทุกเวลาที่ต้องการ					
2.2 ท่านสามารถเลือกเปิดรับเนื้อหาบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ ได้ตามทุก ข้อมูล ข่าวสารที่ท่านต้องการ					
2.3 ท่านสามารถร้องขอข้อมูลข่าวสาร*บนเว็บไซต์เครือข่ายสังคมขององค์กรฯ และได้รับ ข้อมูลข่าวสารตามที่ท่านร้องขอจากองค์กรฯ					
2.4 ท่านสามารถแลกเปลี่ยนข้อมูลข่าวสาร จิตอาสาขององค์กรฯ บนเว็บไซต์เครือข่ายสังคม ขององค์กรฯ ได้					
<b>3. ความเป็นประชาธิปไตยในการสื่อสาร</b>					
3.1 การสื่อสารบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ ให้สิทธิ์ทุกคนในการสื่อสารโดยไม่ลบล ข้อความและนำข้อเสนอแนะของทุกคนไปปฏิบัติ					
3.2 การสื่อสารบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ เป็นการสื่อสารหลายทางที่ทุกคน สามารถสลับบทบาทกันเป็นทั้งผู้ส่งสารและผู้รับสารกันไปมาได้					
3.3 การสื่อสารบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ ทุกคนเคารพในความคิดเห็นที่แตกต่าง กันของผู้อื่น					
3.4 การสื่อสารบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ มุ่งสร้างความเข้าใจร่วมกันและ คลี่คลายความกังวลระหว่างสมาชิกทุกคนเกี่ยวกับประเด็นปัญหาสังคม					

<b>4. การนำไปปฏิบัติ</b>					
4.1 แนวทางการแก้ไขปัญหาสังคมที่พูดคุยกันบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ และผลการดำเนินงานในปัจจุบัน ทำให้ทุกคนเกิดการเรียนรู้ร่วมกันในการนำไปปรับใช้กับกิจกรรมอื่นๆ ในอนาคต					
<b>5. คุณลักษณะของสมาชิก</b>					
5.1 ท่านเป็นสมาชิกบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ ด้วยความสมัครใจ					
5.2 ท่านมีจิตสำนึกที่ดีในการช่วยกันแก้ไขปัญหาสังคม					
5.3 ท่านมีทักษะในการสื่อสารและคุ้นเคยกับการใช้งานบนเว็บไซต์เครือข่ายสังคม					
<b>6. บทบาทของผู้ดูแลเว็บไซต์เครือข่ายสังคม</b>					
6.1 ผู้ดูแลเว็บไซต์เครือข่ายสังคมขององค์กรฯ ทำหน้าที่เป็นผู้กระตุ้น เปิดประเด็นตั้งคำถามชวนคิดเพื่อให้สมาชิกพูดคุยถึงประเด็นปัญหาสังคม และช่วยกันหาทางออก โดยไม่ได้เป็นผู้เสนอทางออก					
6.2 ผู้ดูแลเว็บไซต์เครือข่ายสังคมขององค์กรฯ ใส่ใจในการตอบกลับคำถาม การร้องขอข้อมูล การให้ข้อมูล หรือการเสนอความคิดเห็นของสมาชิกทุกคน ไม่มีการเลือกปฏิบัติ					
6.3 ผู้ดูแลเว็บไซต์เครือข่ายสังคมขององค์กรฯ กระตุ้นให้สมาชิกจัดการความขัดแย้งอย่างสร้างสรรค์และหาฉันทามติร่วมกัน					
6.4 ผู้ดูแลเว็บไซต์เครือข่ายสังคมขององค์กรฯ มีการติดตามผลการดำเนินงานจิตอาสาขององค์กรฯ และรายงานผลให้สมาชิกทราบบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ					
6.5 ผู้ดูแลเว็บไซต์เครือข่ายสังคมขององค์กรฯ มีการชี้ชม/ขอบคุณสมาชิกเมื่อการดำเนินงานจิตอาสาโครงการ/กิจกรรมใดๆ เสร็จสิ้นลง					
6.6 ผู้ดูแลเว็บไซต์เครือข่ายสังคมขององค์กรฯ มีการตรวจสอบความถูกต้องและความน่าเชื่อถือของข้อมูล เมื่อมีข่าวลือหรือข้อมูลที่สร้างความสับสนแก่สมาชิก แล้วแจ้งข้อมูลที่ถูกต้องต่อสมาชิก					
<b>7. คุณลักษณะของเว็บไซต์เครือข่ายสังคม</b>					
7.1 เว็บไซต์เครือข่ายสังคมมีเครื่องมือสื่อสารที่สามารถนำเสนอข้อมูลได้ทั้งในรูปแบบข้อความ ภาพนิ่ง ภาพเคลื่อนไหว (คลิปวิดีโอ) กราฟิก และไฟล์เสียง					
7.2 เว็บไซต์เครือข่ายสังคมมีเครื่องมือสื่อสารที่กระตุ้นให้เกิดการนำเสนอข้อมูล แสดงความคิดเห็นโต้ตอบไปมาระหว่างสมาชิกด้วยกัน/ระหว่างสมาชิกและผู้ดูแลเว็บไซต์เครือข่ายสังคม					
7.3 เว็บไซต์เครือข่ายสังคมมีเครื่องมือสื่อสารที่สามารถใช้งานได้ง่าย					
7.4 เว็บไซต์เครือข่ายสังคมมีพื้นที่สำหรับให้ผู้คนรวมตัวและร่วมทำกิจกรรมเพื่อให้สังคมเกิดการเปลี่ยนแปลง					
7.5 เว็บไซต์เครือข่ายสังคมเป็นเครือข่ายการสื่อสารที่สามารถเข้าถึงผู้คนได้ในวงกว้าง					

7.6 เว็บไซต์เครือข่ายสังคมเป็นช่องทางที่สนับสนุนการแลกเปลี่ยนความคิดเห็นและประสบการณ์ระหว่างผู้คนหรือชุมชนที่อยู่ห่างไกลกัน					
7.7 การสื่อสารบนเว็บไซต์เครือข่ายสังคมสามารถเผยแพร่ข้อมูลได้รวดเร็ว					
7.8 การสื่อสารบนเว็บไซต์เครือข่ายสังคม สามารถค้นคืนข้อมูลเก่าๆ มาอ่านหรือใช้ประโยชน์ในภายหลังได้					
<b>8. การเชื่อมโยงข้อมูลกับพันธมิตรภายนอก</b>					
8.1 เว็บไซต์เครือข่ายสังคมขององค์กรฯ มีการเชื่อมโยงลิงก์ข้อมูลไปยังพันธมิตรภายนอก เช่น สื่อมวลชนที่รายงานข่าวเกี่ยวกับประเด็นปัญหาสังคม องค์กรจิตอาสาอื่นที่ดำเนินการในประเด็นที่เกี่ยวข้อง หน่วยงานภาครัฐที่เกี่ยวข้องหรือมีหน้าที่รับผิดชอบในประเด็นปัญหาสังคมนั้นโดยตรง					
8.2 เว็บไซต์เครือข่ายสังคมขององค์กรฯ เปิดโอกาสให้ทุกคนสามารถนำข้อมูลที่เป็นประโยชน์ต่องานจิตอาสาจากหน่วยงาน องค์กร หรือบุคคลอื่นภายนอกมาแนะนำเสนอเว็บไซต์เครือข่ายสังคมขององค์กรฯ ได้					
<b>9. เครือข่าย</b>					
9.1 องค์กรฯ มีเครือข่ายภายนอกที่นำข้อมูลจากการพูดคุยบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ ไปเผยแพร่เพื่อประสานการแก้ไขปัญหาสังคมต่อ					
9.2 องค์กรฯ มีการประสานงาน ขอร้องอำนวยความสะดวกในการดำเนินการแก้ไขปัญหาสังคม จากเครือข่ายบนเว็บไซต์เครือข่ายสังคมของสมาชิก					
9.3 ท่านสามารถขยายเครือข่ายออกไปภายนอกไปยังผู้อื่นที่สนใจในประเด็นปัญหาสังคมเดียวกัน ผ่านการแชร์ ริทวิต หรือการโพสต์ในหน้าโปรไฟล์ส่วนตัวของท่าน					
<b>10. คุณลักษณะประเด็น</b>					
10.1 ประเด็นปัญหาสังคมที่นำเสนอบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ เป็นเรื่องใกล้ตัวที่ท่านสนใจ					
10.2 ประเด็นปัญหาสังคมที่นำเสนอบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ เกี่ยวข้องกับภาระหน้าที่ของท่าน					
10.3 ประเด็นปัญหาสังคมที่นำเสนอบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ ส่งผลกระทบต่อโดยตรงต่อท่านหรือบุคคลใกล้ชิด					
10.4 ประเด็นปัญหาสังคมที่นำเสนอบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ ส่งผลกระทบต่อคนส่วนใหญ่ในสังคม					
10.5 ประเด็นปัญหาสังคม ที่นำเสนอบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ ท่านรู้สึกร่วมว่าตัวท่านเองเป็นเจ้าของประเด็นปัญหาดังกล่าวด้วย					

<b>11. คุณลักษณะสาร</b>					
11.1 ข้อมูลข่าวสารบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ ใช้ภาษาที่เข้าใจได้ง่าย มีความชัดเจน ไม่คลุมเครือ					
11.2 ข้อมูลข่าวสารบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ เป็นข้อมูลรอบด้าน					
11.3 ข้อมูลข่าวสารบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ มีประโยชน์ต่อการดำเนินงานจิตอาสา					
11.4 ข้อมูลข่าวสารบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ ทันสมัย มีการนำเสนอประเด็นใหม่ๆ อยู่เสมอ					
11.5 ข้อมูลข่าวสารบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ มีหลักฐานอ้างอิงที่น่าเชื่อถือ					
<b>12. ลักษณะการแลกเปลี่ยนข้อมูลข่าวสาร</b>					
12.1 มีการแลกเปลี่ยนข้อมูลข่าวสารระหว่างสมาชิกเพื่อหาทางแก้ไขปัญหาสังคม					
12.2 มีการแลกเปลี่ยนข้อมูลข่าวสาร ที่ทำให้เกิดการสร้างความรู้ใหม่ๆ ได้มุมมองใหม่ๆ ในการแก้ไขปัญหาสังคม					
<b>13. ความสัมพันธ์ที่สมาชิกมีต่อองค์กรฯ และผู้ดูแลเว็บไซต์เครือข่ายสังคม</b>					
13.1 ท่านเชื่อถือการนำเสนอข้อมูลข่าวสารและการจัดสรรทรัพยากร (เช่น สิ่งของ กำลังคน ฯลฯ) ในการแก้ปัญหาของผู้ดูแลเว็บไซต์เครือข่ายสังคมขององค์กรฯ					
13.2 ท่านเชื่อมั่นว่าหากผู้ดูแลเว็บไซต์เครือข่ายสังคมขององค์กรฯ ให้คำมั่นว่าจะดำเนินการอย่างใด เขาจะรักษาคำสัญญานั้นที่ไว้กับสมาชิก					
13.3 ท่านมีความไว้วางใจในการสื่อสารกับผู้ดูแลเว็บไซต์เครือข่ายสังคมขององค์กรฯ					
<b>14. ความสัมพันธ์ที่สมาชิกมีต่อเพื่อนสมาชิกด้วยกัน</b>					
14.1 เพื่อนสมาชิกบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ มีเป้าหมายร่วมกันในการทำงาน เพื่อประโยชน์ของสังคม					
14.2 เพื่อนสมาชิกบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ มีความกระตือรือร้นในการร่วมค้นหาแนวทางการแก้ไขปัญหา และช่วยกันลงมือแก้ไขปัญหาในประเด็นปัญหาสังคมที่องค์กรฯ กำลังดำเนินงาน					
14.3 เพื่อนสมาชิกบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ สร้างความไว้วางใจแก่ท่านในการร่วมงาน					

ส่วนที่ 3 การมีส่วนร่วมบนเว็บไซต์เครือข่ายสังคมในงานจิตอาสา

รูปแบบการมีส่วนร่วม	5. เป็นประจำ	4. บ่อยครั้ง	3. บางครั้ง	2. แทบไม่เคย	1. ไม่เคยเลย
1. ท่านเป็นผู้ริเริ่มโครงการจิตอาสา ระดมความช่วยเหลือผู้ที่ได้รับผลกระทบด้วยตนเอง					
2. ท่านเป็นผู้ร่วมตัดสินใจในนโยบายการดำเนินงานจิตอาสาขององค์กรฯ					
3. ท่านเป็นผู้ร่วมกับองค์กรฯ ในรูปแบบต่างๆ เช่น ทำงานเป็นจิตอาสา ช่วยระดมทุน-สิ่งของ ประสานงาน ชักชวนผู้อื่นเข้าร่วมกิจกรรม					
4. ท่านเป็นผู้โพสต์ให้ข้อมูล แสดงความคิดเห็นที่เป็นประโยชน์กับการดำเนินงานจิตอาสาโดยที่องค์กรฯ ไม่ได้ร้องขอ					
5. ท่านเป็นผู้โพสต์ให้ข้อมูล แสดงความคิดเห็น ในประเด็นที่องค์กรฯ ร้องขอด้วยการตอบคำถาม ทำโพล ฯลฯ					
6. ท่านเป็นผู้แชร์หรือผู้รีทวีตข้อมูลขององค์กรฯ สู่เครือข่ายภายนอก					
7. ท่านเป็นผู้โพสต์ขอข้อมูล					
8. ท่านเป็นผู้ติดตามอ่านเนื้อหาและหรือกดปุ่มถูกใจบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ เท่านั้น					

ส่วนที่ 4 การแก้ไขปัญหาสังคม

**คำชี้แจง:** เลือกตอบข้อที่ตรงกับความคิดเห็นของท่านเพียงคำตอบเดียว

การมีส่วนร่วมของท่านในส่วนที่ 3 นำไปสู่การแก้ไขปัญหาสังคมหรือไม่

[        ] นำไปสู่การแก้ไขปัญหาสังคม โดยเป็นการแก้ไขปัญหาที่

ขจัดปัญหาให้หมดไป

บรรเทาความเดือดร้อนได้ในระยะ ชุกฉิน (ไม่เกิน 1 เดือน)

บรรเทาความเดือดร้อนได้ในระยะ สั้น (น้อยกว่า 4 เดือน)

บรรเทาความเดือดร้อนได้ในระยะ ยาว (4 เดือน หรือมากกว่า)

[        ] ไม่มีการแก้ไขปัญหาสังคม แต่มีแนวทางการแก้ไขปัญหา

[        ] ไม่มีการแก้ไขปัญหาสังคม และไม่มีแนวทางแก้ไขปัญหา เป็นเพียงการสื่อสารที่เผยแพร่สู่ผู้คนในวงสังคมเท่านั้น





**APPENDIX C**

**Se-Mi Structured Interview Form (Thai Version)**

## แบบสัมภาษณ์ผู้ดูแลเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา

### ส่วนที่ 1: ข้อมูลส่วนบุคคล

1. ชื่อผู้ให้สัมภาษณ์
2. ชื่อองค์กรจิตอาสา (องค์กรฯ)
3. ตำแหน่งในองค์กรฯ
4. ระยะเวลาในการทำงานกับองค์กรฯ
5. ความถี่ในการเข้ามาดูแลเว็บไซต์เครือข่ายสังคม

### ส่วนที่ 2: ข้อมูลองค์กรฯ

5. เพราะเหตุใด องค์กรฯ ของท่านจึงเลือกใช้เว็บไซต์เครือข่ายสังคมในรูปแบบนี้ (เลือกใช้เฟซบุ๊กแบบโปรไฟล์ เฟซบุ๊กแบบแฟนเพจ เฟซบุ๊กแบบกลุ่ม หรือทวิตเตอร์)
6. องค์กรฯ ของท่านมีจุดประสงค์ใดในการใช้เว็บไซต์เครือข่ายสังคม (เช่น ให้ความรู้ ทหาอาสาสมัคร รับบริจาคเงิน หรืออื่นๆ)
7. องค์กรฯ ของท่านใช้เว็บไซต์เครือข่ายสังคมในการนำเสนอข้อมูลงานจิตอาสาขององค์กรฯ อย่างไร ใช้เป็นสื่อหลักหรือสื่อเสริมโปรดอธิบาย
8. นอกจากเว็บไซต์เครือข่ายสังคมแล้วองค์กรฯ ของท่านนำเสนอข้อมูลงานจิตอาสาผ่านช่องทางใดอีกบ้างหรือไม่ อย่างไร
9. สถานการณ์ขององค์กรฯ ของท่านก่อนและหลังการใช้เว็บไซต์เครือข่ายสังคมเป็นอย่างไร (เช่น จำนวนผู้สนใจ จำนวนอาสาสมัคร ความเป็นที่รู้จักในสังคม)
10. องค์กรฯ ท่านมีพันธมิตรที่มีศักยภาพ ในการสนับสนุนการแก้ไขปัญหา หรือนำแนวทางการแก้ไขปัญหาที่พูดคุยกันบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ ไปดำเนินการต่อหรือไม่ อย่างไร

### ส่วนที่ 3: ข้อมูลสมาชิก

#### (กลุ่มเป้าหมายขององค์กร)

11. ก่อนการใช้งานเว็บไซต์เครือข่ายสังคม องค์กรฯ มีการกำหนดสมาชิกกลุ่มเป้าหมายไว้หรือไม่ ถ้ามีกลุ่มเป้าหมายที่องค์กรฯ ท่านตั้งใจจะสื่อสารด้วยบนเว็บไซต์เครือข่ายสังคมคือคนกลุ่มใด เพราะเหตุใดจึงเป็นคนกลุ่มนี้

12. เมื่อองค์กรฯ ของท่านใช้งานเว็บไซต์เครือข่ายสังคมแล้ว ท่านทราบหรือไม่ว่าสมาชิกส่วนใหญ่ขององค์กรฯ คือคนกลุ่มไหน ถ้าทราบ ทราบได้อย่างไรและเป็นคนกลุ่มไหนบ้าง ใช้กลุ่มเป้าหมายหลักที่องค์กรฯ ต้องการจะสื่อสารด้วยหรือไม่

13. ท่านคิดว่าสมาชิกส่วนใหญ่ขององค์กรฯ เข้ามาใช้เว็บไซต์เครือข่ายสังคมขององค์กรฯ ด้วยจุดประสงค์ใดเหตุใดจึงคิดเช่นนั้น

#### (บทบาทการสื่อสารของสมาชิก)

14. สมาชิกมีการแลกเปลี่ยนพูดคุยระหว่างกันบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ หรือไม่ ถ้ามีประเด็นที่สมาชิกมักพูดคุยกันคือประเด็นใด และจะพูดคุยกันในโอกาสใด และนิยมใช้ช่องทาง/เครื่องมือใดในการพูดคุย

15. กลุ่มสนทนาของสมาชิกส่วนใหญ่มีขนาดกี่คน (มีจำนวนเฉลี่ยที่เกือบจะแน่นอน หรือไม่ตายตัวแล้วแต่สถานการณ์) และสมาชิกที่มารวมกลุ่มสนทนามักเป็นสมาชิกที่มีคุณลักษณะดังต่อไปนี้หรือไม่ มีทักษะในการถ่ายทอดข้อมูล มีความรู้ความเชี่ยวชาญเฉพาะด้าน มีสถานภาพทางสังคมในชุมชน รับข้อมูลข่าวสารจากสื่อหลายประเภท มีข้อมูลมาก

16. มีสมาชิกเพียงหนึ่งคน หรือหนึ่งกลุ่มที่มีบทบาทในการแพร่กระจายข้อมูลมากที่สุดหรือไม่ (กระจุกตัว) หรือสมาชิกทุกคนมีบทบาทนี้เท่าๆ กัน (กระจายตัว)

17. มีสมาชิกคนใดหรือกลุ่มใดเป็นผู้นำความคิดหรือไม่ อย่างไร และท่านได้ใช้ประโยชน์จากผู้นำความคิดหรือไม่ อย่างไร

18. ข้อมูลที่สมาชิกเป็นผู้นำเสนอเป็นข้อมูลใดบ้าง ส่วนใหญ่เน้นด้านไหน นำเสนอในรูปแบบใด (ข้อความ/ภาพถ่าย/ภาพกราฟิก/คลิปวิดีโอ) ผ่านเครื่องมือใดบน SNSs

19. สมาชิกมีการนำข้อมูลจากภายนอกมานำเสนอหรือไม่ ถ้ามีส่วนใหญ่เป็นข้อมูลประเภทใด และมาจากแหล่งข้อมูลใด

#### (การให้อำนาจสมาชิกในการมีส่วนร่วม)

20. ความคิดเห็นของสมาชิกมีความสำคัญกับองค์กรฯ ของท่านมากน้อยเพียงใด เพราะเหตุใดจึงเป็นเช่นนั้น

21. สมาชิกมีส่วนในการระบุหรือเสนอทางเลือกในการดำเนินงานจิตอาสาขององค์กรฯ หรือไม่ ถ้ามีใครเป็นผู้มีอำนาจในการตัดสินใจเลือกทางเลือกต่างๆ คือ และใช้เกณฑ์ใดในการเลือก

22. สมาชิกมีส่วนในการตัดสินใจในนโยบายหรือแนวทางการดำเนินงานที่สำคัญขององค์กรฯ (เช่น งบประมาณ ภารกิจ กำลังคน เจ้าหน้าที่) หรือไม่ อย่างไร

#### ส่วนที่ 4: บทบาทและการสื่อสารของผู้ดูแลเว็บไซต์เครือข่ายสังคม

##### (การกระตุ้นการมีส่วนร่วมของสมาชิก)

23. ท่านมีวิธีการทำให้ผู้ใช้งานอินเทอร์เน็ตเข้ามาเป็นสมาชิกบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสาขององค์กรฯ หรือไม่ อย่างไร

24. ท่านมีวิธีการทำให้สมาชิกสนใจสิ่งที่ท่านนำเสนอบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสาขององค์กรฯ หรือไม่ อย่างไร

25. ท่านมีวิธีการทำให้สมาชิกเข้ามาใช้งานบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสาขององค์กรฯ อย่างต่อเนื่องหรือไม่ อย่างไร

26. ท่านมีวิธีการจูงใจให้สมาชิกมีส่วนร่วมในกิจกรรมต่างๆ บนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสาขององค์กรฯ หรือไม่ อย่างไร

27. ท่านมีวิธีการจูงใจสมาชิกไม่ให้ถอนตัวออกจากการเป็นสมาชิกบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสาขององค์กรฯ หรือไม่ อย่างไร

**(การวางแผนการสื่อสาร)**

50. จุดประสงค์หลักๆ ที่ท่านสื่อสารกับสมาชิกบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสาขององค์กรฯ คืออะไร /ท่านมีเป้าหมายอย่างไรในการนำเสนอข้อมูล หรือตอบกลับข้อมูลต่างๆ บนเว็บไซต์เครือข่ายสังคม

51. ก่อนจะนำเสนอข้อมูลใดๆ บนเว็บไซต์เครือข่ายสังคม ท่านมีการวางแผนการสื่อสารก่อนหรือไม่ อย่างไร

**(การนำเสนอข้อมูล)**

28. ท่านนำเสนอข้อมูลด้านใดบ้าง และเน้นด้านใด

29. ภาษาที่ท่านใช้บนเว็บไซต์เครือข่ายสังคมเป็นอย่างไร (ทางการ/กึ่งทางการ/ไม่เป็นทางการ)

30. ข้อมูลที่ท่านนำเสนอมีความน่าเชื่อถือ (มีแหล่งอ้างอิงข้อมูลที่ชัดเจน/ข้อมูลมาจากแหล่งที่เกี่ยวข้องโดยตรง) หรือไม่ อย่างไร

**(การโต้ตอบกับสมาชิก)**

31. ท่านมีการเริ่ม เปิดประเด็นในการพูดคุยกับสมาชิกเกี่ยวกับประเด็นปัญหาหรือไม่ อย่างไร

32. เมื่อสมาชิกสอบถามข้อมูล ท่านมีการตอบสนองหรือไม่ อย่างไร

33. เมื่อมีการขอข้อมูล ขอความคิดเห็นจากสมาชิก แล้วสมาชิกตอบกลับมา ท่านมีการรายงานผล/ความคืบหน้าต่อสมาชิกหรือไม่ อย่างไร

34. ส่วนใหญ่การนำเสนอข้อมูลของท่านเน้นให้สมาชิกโต้ตอบด้วยหรือไม่ อย่างไร

35. ท่านปล่อยให้สมาชิกให้ข้อมูล แสดงความคิดเห็นได้อย่างเต็มที่หรือไม่ อย่างไร

36. ท่านมีเกณฑ์ในการเลือกตอบกลับข้อมูลที่สมาชิกเป็นฝ่ายนำเสนอหรือไม่ อย่างไร (ตอบกลับบางข้อมูล หรือทุกข้อมูล เพราะเหตุผลใด)

37. ท่านมีความรวดเร็วในการโต้ตอบข้อมูลกับสมาชิกมากน้อยเพียงใดเพราะเหตุใดจึงเป็นเช่นนั้น
38. ท่านมีสิทธิ์โต้ตอบข้อมูลกับสมาชิกได้ทุกรูปแบบหรือไม่ อย่างไร หรือบางรูปแบบต้องขออนุญาตจากผู้บริหารองค์กรฯ ก่อน
39. ท่านมีการจัดการกับความขัดแย้ง/ความไม่พอใจ/ความไม่เห็นด้วยของสมาชิกหรือไม่ อย่างไร
40. หากสมาชิกเป็นฝ่ายนำเสนอปัญหา หรือร้องเรียนองค์กรฯ หรือแสดงความคิดเห็นในเชิงลบต่อองค์กรฯ ท่านมีวิธีจัดการอย่างไร
41. ลักษณะของสมาชิกที่มักจะสนทนาโต้ตอบกับท่านส่วนใหญ่มีลักษณะเช่นไร
43. สมาชิกสามารถติดต่อท่านได้ในช่องทางใดบ้าง
42. สมาชิกโต้ตอบกับท่านผ่านช่องทางใดน้อยที่สุด ผ่านช่องทางใดมากที่สุด ท่านคิดว่าเหตุใดจึงเป็นเช่นนั้น
44. กรณีที่กลุ่มเป้าหมายเคยร่วมทำกิจกรรมกับองค์กรฯ ของท่าน ท่านมีการนำรูปภาพกิจกรรมนั้นๆ มานำเสนอบนเว็บไซต์เครือข่ายสังคมแล้วติดแท็กป้ายชื่อสมาชิกบ้างหรือไม่ อย่างไรและเพราะเหตุใด
45. ท่านเคยเชิญสมาชิกเข้าร่วมกิจกรรมจิตอาสาขององค์กรฯ เป็นการส่วนตัว (ระบุชื่อ) บ้างหรือไม่ อย่างไร (เช่น เครื่องมือที่ใช้) และเพราะเหตุใด
46. ท่านเคยเข้าไปโพสต์ข้อความแสดงความคิดเห็น หรือติดตามเรื่องราวต่างๆ ในหน้าโปรไฟล์เว็บไซต์เครือข่ายสังคมส่วนตัวของสมาชิกบ้างหรือไม่อย่างไร และเพราะเหตุใด
47. ท่านเคยโต้ตอบสนทนาแบบตัวต่อตัวกับสมาชิกบ้างหรือไม่ อย่างไร (เช่น ผ่านกล่องข้อความ หรือ อีเมล) และเพราะเหตุใด
48. ท่านมีส่วนในการจัดสรรทรัพยากร (สิ่งของ เงิน กำลังคน) มอบหมายความรับผิดชอบให้แก่สมาชิกในการดำเนินงานจิตอาสาขององค์กรฯ หรือไม่ อย่างไร
49. ท่านมีการแสดงความชื่นชม/ขอบคุณสมาชิกหลังการดำเนินงานจิตอาสาเสร็จสิ้นลงหรือไม่ อย่างไร

(การใช้เครื่องมือสื่อสาร/พีเจอบนเว็บไซต์เครือข่ายสังคม)

52. ท่านรู้จักวิธีการสื่อสาร การใช้เครื่องมือต่างๆ บน SNSs มากน้อยเพียงใดใช้เครื่องมือแต่ละตัวทำอะไรบ้าง

54. เครื่องมือ/พีเจอบางบนเว็บไซต์เครือข่ายสังคมที่ท่านใช้งาน และใช้ทำอะไร เพราะเหตุใดท่านจึงใช้เครื่องมือ/พีเจอรเหล่านั้น

53. เครื่องมือ/พีเจอบนเว็บไซต์เครือข่ายสังคมที่ท่านใช้งานบ่อย (มาก) ที่สุด ใช้ทำอะไร เพราะเหตุใด

55. เครื่องมือ/พีเจอบนเว็บไซต์เครือข่ายสังคมที่ท่านใช้งานน้อยที่สุด ใช้ทำอะไร เพราะเหตุใด

56. เครื่องมือ/พีเจอบนเว็บไซต์เครือข่ายสังคมที่ท่านใช้แล้ว สมาชิกตอบสนองกลับมากี่ที่สุด ท่านคิดว่าเป็นเพราะเหตุใด

57. เครื่องมือ/พีเจอบนเว็บไซต์เครือข่ายสังคมที่ท่านใช้แล้ว สมาชิกตอบสนองกลับมาน้อยที่สุด ท่านคิดว่าเป็นเพราะเหตุใด

**ส่วนที่ 5: การประเมินผล**

58. องค์กรฯ ของท่านมีการประเมินผลการดำเนินงานจิตอาสาหรือไม่ อย่างไร ใครเป็นผู้ประเมิน

59. ท่านมีการรายงานความคืบหน้าการดำเนินงานจิตอาสาขององค์กรฯ ให้สมาชิกทราบตลอดหรือไม่ อย่างไร

60. หลังจากจบกิจกรรมต่างๆขององค์กรฯ ท่านมีการสรุปผลกิจกรรมทั้งในรูปแบบของการโพสต์ข้อความหรือรูปภาพกิจกรรมให้สมาชิกรับรู้หรือไม่ อย่างไรและเพราะเหตุใด

61. องค์กรฯ ของท่านมีการประเมินผลการใช้งานเว็บไซต์เครือข่ายสังคมในการนำเสนอข้อมูลกิจกรรมต่างๆ หรือไม่ อย่างไร ทั้งระหว่างดำเนินงานและหลังจบกิจกรรม

**ส่วนที่ 6: ความเห็นเพิ่มเติม**

62. ระบบการบริหารงานภายในองค์กรฯ ของท่านส่งผลต่อการใช้งานเว็บไซต์เครือข่ายสังคมหรือไม่ อย่างไร
63. ข้อจำกัดในการใช้งานเว็บไซต์เครือข่ายสังคมของท่านคืออะไรแล้วท่านแก้ไขอย่างไร
64. ท่านคิดว่าการดำเนินงานจิตอาสาบนเว็บไซต์เครือข่ายสังคมขององค์กรฯ มีส่วนสำคัญต่อการแก้ไขปัญหาดังกล่าวหรือไม่ อย่างไร
65. ในความคิดเห็นของท่านการนำเสนอข้อมูลงานจิตอาสาขององค์กรฯ บนเว็บไซต์เครือข่ายสังคมมีข้อดีข้อเสียอย่างไร เหตุใดจึงคิดเช่นนั้น







## **APPENDIX D**

### **Coding Sheet for Facebook (Thai Version)**

แบบลงรหัส 1: ข้อมูลทั่วไปของเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา

1. วันเวลาในการบันทึกข้อมูล.....
2. ชื่อขององค์กรจิตอาสา (องค์กรฯ) .....
3. ประเภทขององค์กรฯ.....
4. Facebook ID .....
5. Facebook URL .....
6. จำนวนสมาชิกขององค์กรฯ ที่ถูกใจแฟนเพจ.....
7. การใช้โลโก้หรือชื่อขององค์กรฯ เป็นรูปภาพแทนตัว (รูปโปรไฟล์) องค์กรฯ บนเฟซบุ๊ก
  - 7.1 ไม่มีการใช้โลโก้หรือชื่อขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ
  - 7.2 มีการใช้เพียงโลโก้ขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ
  - 7.3 มีการใช้เพียงชื่อภาษาไทยขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ
  - 7.4 มีการใช้เพียงชื่อภาษาอังกฤษขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ
  - 7.5 มีการใช้ทั้งโลโก้และชื่อภาษาไทยขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ
  - 7.6 มีการใช้ทั้งโลโก้และชื่อภาษาอังกฤษขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ
  - 7.7 มีการใช้ทั้งโลโก้ ชื่อภาษาไทยและชื่อภาษาอังกฤษขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ
8. การใช้ชื่อองค์กรฯ เป็นชื่อผู้ใช้งานเฟซบุ๊ก (Facebook ID)
  - 8.1 ไม่มีการใช้ชื่อองค์กรฯ เป็นชื่อผู้ใช้งาน
  - 8.2 มีการใช้ชื่อเต็มภาษาไทยขององค์กรฯ เป็นชื่อผู้ใช้งาน
  - 8.3 มีการใช้คำบางส่วนจากชื่อเต็มภาษาไทยขององค์กรฯ เป็นชื่อผู้ใช้งาน
  - 8.4 มีการใช้ตัวอักษรย่อจากชื่อเต็มภาษาไทยขององค์กรฯ เป็นชื่อผู้ใช้งาน

- 8.5 มีการใช้ชื่อเต็มภาษาอังกฤษขององค์กรฯ เป็นชื่อผู้ใช้งาน
- 8.6 มีการใช้ทั้งชื่อเต็มภาษาไทยและภาษาอังกฤษขององค์กรฯ เป็นชื่อผู้ใช้งาน
- 8.7 มีการใช้คำบางส่วนจากชื่อเต็มภาษาอังกฤษขององค์กรฯ เป็นชื่อผู้ใช้งาน
- 8.8 มีการใช้ตัวอักษรย่อจากชื่อเต็มภาษาอังกฤษขององค์กรฯ เป็นชื่อผู้ใช้งาน

#### 9. การใช้ชื่อองค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์ (URL) เฟซบุ๊กขององค์กรฯ

- 9.1 ไม่มีการใช้ชื่อองค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์เฟซบุ๊ก
- 9.2 มีการใช้ชื่อเต็มขององค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์เฟซบุ๊ก
- 9.3 มีการใช้คำบางส่วนจากชื่อเต็มขององค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์เฟซบุ๊ก
- 9.4 มีการใช้ตัวอักษรย่อจากชื่อเต็มขององค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์เฟซบุ๊ก

#### 10. การใช้ภาพหน้าปกเฟซบุ๊กที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ

- 10.1 ไม่มีการใช้ภาพใดๆ ที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็นภาพหน้าปก
- 10.2 มีการใช้ภาพถ่ายทีมงานขององค์กรฯ เป็นภาพหน้าปก
- 10.3 มีการใช้ภาพถ่ายที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็นภาพหน้าปก
- 10.4 มีการใช้ภาพกราฟิกที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็นภาพหน้าปก
- 10.5 มีการใช้ทั้งภาพถ่ายและภาพกราฟิกที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็นภาพหน้าปก
- 10.6 มีการใช้โลโก้ขององค์กรฯ เป็นภาพหน้าปก

แบบลงรหัส 2: พีเจอร์การสื่อสารสองทางที่ปรากฏบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา

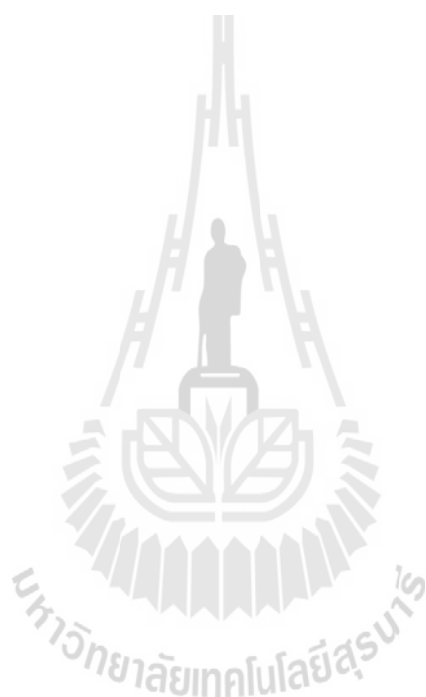
หน่วยการวิเคราะห์	หมวดหมู่การวิเคราะห์	ระดับ			
		สูง	กลาง	ต่ำ	ไม่มี
การสื่อสารสองทางบน หน้าเว็บไซต์ฯ	<p>1. ความง่ายในการใช้งาน</p> <p>1.1 มีการใช้แท็บ (Tab) จัดหมวดหมู่ข้อมูล (ระบุชนิดของแท็บ ..... .....)</p> <p>1.2 มีการสร้างแท็บเพิ่มเติมสำหรับให้ข้อมูลจำเพาะขององค์กรฯ โดยตั้งชื่อแท็บด้วยคำที่เข้าใจได้ชัดเจนว่าเป็นข้อมูลด้านใด (ระบุชนิดของแท็บ ..... .....)</p> <p>1.3 มีการจัดเรียงแท็บข้อมูลในหน้าแรกของเฟซบุ๊กด้วยแท็บที่เป็นประโยชน์และเกี่ยวข้องกับการดำเนินงานจิตอาสาขององค์กรฯ โดยตรง (ระบุชนิดของแท็บ ..... .....)</p> <p>1.4 มีการจัดเรียงข้อมูลทางด้านซ้ายของหน้าแรกตามความสำคัญของข้อมูลที่เกี่ยวกับการดำเนินงานจิตอาสาขององค์กรฯ ในปัจจุบัน (ระบุชนิดข้อมูล ..... .....)</p> <p>1.5 มีการจัดเก็บข้อมูลการดำเนินงานที่ผ่านมาขององค์กรฯ ด้วยภาพกิจกรรมที่จัดเก็บเป็นอัลบั้มในแท็บรูปภาพ</p> <p><b>รวมคะแนน</b></p>				

	<p><b>2. ข้อมูลที่เป็นประโยชน์ต่อสมาชิก</b></p> <p>2.1 มีการให้ข้อมูลภาพรวมขององค์กรฯ</p> <p>2.2 มีการให้ข้อมูลช่องทางการติดต่อกับองค์กรฯ (ระบุช่องทาง กรณีที่อยู่ในระดับกลางและต่ำ ..... .....)</p> <p>2.3 มีการให้รายละเอียดช่องทางการติดต่อกับผู้ดูแลเว็บไซต์เครือข่ายสังคมขององค์กรฯ (ระบุช่องทาง กรณีที่อยู่ในระดับกลางและต่ำ ..... .....)</p> <p>2.4 มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรมจิตอาสากับองค์กรฯ</p> <p>2.5 มีการให้ข้อมูลวิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ</p> <p>2.6 มีการรายงานการทำงานในโครงการ/กิจกรรมต่างๆ ขององค์กรฯ (ระบุรายละเอียด กรณีที่อยู่ในระดับกลางและต่ำ ..... .....)</p> <p>2.7 มีการกล่าวถึงความร่วมมือกับองค์กรจิตอาสาอื่นที่มีประเด็นในการให้ความช่วยเหลือประเภทเดียวกัน</p> <p>2.8 มีการกล่าวถึงความร่วมมือกับองค์กรจิตอาสาอื่นที่มีประเด็นในการให้ความช่วยเหลือต่างกัน</p> <p>2.9 มีการกล่าวถึงความร่วมมือกับ</p>				
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	<p>หน่วยงานภาครัฐที่มีหน้าที่รับผิดชอบ หรือสนับสนุนการดำเนินงานในประเด็น ปัญหาที่องค์กรฯ ให้ความช่วยเหลือ</p> <p>2.10 มีการกล่าวถึงความร่วมมือกับ องค์กรภาคเอกชนที่สนับสนุนการ ดำเนินงานในประเด็นปัญหาที่องค์กรฯ ให้ความช่วยเหลือ</p> <p>2.11 มีการกล่าวถึงความร่วมมือกับ สื่อมวลชนที่นำเสนอประเด็นที่องค์กรฯ ให้ความช่วยเหลือ</p> <p>2.12 มีแท็บ (ปฏิทิน) กิจกรรมเกี่ยวกับการดำเนินงานจิตอาสาขององค์กรฯ</p> <p><b>รวมคะแนน</b></p>				
	<p><b>3. การทำให้สมาชิกใช้งานเว็บไซต์ เครื่องข่ายสังคมขององค์กรฯ แต่ละครั้ง ในระยะเวลาานาน</b></p> <p>3.1 มีการปักหมุดการโพสต์ข้อมูลที่มีความสำคัญต่อการดำเนินงานจิตอาสา ขององค์กรฯ</p> <p>3.2 มีการให้ข้อมูลวิธีการเข้าร่วม กิจกรรมจิตอาสา และวิธีการบริจาคเงิน/ สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาของ องค์กรฯ ในหน้าแรกของ เฟซบุ๊ก</p> <p>3.3 มีการนำเสนอข้อมูลงานจิตอาสา ขององค์กรหลากหลายรูปแบบ ทั้งข้อความ ภาพถ่าย ภาพกราฟิก และคลิปวิดีโอ (ระบุรูปแบบ กรณีที่อยู่ในระดับกลางและ ต่ำ.....)</p> <p>3.4 มีการลิงก์จากเฟซบุ๊กไปยัง</p>				

	<p>แหล่งข้อมูลออนไลน์อื่นขององค์กรฯ</p> <p>3.5 ไม่มีโฆษณาหรือการประชาสัมพันธ์ ที่ก่อให้เกิดความรำคาญ</p> <p><b>รวมคะแนน</b></p>			
	<p><b>4. การทำให้สมาชิกกลับเข้ามายัง เว็บไซต์เครือข่ายสังคมขององค์กรฯ บ่อยครั้ง</b></p> <p>4.1 มีการนำเสนอข้อมูลใหม่ๆ ในแต่ละ วัน</p> <p>4.2 มีการนำเสนอประเด็นใหม่ๆ สม่ำเสมอในแต่ละสัปดาห์</p> <p>4.3. มีความรวดเร็วในการตอบคำถาม และตอบสนองความต้องการความ ช่วยเหลือของสมาชิก</p> <p>4.4 มีการถามคำถาม หรือขอให้สมาชิก ให้ข้อมูลหรือแสดงความคิดเห็นกับองค์กร ฯ บ่อยครั้งในแต่ละสัปดาห์</p> <p><b>รวมคะแนน</b></p>			
	<p><b>5. สูปการโต้ตอบ</b></p> <p>5.1 องค์กรฯ มีการนำเสนอข้อมูลใน รูปแบบของคำถามและได้รับการ ตอบสนองจากสมาชิก</p> <p>5.2 ความใส่ใจต่อการตอบคำถามและ ตอบสนองความต้องการความช่วยเหลือ ของสมาชิก</p> <p>5.3 การตอบสนองขององค์กรฯ ต่อการ โพสต์ข้อมูลประเภทต่างๆ ของสมาชิก (ระบุรูปประเภท กรณีที่อยู่ในระดับกลาง และต่ำ</p> <p>.....</p>			

	<p>.....)</p> <p>5.4 สมาชิกมีการตอบสนองต่อคำถามหรือการขอข้อมูล/ขอความช่วยเหลือจากสมาชิกคนอื่นๆ</p> <p>5.5 องค์กรฯ มีการทำโพล</p> <p>5.6 องค์กรฯ มีการใช้แท็บสำหรับเว็บบอร์ด (discussions board)</p> <p><b>รวมคะแนน</b></p>				
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แบบลงรหัส 3: เนื้อหาที่องค์กรจิตอาสา นำเสนอบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา

1. วันเวลาในการบันทึกข้อมูล.....
2. ชื่อขององค์กรฯ.....
3. ประเภทขององค์กรฯ.....
4. Facebook ID .....
5. Facebook URL .....
6. วันเวลาในการโพสต์เนื้อหา.....
7. ลำดับเนื้อหาที่.....
8. รายละเอียดของเนื้อหา (แคปเจอร์หน้าจอมาวางไว้)  
.....  
.....  
.....

หน่วยการวิเคราะห์	หมวดหมู่การวิเคราะห์
9. บทบาทการสื่อสาร	<input type="checkbox"/> เริ่มต้นโพสต์ <input type="radio"/> ข้อมูลมาจากองค์กรฯ โดยตรง <input type="radio"/> ข้อมูลของผู้อื่นองค์กรฯ นำมาเสนอต่อโดย <input type="radio"/> ระบุชื่อ ให้เครดิตที่มาของข้อมูล <input type="radio"/> ลิงก์เชื่อมต่อไปยังที่มาของข้อมูลนั้นๆ <input type="radio"/> share มาจากหน้าเฟซบุ๊กนั้นๆ <input type="checkbox"/> ตอบกลับ
10. ประเภทเนื้อหา	<input type="checkbox"/> งานจิตอาสาขององค์กรฯ <input type="checkbox"/> ข้อมูลข่าวสารงานจิตอาสาองค์กรอื่น <input type="checkbox"/> เล่าประสบการณ์/เกร็ดเล็กเกร็ดน้อยในการทำงาน จิตอาสา <input type="checkbox"/> ตอบปัญหาสมาชิก <input type="checkbox"/> ขอบคุณ/ชื่นชมสมาชิก

	<input type="checkbox"/> คำแนะนำ/คำคมในการทำงานจิตอาสา <input type="checkbox"/> ถามคำถาม/ขอข้อมูล/ความคิดเห็นจากสมาชิก <input type="checkbox"/> เชิญชวนให้สมาชิกมีส่วนร่วมในงานจิตอาสา <input type="checkbox"/> อื่นๆ โปรดระบุ.....
<b>11. องค์ประกอบของเนื้อหา</b>	<input type="checkbox"/> ข้อความ <input type="checkbox"/> รูปภาพ (ภาพถ่าย) <input type="checkbox"/> ภาพกราฟิก <input type="checkbox"/> ไอคอนการ์ตูน <input type="checkbox"/> ไอคอนแสดงอารมณ์ความรู้สึก (Emotion icon) <input type="checkbox"/> วิดีโอ <input type="checkbox"/> ลิงก์ (คัดลอกลิงก์มาวาง)  <input type="radio"/> ลิงก์ไปยังเว็บไซต์หลักขององค์กรฯ หรือ เว็บไซต์สื่อสังคมอื่นขององค์กรฯ <input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่ายสังคม ขององค์กรฯ อื่น ที่ดำเนินงานในประเด็นปัญหาเดียวกัน <input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่ายสังคม ขององค์กรฯ อื่น ที่ดำเนินงานในประเด็นปัญหาต่างกัน <input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่ายสังคม ของหน่วยงานภาครัฐที่มีหน้าที่รับผิดชอบ หรือสนับสนุน การดำเนินงานในประเด็นปัญหาที่องค์กรฯ ให้ความ ช่วยเหลือ <input type="radio"/> ลิงก์ไปยังยังเว็บไซต์หรือเว็บไซต์เครือข่าย สังคมขององค์กรภาคเอกชนที่สนับสนุนการดำเนินงานใน ประเด็นปัญหาที่องค์กรฯ ให้ความช่วยเหลือ <input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่ายสังคม ของสื่อมวลชนที่นำเสนอประเด็นปัญหาเดียวกัน <input type="radio"/> ลิงก์แฮชแท็กชื่อองค์กรฯ <input type="radio"/> หน้าเว็บอื่นๆ มีปุ่มให้กดแชร์มายังเฟซบุ๊ก องค์กรฯ

	<ul style="list-style-type: none"> <li><input type="radio"/> ลิงก์ไปยังเว็บไซต์ภาพประกอบ</li> <li><input type="radio"/> ลิงก์ไปยังภาพอัลบั้มกิจกรรมที่ผ่านมาขององค์กรฯ</li> <li><input type="radio"/> ลิงก์ไปยังหน้าเฟซบุ๊กของเพื่อนโดยการโพสต์ facebook ID เพื่อน</li> </ul>		
12. ทิศทางการสื่อสาร	<ul style="list-style-type: none"> <li><input type="checkbox"/> สื่อสารทางเดียวแนวโฆษณาชวนเชื่อ (one-way asymmetrical communication)</li> <li><input type="checkbox"/> สื่อสารทางเดียวให้ข้อเท็จจริงแบบตรงไปตรงมา (one-way symmetrical communication)</li> <li><input type="checkbox"/> สื่อสารสองทางที่กระตุ้นการโต้ตอบจากสมาชิก (two-way asymmetrical communication)</li> <li><input type="checkbox"/> สื่อสารสองทางโต้ตอบไปมาระหว่างองค์กรและสมาชิก (two-way symmetrical communication)</li> </ul>		
13. การตอบสนองจากสมาชิก	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%; padding: 5px;"> <ul style="list-style-type: none"> <li><input type="checkbox"/> ไม่มี</li> <li><input type="checkbox"/> มี ระบุรูปแบบการตอบสนอง               <ul style="list-style-type: none"> <li><input type="radio"/> โพสต์ข้อความตอบกลับ</li> <li><input type="radio"/> ส่งต่อ (share)</li> <li><input type="radio"/> กดปุ่มถูกใจ (like)</li> </ul> </li> </ul> </td> <td style="width: 30%; text-align: center; vertical-align: middle; padding: 5px;"><b>จำนวน/ หน่วย</b></td> </tr> </table>	<ul style="list-style-type: none"> <li><input type="checkbox"/> ไม่มี</li> <li><input type="checkbox"/> มี ระบุรูปแบบการตอบสนอง               <ul style="list-style-type: none"> <li><input type="radio"/> โพสต์ข้อความตอบกลับ</li> <li><input type="radio"/> ส่งต่อ (share)</li> <li><input type="radio"/> กดปุ่มถูกใจ (like)</li> </ul> </li> </ul>	<b>จำนวน/ หน่วย</b>
<ul style="list-style-type: none"> <li><input type="checkbox"/> ไม่มี</li> <li><input type="checkbox"/> มี ระบุรูปแบบการตอบสนอง               <ul style="list-style-type: none"> <li><input type="radio"/> โพสต์ข้อความตอบกลับ</li> <li><input type="radio"/> ส่งต่อ (share)</li> <li><input type="radio"/> กดปุ่มถูกใจ (like)</li> </ul> </li> </ul>	<b>จำนวน/ หน่วย</b>		

## แบบลงรหัส 4: การมีส่วนร่วมของสมาชิกบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา

1. วันเวลาในการบันทึกข้อมูล.....
2. ชื่อขององค์กรจิตอาสา (องค์กรฯ) .....
3. ประเภทขององค์กรฯ .....
4. Facebook ID .....
5. Facebook URL .....
6. วันเวลาในการโพสต์เนื้อหา.....
7. ลำดับเนื้อหาที่.....
8. รายละเอียดของเนื้อหา (แคปเจอร์หน้าจอมาวางไว้)  
.....  
.....  
.....  
.....

หน่วยการวิเคราะห์	หมวดหมู่การวิเคราะห์	จำนวน/ หน่วย
9. บทบาทการสื่อสาร	<input type="checkbox"/> ผู้เริ่มต้นนำเสนอข้อมูลงานจิตอาสา <input type="radio"/> ข้อมูลมาจากสมาชิกโดยตรง <input type="radio"/> ข้อมูลของผู้อื่นสมาชิคนำมาเสนอต่อ โดย <input type="radio"/> ระบุชื่อ ให้เครดิตที่มาของข้อมูล <input type="radio"/> ลิงก์เชื่อมต่อไปยังที่มาของข้อมูล นั้นๆ <input type="radio"/> share มาจากหน้าเฟซบุ๊กนั้นๆ <input type="checkbox"/> ผู้ตอบกลับข้อมูลงานจิตอาสา <input type="radio"/> ตอบกลับองค์กรฯ <input type="radio"/> ตอบกลับเพื่อนสมาชิก	

<p>10 ประเภทเนื้อหา</p>	<p><input type="checkbox"/> ให้คำแนะนำ/คำคมในการทำงานจิตอาสา</p> <p><input type="checkbox"/> เล่าประสบการณ์/เกร็ดเล็กเกร็ดน้อยในการทำงานจิตอาสา</p> <p><input type="checkbox"/> แสดงความคิดเห็น</p> <p><input type="checkbox"/> ริเริ่มโครงการจิตอาสา</p> <p><input type="checkbox"/> เชิญชวนผู้อื่นร่วมกิจกรรมจิตอาสา</p> <p><input type="checkbox"/> ขอข้อมูล/ขอคำแนะนำ/ตั้งคำถาม</p> <p><input type="checkbox"/> ตอบคำถาม/ให้ข้อมูล/ให้คำแนะนำ</p> <p><input type="checkbox"/> การตอบรับเข้าร่วมเป็นจิตอาสา</p> <p><input type="checkbox"/> การร่วมบริจาคเงิน/สิ่งของ/อุดหนุนผลิตภัณฑ์องค์กร</p> <p><input type="checkbox"/> สร้างแบบสำรวจความคิดเห็น (โพล)</p> <p><input type="checkbox"/> ร่วมตอบแบบสำรวจความคิดเห็น (โพล)</p> <p><input type="checkbox"/> ขอบคุณ/ชื่นชม</p> <p><input type="checkbox"/> อื่นๆ โปรดระบุ.....</p>	
<p>11. องค์ประกอบของเนื้อหา</p>	<p><input type="checkbox"/> ข้อความ</p> <p><input type="checkbox"/> รูปภาพ (ภาพถ่าย)</p> <p><input type="checkbox"/> ภาพกราฟิก</p> <p><input type="checkbox"/> ไอคอนการ์ตูน</p> <p><input type="checkbox"/> ไอคอนแสดงอารมณ์ความรู้สึก (Emotion icon)</p> <p><input type="checkbox"/> วิดีโอ</p> <p><input type="checkbox"/> ลิงก์</p> <p><input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่ายสังคมขององค์กรฯ อื่น ที่ดำเนินงานในประเด็นปัญหาเดียวกัน</p> <p><input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่ายสังคมขององค์กรฯ อื่น ที่ดำเนินงานในประเด็นปัญหาต่างกัน</p> <p><input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่าย</p>	

	<p>สังคมของหน่วยงานภาครัฐที่ดำเนินงานในประเด็นปัญหาเดียวกัน</p> <p><input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่าย</p> <p>สังคมของสื่อมวลชนที่นำเสนอประเด็นปัญหาเดียวกันกับองค์กร</p> <p><input type="radio"/> ลิงก์แฮชแท็กชื่อองค์กรฯ</p>	
12. ช่องทางการมีส่วนร่วม	<p><input type="checkbox"/> การโพสต์ข้อความ</p> <p><input type="checkbox"/> การอัปโหลดรูปภาพ</p> <p><input type="checkbox"/> การอัปโหลดคลิปวิดีโอ</p> <p><input type="checkbox"/> การกดปุ่มถูกใจ (like)</p> <p><input type="checkbox"/> การส่งต่อข้อมูล/ถ่ายทอดข้อมูล/ผลิตซ้ำ (share)</p> <p><input type="checkbox"/> การใช้ฟีเจอร์ทำโพล</p> <p><input type="checkbox"/> การใช้ฟีเจอร์สร้างกิจกรรม</p> <p><input type="checkbox"/> อื่นๆ โปรดระบุ.....</p>	
13. การตอบสนองจากองค์กร	<p><input type="checkbox"/> ไม่มี</p> <p><input type="checkbox"/> มี ระบุรูปแบบการตอบสนอง</p> <p><input type="radio"/> โพสต์ข้อความตอบกลับ</p> <p><input type="radio"/> ส่งต่อ (share)</p> <p><input type="radio"/> กดปุ่มถูกใจ (like)</p>	
14. การตอบสนองจากเพื่อนสมาชิก	<p><input type="checkbox"/> ไม่มี</p> <p><input type="checkbox"/> มี ระบุรูปแบบการตอบสนอง</p> <p><input type="radio"/> โพสต์ข้อความตอบกลับ</p> <p><input type="radio"/> ส่งต่อ (share)</p> <p><input type="radio"/> กดปุ่มถูกใจ (like)</p>	

## คู่มือการลงทะเบียนวิเคราะห์เนื้อหา

### คำอธิบายแบบลงทะเบียน 1: ข้อมูลทั่วไปของเว็บไซต์เครือข่ายสังคมในงานจิตอาสา

ข้อมูลทั่วไปของเว็บไซต์เครือข่ายสังคมในงานจิตอาสา หมายถึง ข้อมูลต่างๆ ไป ที่ปรากฏอยู่บน หน้าเว็บไซต์เครือข่ายสังคมขององค์กรจิตอาสา (องค์กรฯ) เก็บข้อมูลโดยการกรอกข้อมูลตาม รายละเอียดดังนี้

1. **วันเวลาในการบันทึกข้อมูล** หมายถึง การเขียนรายละเอียดของวัน เดือน ปีและช่วงเวลาในการ เก็บข้อมูล
2. **ชื่อขององค์กรฯ** หมายถึง การเขียนชื่ออย่างเป็นทางการขององค์กรจิตอาสา นั้นๆ
3. **ประเภทขององค์กรฯ** หมายถึงการเขียนระบุประเด็นหลักที่องค์กรฯ ให้ความช่วยเหลือ ประเด็นใด ประเด็นหนึ่ง ใน 10 ประเด็นต่อไปนี้ 1) เด็กและเยาวชน 2) สิ่งแวดล้อม 3) ผู้หญิง 4) พัฒนาชุมชนและ ชนบท 5) คนชรา/ผู้ยากไร้ 6) ศิลปวัฒนธรรม 7) ผู้พิการ 8) ชีวิตและสุขภาพ 9) สัตว์ 10) ภัยพิบัติ
4. **Facebook ID** หมายถึงการเขียนชื่อผู้ใช้งานเฟซบุ๊กขององค์กรฯ
5. **Facebook URL** หมายถึงการเขียนที่อยู่/ที่ตั้งเว็บไซต์เฟซบุ๊กขององค์กรฯ เช่น [www.facebook.com/mirrorf](http://www.facebook.com/mirrorf)
6. **จำนวนสมาชิกขององค์กรฯ** หมายถึงการเขียนจำนวนของผู้ที่กดปุ่มถูกใจหน้าเพจของเฟซบุ๊ก องค์กรฯ
7. **การใช้โลโก้หรือชื่อขององค์กรฯ เป็นรูปภาพแทนตัว (รูปโปรไฟล์) องค์กรฯ บนเฟซบุ๊ก** หมายถึงลักษณะการใช้รูปภาพแทนตัวองค์กรฯ รูปแบบใดรูปแบบหนึ่งใน 7 รูปแบบที่ให้เลือก คือไม่มี การใช้โลโก้หรือชื่อขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ หรือมีการใช้เพียงโลโก้ขององค์กรฯ เป็น รูปภาพแทนตัวองค์กรฯ หรือมีการใช้เพียงชื่อภาษาไทยขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ หรือมีการใช้เพียงชื่อภาษาอังกฤษขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ หรือมีการใช้ทั้งโลโก้และ ชื่อภาษาไทยขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ หรือมีการใช้ทั้งโลโก้และชื่อภาษาอังกฤษของ องค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ หรือมีการใช้ทั้งโลโก้ ชื่อภาษาไทยและชื่อภาษาอังกฤษของ

องค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ โดยระบุเพียง 1 รูปแบบด้วยการทำเครื่องหมาย ✓ ในกล่องสี่เหลี่ยม

\*\*\*ถ้าโลโก้ขององค์กรฯ อยู่ในรูปแบบของชื่อองค์กรฯ ไม่ว่าจะ เป็นภาษาไทยหรือภาษาอังกฤษ ให้เลือกติกข้อ 7.2 ถือว่าเป็นโลโก้ หรือถ้าโลโก้ขององค์กรมีทั้งรูปภาพและชื่อองค์กรฯ ก็ให้เลือกติกข้อ 7.2 เช่นกัน โดยสามารถเช็คโลโก้ขององค์กรฯ ได้จากเว็บไซต์ขององค์กรฯ นั้นๆ แต่ถ้าเป็นองค์กรฯ ที่ไม่มีเว็บไซต์ก็ขึ้นอยู่กับความเห็นของผู้ลงรหัส\*\*\*

**8. การใช้ชื่อองค์กรฯ เป็นชื่อผู้ใช้งานเฟซบุ๊ก** หมายถึง การตั้งชื่อผู้ใช้งานเฟซบุ๊กขององค์กรฯ รูปแบบใดรูปแบบหนึ่งใน 8 รูปแบบที่ให้เลือก คือ ไม่มีการใช้ชื่อองค์กรฯ เป็นชื่อผู้ใช้งาน หรือมีการใช้ชื่อเต็มภาษาไทยขององค์กรฯ เป็นชื่อผู้ใช้งาน หรือมีการใช้คำบางส่วนจากชื่อเต็มภาษาไทยขององค์กรฯ เป็นชื่อผู้ใช้งาน หรือมีการใช้ตัวอักษรย่อจากชื่อเต็มภาษาไทยขององค์กรฯ เป็นชื่อผู้ใช้งาน หรือมีการใช้ชื่อเต็มภาษาอังกฤษขององค์กรฯ เป็นชื่อผู้ใช้งาน หรือมีการใช้ทั้งชื่อเต็มภาษาไทยและภาษาอังกฤษขององค์กรฯ เป็นชื่อผู้ใช้งาน หรือมีการใช้คำบางส่วนจากชื่อเต็มภาษาอังกฤษขององค์กรฯ เป็นชื่อผู้ใช้งาน หรือมีการใช้ตัวอักษรย่อจากชื่อเต็มภาษาอังกฤษขององค์กรฯ เป็นชื่อผู้ใช้งาน โดยระบุเพียง 1 รูปแบบด้วยการทำเครื่องหมาย ✓ ในกล่องสี่เหลี่ยม

**9. การใช้ชื่อองค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์ (URL) เฟซบุ๊กขององค์กรฯ** หมายถึง การตั้งชื่อที่ตั้งเว็บไซต์เฟซบุ๊กขององค์กรฯ รูปแบบใดรูปแบบหนึ่งใน 4 รูปแบบที่ให้เลือก คือ ไม่มีการใช้ชื่อองค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์เฟซบุ๊ก หรือมีการใช้ชื่อเต็มขององค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์เฟซบุ๊ก หรือมีการใช้คำบางส่วนจากชื่อเต็มขององค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์เฟซบุ๊ก หรือมีการใช้ตัวอักษรย่อจากชื่อเต็มขององค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์เฟซบุ๊ก โดยระบุเพียง 1 รูปแบบด้วยการทำเครื่องหมาย ✓ ในกล่องสี่เหลี่ยม

**10. การใช้ภาพหน้าปกเฟซบุ๊กที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ** หมายถึง การนำเสนอภาพหน้าปกขององค์กรฯ รูปแบบใดรูปแบบหนึ่งใน 6 รูปแบบที่ให้เลือก คือ ไม่มีการใช้ภาพใดๆ ที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็นภาพหน้าปก หรือมีการใช้รูปภาพ (ภาพถ่าย) ทีมงานขององค์กรฯ เป็นภาพหน้าปก หรือมีการใช้รูปภาพ (ภาพถ่าย) ที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็นภาพหน้าปก หรือมีการใช้ภาพกราฟิกที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็นภาพหน้าปก หรือมีการใช้รูปภาพทั้งภาพถ่ายและภาพกราฟิกที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ



ฯ เป็นภาพหน้าปก หรือมีการใช้โลโก้ขององค์กรฯ เป็นภาพหน้าปก โดยระบุเพียง 1 รูปแบบด้วยการ  
ทำเครื่องหมาย ✓ ในกล่องสี่เหลี่ยม

## คำอธิบายแบบลรทส 2: การสื่อสารสองทาง (การสนทนา) ที่ปรากฏบนเว็บไซต์เครือข่ายสังคม ในงานจิตอาสา

การสื่อสารสองทาง (การสนทนา) ที่ปรากฏบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา

หมายถึง ความพยายามขององค์กรจิตอาสา (องค์กรฯ) ในการทำให้เว็บไซต์เครือข่ายสังคมของตนเอื้อ  
ต่อการสื่อสารสองทางกับสมาชิก เก็บข้อมูลด้วยการทำเครื่องหมาย ✓ ในช่องระดับคะแนน ใน  
ประเด็นต่อไปนี้

1. ความง่ายในการใช้งาน หมายถึง องค์กรฯ นำเสนอข้อมูลโดยใช้เครื่องมือการสื่อสารที่มีมากับ  
เฟซบุ๊ก ทำให้ง่ายต่อการใช้งานของสมาชิก แบ่งออกเป็น 6 ประเด็นย่อยคือ

1.1 มีการใช้แท็บ (Tab) จัดหมวดหมู่ข้อมูล

สูง = 3 คะแนน

หมายถึง องค์กรฯ มีการใช้แท็บจัดหมวดหมู่ข้อมูลในการนำเสนอ  
ข้อมูลต่างๆ ต่อสมาชิก มากกว่า 5 แท็บ

ปานกลาง = 2 คะแนน

หมายถึง องค์กรฯ มีการใช้แท็บจัดหมวดหมู่ข้อมูลตามมาตรฐานที่  
ระบบของเฟซบุ๊กกำหนดมาให้ คือ 5 แท็บ

ต่ำ = 1 คะแนน

หมายถึง องค์กรฯ มีการใช้แท็บจัดหมวดหมู่ข้อมูลมากกว่า 2 แท็บ  
แต่น้อยกว่า 5 แท็บ

1.2 มีการสร้างแท็บเพิ่มเติมสำหรับให้ข้อมูลจำเพาะขององค์กรฯ โดยตั้งชื่อแท็บด้วยคำที่เข้าใจได้  
ชัดเจนว่าเป็นข้อมูลด้านใด

สูง = 3 คะแนน

หมายถึง ทุกแท็บที่องค์กรฯ สร้างเพิ่มเติม ตั้งชื่อแท็บด้วยคำที่  
เข้าใจได้ ชัดเจนว่าเป็นข้อมูลด้านใด โดยไม่จำเป็นต้องคลิกเข้าไป  
ดูรายละเอียดในแท็บ

ปานกลาง = 2 คะแนน หมายถึง แท็บที่องค์กรฯ สร้างเพิ่มเติม มีทั้งที่ตั้งชื่อแท็บด้วยคำที่เข้าใจได้ชัดเจนว่าเป็นข้อมูลด้านใด และคำที่ไม่ชัดเจนต้องตีความหรือต้องคลิกเข้าไปดูรายละเอียดในแท็บจึงจะรู้ว่าเป็นข้อมูลด้านใด

ต่ำ = 1 คะแนน หมายถึง ทุกแท็บที่องค์กรฯ สร้างเพิ่มเติม ตั้งชื่อแท็บด้วยคำที่ไม่ชัดเจนต้องตีความหรือต้องคลิกเข้าไปดูรายละเอียดในแท็บจึงจะรู้ว่าเป็นข้อมูลด้านใด

ไม่มี = 0 คะแนน หมายถึงองค์กรฯ ไม่มีการสร้างแท็บเพิ่มเติม

1.3 มีการจัดเรียงแท็บข้อมูลในหน้าแรกของเฟซบุ๊กด้วยแท็บที่เป็นประโยชน์และเกี่ยวข้องกับการดำเนินงานจิตอาสาขององค์กรฯ โดยตรง

สูง = 3 คะแนน หมายถึง ทุกแท็บข้อมูลในหน้าแรก องค์กรฯ จัดเรียงด้วยแท็บที่เป็นประโยชน์และเกี่ยวข้องกับการดำเนินงานจิตอาสาขององค์กรฯ โดยตรง

ปานกลาง = 2 คะแนน หมายถึง แท็บข้อมูลในหน้าแรก องค์กรฯ จัดเรียงด้วยแท็บที่เป็นประโยชน์และเกี่ยวข้องกับการดำเนินงานจิตอาสาขององค์กรฯ โดยตรงส่วนหนึ่ง บางส่วนที่เป็นประโยชน์ถูกซ่อนไว้ในแท็บเพิ่มเติมที่สมาชิกผู้ใช้งานเฟซบุ๊กต้องคลิกดูเอาเอง

ต่ำ = 1 คะแนน หมายถึง แท็บข้อมูลในหน้าแรกส่วนใหญ่ องค์กรฯ จัดเรียงด้วยแท็บที่ไม่ค่อยเป็นประโยชน์และเกี่ยวข้องกับการดำเนินงานจิตอาสาขององค์กรฯ โดยตรง ส่วนใหญ่แท็บที่เป็นประโยชน์ถูกซ่อนไว้ในแท็บเพิ่มเติม

ไม่มี = 0 คะแนน หมายถึงองค์กรฯ ไม่มีการจัดเรียงแท็บข้อมูลใหม่ จัดเรียงตามลำดับดั้งเดิมที่ระบบของเฟซบุ๊กกำหนดมา คือ ไทม์ไลน์เกี่ยวกับ รูปภาพ ถูกใจ

**ปล.** แท้ก็ถูกใจเป็นตัวอย่างของแท้ที่ไม่ว่าจะเกี่ยวข้องกับการดำเนินงานจิตอาสาขององค์กรฯ อย่างชัดเจนที่สุด

1.4 มีการจัดเรียงข้อมูลทางด้านซ้ายของหน้าแรกตามความสำคัญของข้อมูลที่เกี่ยวข้องกับการดำเนินงานจิตอาสาขององค์กรฯ ในปัจจุบัน

สูง = 3 คะแนน	หมายถึง องค์กรฯ จัดเรียงข้อมูลทางด้านซ้ายของหน้าแรก โดยให้ข้อมูลที่มีความสำคัญต่อการดำเนินงานจิตอาสาขององค์กรฯ ในปัจจุบันอยู่ด้านบน
ปานกลาง = 2 คะแนน	หมายถึง องค์กรฯ จัดเรียงข้อมูลทางด้านซ้ายของหน้าแรก ผสมกันไม่ได้จัดเรียงตามความสำคัญมาก-น้อย ต่อการดำเนินงานจิตอาสาขององค์กรฯ ในปัจจุบัน
ต่ำ = 1 คะแนน	หมายถึง องค์กรฯ จัดเรียงข้อมูลทางด้านซ้ายของหน้าแรก โดยให้ข้อมูลที่มีความสำคัญต่อการดำเนินงานจิตอาสาขององค์กรฯ ในปัจจุบันอยู่ด้านล่าง
ไม่มี = 0 คะแนน	หมายถึงองค์กรฯ ไม่มีการจัดเรียงข้อมูลทางด้านซ้ายของหน้าแรกใหม่จัดเรียงตามลำดับดั้งเดิมที่ระบบของเฟซบุ๊กกำหนดมา คือ บุคคล เกี่ยวกับ รูปภาพ โพสต์มายังเพจ และถูกใจโดยเพจนี้

**ปล.** ความสำคัญของข้อมูลที่เกี่ยวข้องกับการดำเนินงานจิตอาสาขององค์กรฯ ในปัจจุบัน หมายถึง ข้อมูลที่เกี่ยวข้องกับกิจกรรมหรือโครงการที่องค์กรฯ กำลังทำอยู่ เช่น กิจกรรมที่กำลังมาถึง ภาพสถานการณ์การดำเนินงานล่าสุด ข้อมูลการบริจาค หรือวิธีการเป็นอาสาสมัครกับองค์กรฯ แต่ส่วนของข้อมูลบุคคลกับเกี่ยวกับเป็นสองส่วนข้อมูลที่ระบบกำหนดมาแล้วว่าต้องอยู่ใน 2 ลำดับแรกทางด้านซ้ายมือ ไม่สามารถจัดเรียงใหม่ได้

1.5 มีการจัดเก็บข้อมูลการดำเนินงานที่ผ่านมาขององค์กรฯ ด้วยภาพกิจกรรมที่จัดเก็บเป็นอัลบั้มในแท็บรูปภาพ

สูง = 3 คะแนน หมายถึง องค์กรฯ จัดเก็บข้อมูลการดำเนินงานที่ผ่านมาขององค์กรฯ ด้วยภาพกิจกรรมในรูปแบบของอัลบั้มที่ส่วนใหญ่ตั้งชื่ออัลบั้มด้วยชื่อกิจกรรมสถานที่ และวันที่

ปานกลาง = 2 คะแนน หมายถึง องค์กรฯ จัดเก็บข้อมูลการดำเนินงานที่ผ่านมาขององค์กรฯ ด้วยภาพกิจกรรมในรูปแบบของอัลบั้มที่ส่วนใหญ่ตั้งชื่ออัลบั้มด้วยชื่อกิจกรรมและสถานที่ หรือชื่อกิจกรรมและวันที่

ต่ำ = 1 คะแนน หมายถึง องค์กรฯ จัดเก็บข้อมูลการดำเนินงานที่ผ่านมาขององค์กรฯ ด้วยภาพกิจกรรมในรูปแบบของอัลบั้มที่ส่วนใหญ่ตั้งชื่ออัลบั้มด้วยชื่อกิจกรรมเท่านั้น

ไม่มี = 0 คะแนน หมายถึง องค์กรฯ ไม่มีการจัดเก็บข้อมูลการดำเนินงานที่ผ่านมาด้วยภาพกิจกรรมในรูปแบบของอัลบั้มเลย

2. ข้อมูลที่เป็นประโยชน์ หมายถึง การนำเสนอข้อมูลที่สมาชิกต้องการและสามารถนำไปใช้ประโยชน์เกี่ยวกับงานจิตอาสาขององค์กรฯ ได้ แบ่งออกเป็น 12 ประเด็นย่อยคือ

2.1 มีการให้ข้อมูลภาพรวมขององค์กรฯ

สูง = 3 คะแนน หมายถึง มีการให้รายละเอียดเกี่ยวกับปรัชญา/ภารกิจ วัตถุประสงค์การดำเนินงานขององค์กรฯ พร้อมอธิบายประวัติศาสตร์ขององค์กรฯ ตามลำดับเหตุการณ์

ปานกลาง = 2 คะแนน หมายถึง มีการให้รายละเอียดเกี่ยวกับปรัชญา/ภารกิจ และวัตถุประสงค์การดำเนินงานขององค์กรฯ

ต่ำ = 1 คะแนน หมายถึง หมายถึงมีการให้รายละเอียดเกี่ยวกับปรัชญา/ภารกิจขององค์กรฯ

ไม่มี = 0 คะแนน หมายถึง ไม่มีการนำเสนอข้อมูลภาพรวมขององค์กรฯ

## 2.2 มีการให้ข้อมูลช่องทางการติดต่อกับองค์กรฯ

สูง = 3 คะแนน หมายถึง มีการให้ที่อยู่ หมายเลขโทรศัพท์ และอีเมลองค์กรฯ

ปานกลาง = 2 คะแนน หมายถึง มีการให้ที่อยู่และหมายเลขโทรศัพท์องค์กรฯ หรือ มีการให้ที่อยู่และอีเมลองค์กรฯ หรือ มีการให้หมายเลขโทรศัพท์และอีเมลองค์กรฯ

ต่ำ = 1 คะแนน หมายถึง มีการให้เพียงที่อยู่ หรือ อีเมล หรือ หมายเลขโทรศัพท์องค์กรฯ เพียงอย่างใดอย่างหนึ่ง

ไม่มี = 0 คะแนน หมายถึง ไม่มีการให้ช่องทางติดต่อใดๆ กับองค์กรฯ

## 2.3 มีการให้รายละเอียดช่องทางการติดต่อกับผู้ดูแลเว็บไซต์เครือข่ายสังคมขององค์กรฯ

สูง = 3 คะแนน หมายถึง มีการให้ชื่อ หมายเลขโทรศัพท์ อีเมล พร้อม Facebook ID และรูปโปรไฟล์แสดงหน้าตาของผู้ดูแลเว็บไซต์เครือข่ายสังคม

ปานกลาง = 2 คะแนน หมายถึง มีการให้ชื่อ หมายเลขโทรศัพท์ และอีเมลของผู้ดูแลเว็บไซต์เครือข่ายสังคม หรือ ให้เฉพาะชื่อและอีเมลของผู้ดูแลเว็บไซต์เครือข่ายสังคม หรือ ให้เฉพาะพร้อม Facebook ID และรูปโปรไฟล์แสดงหน้าตาของผู้ดูแลเว็บไซต์เครือข่ายสังคม

ต่ำ = 1 คะแนน หมายถึง มีการให้อีเมล หรือ ให้ Facebook ID ของผู้ดูแลเว็บไซต์เครือข่ายสังคม แต่ไม่มีรูปโปรไฟล์แสดงหน้าตาของผู้ดูแลฯ

ไม่มี = 0 คะแนน หมายถึง ไม่มีการให้รายละเอียดช่องทางการติดต่อกับ ผู้ดูแลเว็บไซต์เครือข่ายสังคม

## 2.4 มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรมจิตอาสากับองค์กรฯ

- สูง = 3 คะแนน หมายถึง มีการบอกวัตถุประสงค์ของโครงการ/กิจกรรม คุณสมบัติของผู้ที่จะมาเป็นจิตอาสา จำนวนที่รับ ลักษณะงาน สถานที่เวลาในการปฏิบัติงานและช่องทางในการสมัครเป็นจิตอาสา
- ปานกลาง = 2 คะแนน หมายถึง มีการบอกวัตถุประสงค์ของโครงการ/กิจกรรม ลักษณะงาน สถานที่เวลาในการปฏิบัติงาน และช่องทางในการสมัครเป็นจิตอาสา
- ต่ำ = 1 คะแนน หมายถึง มีการบอกลักษณะงานและช่องทางในการสมัครเป็นจิตอาสา
- ไม่มี = 0 คะแนน หมายถึง ไม่มีการให้ข้อมูลการเข้าร่วมกิจกรรมจิตอาสากับองค์กรฯ
- 2.5 มีการให้ข้อมูลวิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ
- สูง = 3 คะแนน หมายถึง มีการให้รายละเอียดวิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ ขั้นตอนการนำเงิน/สิ่งของบริจาคไปให้ความช่วยเหลือ และความคืบหน้าของการนำเงิน/สิ่งของบริจาคไปให้ความช่วยเหลือ
- ปานกลาง = 2 คะแนน หมายถึง มีการให้รายละเอียดวิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ ขั้นตอนการนำเงิน/สิ่งของบริจาคไปให้ความช่วยเหลือ
- ต่ำ = 1 คะแนน หมายถึง มีการให้รายละเอียดวิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ
- ไม่มี = 0 คะแนน หมายถึง ไม่มีการให้ข้อมูลการร่วมบริจาคเงิน/สิ่งของใดๆ
- 2.6 มีการรายงานการทำงานในโครงการ/กิจกรรมต่างๆ ขององค์กร
- สูง = 3 คะแนน หมายถึง มีรายงานการทำงาน ผลลัพธ์ และประเมินผลการทำงานขององค์กรฯ ที่เป็นปัจจุบัน
- ปานกลาง = 2 คะแนน หมายถึง มีรายงานการทำงานในโครงการต่างๆ ขององค์กรฯ ที่เป็นปัจจุบัน 2 ประเด็น คือ การทำงานและผลลัพธ์ หรือ การทำงานและ

ประเมินผลการทำงานขององค์กรฯ หรือ รายงานผลลัพธ์ และ  
ประเมินผลการทำงานขององค์กรฯ

ต่ำ = 1 คะแนน หมายถึง มีรายงานการทำงานขององค์กรฯ ในโครงการต่างๆ ที่เป็น  
ปัจจุบันเพียงประเด็นเดียว

ไม่มี = 0 คะแนน หมายถึง ไม่มีการรายงานการทำงานขององค์กรฯ ในโครงการต่างๆ ที่  
เป็นปัจจุบัน

2.7 มีการกล่าวถึงความร่วมมือกับองค์กรจิตอาสาอื่นที่มีประเด็นในการให้ความช่วยเหลือประเภท  
เดียวกัน

สูง = 3 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือ  
ระหว่างองค์กรฯ และลิงก์ไปยังเว็บไซต์หรือ Facebook ID ของ  
องค์กรฯ นั้นๆ

ปานกลาง = 2 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือ  
ระหว่างองค์กรฯ แต่ไม่มีลิงก์ไปยังเว็บไซต์หรือ Facebook ID ของ  
องค์กรฯ นั้นๆ

ต่ำ = 1 คะแนน หมายถึง มีการบอกเพียงชื่อองค์กรฯ ว่าทำงานร่วมกัน แต่ไม่ได้  
อธิบายว่าทำอะไรร่วมกัน

ไม่มี = 0 คะแนน หมายถึง องค์กรฯ ไม่มีความร่วมมือใดๆ กับองค์กรจิตอาสาอื่นที่มี  
ประเด็นในการให้ความช่วยเหลือประเภทเดียวกัน

2.8 มีการกล่าวถึงความร่วมมือกับองค์กรจิตอาสาอื่นที่มีประเด็นในการให้ความช่วยเหลือต่างกัน

สูง = 3 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือ  
ระหว่างองค์กรฯ และลิงก์ไปยังเว็บไซต์หรือ Facebook ID ของ  
องค์กรฯ นั้นๆ

ปานกลาง = 2 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือ  
ระหว่างองค์กรฯ แต่ไม่มีลิงก์ไปยังเว็บไซต์หรือ Facebook ID ของ  
องค์กรฯ นั้นๆ

- ต่ำ = 1 คะแนน หมายถึง มีการบอกเพียงชื่อองค์กรฯ ว่าทำงานร่วมกัน แต่ไม่ได้ อธิบายว่าทำอะไรร่วมกัน
- ไม่มี = 0 คะแนน หมายถึง องค์กรฯ ไม่มีความร่วมมือใดๆ กับองค์กรจิตอาสาอื่นที่มี ประเด็นในการให้ความช่วยเหลือต่างกัน

2.9 มีการกล่าวถึงความร่วมมือกับหน่วยงานภาครัฐที่มีหน้าที่รับผิดชอบ หรือสนับสนุนการ ดำเนินงานในประเด็นปัญหาที่องค์กรฯ ให้ความช่วยเหลือ

- สูง = 3 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือ ระหว่างองค์กรฯ กับหน่วยงานภาครัฐ และลิงก์ไปยังเว็บไซต์หรือ Facebook ID ของหน่วยงานภาครัฐนั้นๆ
- ปานกลาง = 2 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือ ระหว่างองค์กรฯ กับหน่วยงานภาครัฐแต่ไม่มีลิงก์ไปยังเว็บไซต์หรือ Facebook ID ของหน่วยงานภาครัฐนั้นๆ
- ต่ำ = 1 คะแนน หมายถึง มีการบอกเพียงชื่อหน่วยงานภาครัฐว่าทำงานร่วมกัน แต่ ไม่ได้อธิบายว่าทำอะไรร่วมกัน
- ไม่มี = 0 คะแนน หมายถึง องค์กรฯ ไม่มีความร่วมมือใดๆ กับหน่วยงานภาครัฐ

2.10 มีการกล่าวถึงความร่วมมือกับองค์กรภาคเอกชนที่สนับสนุนการดำเนินงานในประเด็นปัญหาที่ องค์กรฯ ให้ความช่วยเหลือ

- สูง = 3 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือ ระหว่างองค์กรฯ กับองค์กรภาคเอกชนและลิงก์ไปยังเว็บไซต์หรือ Facebook ID ขององค์กรภาคเอกชนนั้นๆ
- ปานกลาง = 2 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือ ระหว่างองค์กรฯ กับองค์กรภาคเอกชนแต่ไม่มีลิงก์ไปยังเว็บไซต์หรือ Facebook ID ขององค์กรภาคเอกชนนั้นๆ
- ต่ำ = 1 คะแนน หมายถึง มีการบอกเพียงชื่อองค์กรภาคเอกชนว่าทำงานร่วมกัน แต่ ไม่ได้อธิบายว่าทำอะไรร่วมกัน



ไม่มี = 0 คะแนน หมายถึงองค์กรฯ ไม่มีความร่วมมือใดๆ กับองค์กรภาคเอกชน

2.11 มีการกล่าวถึงความร่วมมือกับสื่อมวลชนที่นำเสนอประเด็นที่องค์กรฯ ให้ความช่วยเหลือ

สูง = 3 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือระหว่างองค์กรฯ กับสื่อมวลชนและลิงก์ไปยังเว็บไซต์หรือ Facebook ID ของสื่อมวลชนนั้นๆ

ปานกลาง = 2 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือระหว่างองค์กรฯ กับสื่อมวลชนแต่ไม่มีลิงก์ไปยังเว็บไซต์หรือ Facebook ID ของสื่อมวลชนนั้นๆ

ต่ำ = 1 คะแนน หมายถึง มีการบอกเพียงชื่อสื่อมวลชนว่าทำงานร่วมกัน แต่ไม่ได้อธิบายว่าทำอะไรร่วมกัน

ไม่มี = 0 คะแนน หมายถึง องค์กรฯ ไม่มีความร่วมมือใดๆ กับสื่อมวลชน

2.12 มีแท็บ (ปฏิทิน) กิจกรรมเกี่ยวกับการดำเนินงานจิตอาสาขององค์กรฯ

สูง = 3 คะแนน หมายถึง มีแท็บ (ปฏิทิน) กิจกรรมเกี่ยวกับการดำเนินงานจิตอาสาขององค์กรฯ ที่ให้ข้อมูลกิจกรรมที่กำลังมาถึง (จะระบุถึงกิจกรรมที่ผ่านมาหรือไม่ก็ได้)

ปานกลาง = 2 คะแนน หมายถึง มีแท็บ (ปฏิทิน) กิจกรรมเกี่ยวกับการดำเนินงานจิตอาสาขององค์กรฯ เฉพาะกิจกรรมที่ผ่านมา

ต่ำ = 1 คะแนน หมายถึง มีแท็บ (ปฏิทิน) กิจกรรม แต่ไม่มีข้อมูลอะไรเลย

ไม่มี = 0 คะแนน หมายถึง องค์กรฯ ไม่มีการใช้แท็บ (ปฏิทิน) กิจกรรม

3. การทำให้สมาชิกใช้งานเว็บไซต์เครือข่ายสังคมขององค์กรฯ แต่ละครั้ง ในระยะเวลาานาน

หมายถึง ความพยายามขององค์กรฯ ในการทำให้เว็บไซต์เครือข่ายสังคมของตนมีข้อมูล มีฟีเจอร์การใช้งานต่างๆ ที่ทำให้สมาชิกสนใจ ไม่หนีไปใช้งานเว็บไซต์อื่น แบ่งออกเป็น 5 ประเด็นย่อยคือ

3.1 มีการปิดกั้นการโพสต์ข้อมูลที่มีความสำคัญต่อการดำเนินงานจิตอาสาขององค์กรฯ

- สูง = 3 คะแนน หมายถึง องค์กรฯ มีการปกหนุ้ดการโพสท์ข้อมูลที่มีความสำคัญต่อการดำเนินงานจิตอาสาขององค์กรฯ สัปดาห์ละ 1 หนุ้ด (= เดือนละ 4 หนุ้ด)
- ปานกลาง = 2 คะแนน หมายถึง องค์กรฯ มีการปกหนุ้ดการโพสท์ข้อมูลที่มีความสำคัญต่อการดำเนินงานจิตอาสาขององค์กรฯ 2 สัปดาห์ต่อ 1 หนุ้ด (= เดือนละ 2 หนุ้ด)
- ต่ำ = 1 คะแนน หมายถึง องค์กรฯ มีการปกหนุ้ดการโพสท์ข้อมูลที่มีความสำคัญต่อการดำเนินงานจิตอาสาขององค์กรฯ เดือนละ 1 หนุ้ด
- ไม่มี = 0 คะแนน หมายถึง องค์กรฯ ไม่มีการปกหนุ้ดการโพสท์ข้อมูลที่มีความสำคัญต่อการดำเนินงานจิตอาสาขององค์กรฯ
- 3.2 มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรมจิตอาสา วิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ ในหน้าแรกของเฟซบุ๊ก
- สูง = 3 คะแนน หมายถึง องค์กรฯ มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรม และวิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ ในหน้าแรกของเฟซบุ๊ก
- ปานกลาง = 2 คะแนน หมายถึง องค์กรฯ มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรม หรือวิธีการบริจาค/เงินสิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ อยุ่่างใด อยุ่่างหนึ่ง ในหน้าแรกของเฟซบุ๊ก
- ต่ำ = 1 คะแนน หมายถึง องค์กรฯ มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรม หรือวิธีการบริจาค/เงินสิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ อยุ่่างใด อยุ่่างหนึ่ง ในหน้าแรกของเฟซบุ๊ก แต่ตัวเครื่องมือที่ใช้นำเสนอข้อมูลนั้นใช้ งานไม่ได้ หรือมีเพียงหัวข้อเมนู แต่ไม่มีรายละเอียดภายใน

ไม่มี = 0 คะแนน หมายถึง ไม่มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรมจิตอาสาขององค์กรฯ  
ปรากฏอยู่บนเฟซบุ๊กแต่อย่างใด

3.3 มีการนำเสนอข้อมูลงานจิตอาสาขององค์กรฯ หลากหลายรูปแบบ ทั้งข้อความ ภาพถ่าย ภาพกราฟิก และคลิปวิดีโอ

สูง = 3 คะแนน หมายถึง มีการนำเสนอข้อมูลงานจิตอาสาขององค์กรฯ ทั้งข้อความ  
ภาพถ่าย ภาพกราฟิก และคลิปวิดีโอ

ปานกลาง = 2 คะแนน หมายถึง มีการนำเสนอข้อมูลงานจิตอาสาขององค์กรฯ 3 รูปแบบ  
จากที่ปรากฏอยู่ในระดับสูง

ต่ำ = 1 คะแนน หมายถึง มีการนำเสนอข้อมูลงานจิตอาสาขององค์กรฯ เพียง 2  
รูปแบบจากที่ปรากฏอยู่ในระดับสูง

ไม่มี = 0 คะแนน หมายถึง มีการนำเสนอข้อมูลงานจิตอาสาขององค์กรฯ เพียง 1  
รูปแบบจากที่ปรากฏอยู่ในระดับสูง

3.4 มีการลิงก์จากเฟซบุ๊กไปยังแหล่งข้อมูลออนไลน์อื่นขององค์กรฯ

สูง = 3 คะแนน หมายถึง มีการลิงก์จากเฟซบุ๊ก ไปยังเว็บไซต์หลัก หรือ ทวิตเตอร์  
หรือบล็อก หรือยูทูป หรือแหล่งข้อมูลออนไลน์อื่นๆ ขององค์กรฯ โดย  
ที่แหล่งข้อมูลออนไลน์เหล่านั้นมีการลิงก์กลับมายังหน้าเฟซบุ๊กของ  
องค์กรฯ

ปานกลาง = 2 คะแนน หมายถึง มีการลิงก์ไปยังเว็บไซต์หลักขององค์กรฯ และ เว็บไซต์หลัก  
ขององค์กรฯ มีการเชื่อมโยงกลับมายังเฟซบุ๊ก โดยที่เว็บไซต์หลักของ  
องค์กรฯ ยังมีการเชื่อมโยงต่อไปยังแหล่งข้อมูลออนไลน์อื่นๆ ของ  
องค์กรฯ แล้วแหล่งข้อมูลเหล่านั้นมีลิงก์กลับไปที่เว็บไซต์หลักของ  
องค์กรฯ หรือลิงก์ ไปยังเฟซบุ๊กขององค์กรฯ โดยตรง

ต่ำ = 1 คะแนน หมายถึง มีการลิงก์จากเฟซบุ๊ก ไปยังเว็บไซต์หลัก หรือ ทวิตเตอร์  
หรือบล็อก หรือยูทูป หรือแหล่งข้อมูลออนไลน์อื่นๆ ขององค์กรฯ แต่

แหล่งข้อมูลออนไลน์เหล่านั้นไม่มีการลิงก์กลับมายังหน้าเฟซบุ๊กของ  
องค์กรฯ

ไม่มี = 0 คะแนน หมายถึง ไม่มีการลิงก์จากเฟซบุ๊กไปยังแหล่งข้อมูลออนไลน์อื่นๆ ของ  
องค์กรฯ

### 3.5 ไม่มีโฆษณาหรือการประชาสัมพันธ์ที่ก่อให้เกิดความรำคาญ

สูง = 3 คะแนน หมายถึง ไม่มีข้อความ ภาพ หรือคลิปวิดีโอโฆษณาเพื่อการค้า และ  
ประชาสัมพันธ์ที่ไม่เกี่ยวข้องกับการงานจิตอาสา จากผู้ใช้งานเฟซบุ๊กอื่น

ปานกลาง = 2 คะแนน หมายถึง ไม่มีข้อความ ภาพ หรือคลิปวิดีโอโฆษณาเพื่อการค้า แต่มี  
ข้อความ ภาพ หรือคลิปวิดีโอประชาสัมพันธ์ที่เกี่ยวข้องกับการงาน  
จิตอาสาจากผู้ใช้งานเฟซบุ๊กอื่น

ต่ำ = 1 คะแนน หมายถึง ไม่มีข้อความ ภาพ หรือคลิปวิดีโอประชาสัมพันธ์ที่ไม่  
เกี่ยวข้องกับการงานจิตอาสาจากผู้ใช้งานเฟซบุ๊กอื่นแต่มีข้อความ ภาพ  
หรือคลิปวิดีโอโฆษณาเพื่อการค้า

ไม่มี = 0 คะแนน หมายถึง มีทั้งข้อความ ภาพ หรือคลิปวิดีโอโฆษณาเพื่อการค้าและ  
การประชาสัมพันธ์ที่ไม่เกี่ยวข้องกับการงานจิตอาสาจากผู้ใช้งานอื่น

4. การทำให้สมาชิกกลับเข้ามายังเว็บไซต์เครือข่ายสังคมขององค์กรฯ บ่อยครั้ง หมายถึง ความ  
พยายามขององค์กรฯ ในการทำให้เว็บไซต์เครือข่ายสังคมของตนมีข้อมูล และฟีเจอร์การใช้งานต่างๆ  
ที่ดึงดูดให้สมาชิกอยากกลับเข้ามาใช้งานเว็บไซต์เครือข่ายสังคมขององค์กรฯ บ่อยครั้ง แบ่งออกเป็น 4  
ประเด็นย่อยคือ

#### 4.1 มีการนำเสนอข้อมูลใหม่ๆ ในแต่ละวัน

สูง = 3 คะแนน หมายถึง องค์กรฯ มีการนำเสนอข้อมูลใหม่ๆ จำนวน 5 ข้อมูล หรือ  
มากกว่าใน 1 วัน

ปานกลาง = 2 คะแนน หมายถึง องค์กรฯ มีการนำเสนอข้อมูลใหม่ๆ จำนวน 2-4 ข้อมูล ใน 1 วัน

ต่ำ = 1 คะแนน หมายถึง องค์กรฯ มีการนำเสนอข้อมูลใหม่ๆ เพียง 1 ข้อมูล ใน 1 วัน

ไม่มี = 0 คะแนน หมายถึง องค์กรฯ ไม่มีการนำเสนอข้อมูลใหม่ๆ ใน 1 วัน

#### 4.2 มีการนำเสนอประเด็นใหม่ๆ สม่ำเสมอในแต่ละสัปดาห์

สูง = 3 คะแนน หมายถึง องค์กรฯ มีการนำเสนอประเด็นใหม่ๆ ทุกวันใน 1 สัปดาห์

ปานกลาง = 2 คะแนน หมายถึง องค์กรฯ มีการนำเสนอประเด็นใหม่ๆ ทุก 2-4 วัน ใน 1 สัปดาห์

ต่ำ = 1 คะแนน หมายถึง องค์กรฯ มีการนำเสนอประเด็นใหม่ๆ ทุก 5-7 วัน ใน 1 สัปดาห์ สัปดาห์

ไม่มี = 0 คะแนน หมายถึง องค์กรฯ ไม่มีการนำเสนอประเด็นใหม่ภายใน 1 สัปดาห์

#### 4.3 มีความรวดเร็วในการตอบคำถามและตอบสนองความต้องการความช่วยเหลือของสมาชิก

สูง = 3 คะแนน หมายถึง ในระยะเวลา 1 สัปดาห์ ส่วนใหญ่องค์กรฯ ตอบกลับคำถาม และตอบสนองต่อความต้องการความช่วยเหลือของสมาชิก ภายในวันเดียวกันกับที่สมาชิกตั้งคำถามและขอความช่วยเหลือ

ปานกลาง = 2 คะแนน หมายถึง ในระยะเวลา 1 สัปดาห์ ส่วนใหญ่องค์กรฯ ตอบกลับคำถาม และตอบสนองต่อความต้องการความช่วยเหลือของสมาชิก หลังจากที่สมาชิกตั้งคำถามและขอความช่วยเหลือแล้ว 2-3 วัน

ต่ำ = 1 คะแนน หมายถึง ภายใน 1 สัปดาห์ ส่วนใหญ่องค์กรฯ ตอบกลับคำถามและตอบสนองต่อความต้องการความช่วยเหลือของสมาชิก หลังจากที่สมาชิกตั้งคำถามและขอความช่วยเหลือแล้ว 4-7 วัน

ไม่มี = 0 คะแนน หมายถึง ภายใน 1 สัปดาห์องค์กรฯ ไม่มีการตอบกลับคำถามและตอบสนองต่อความต้องการความช่วยเหลือของสมาชิก

#### 4.4 มีการถามคำถาม หรือขอให้สมาชิกให้ข้อมูลหรือแสดงความคิดเห็นกับองค์กรฯ บ่อยครั้งในแต่ละสัปดาห์

สูง = 3 คะแนน	หมายถึง องค์กรฯ มีการถามคำถาม หรือขอให้สมาชิกให้ข้อมูลหรือแสดงความคิดเห็นกับองค์กรฯ ทุกวันใน 1 สัปดาห์
ปานกลาง = 2 คะแนน	หมายถึง องค์กรฯ มีการถามคำถาม หรือขอให้สมาชิกให้ข้อมูลหรือแสดงความคิดเห็นกับองค์กรฯ ทุก 2-4 วัน ใน 1 สัปดาห์
ต่ำ = 1 คะแนน	หมายถึง องค์กรฯ มีการถามคำถาม หรือขอให้สมาชิกให้ข้อมูลหรือแสดงความคิดเห็นกับองค์กรฯ ทุก 5-7 วัน ใน 1 สัปดาห์
ไม่มี = 0 คะแนน	หมายถึง องค์กรฯ ไม่มีการนำเสนอประเด็นใหม่ภายใน 1 สัปดาห์

5. **รูปการโต้ตอบ** หมายถึง ความพยายามขององค์กรฯ ในการสร้างให้เกิดการสื่อสารโต้ตอบไปมาระหว่างองค์กรฯ และสมาชิก แบ่งออกเป็น 6 ประเด็นย่อยคือ

5.1 มีการนำเสนอข้อมูลในรูปแบบของคำถามและได้รับการตอบสนอง

สูง = 3 คะแนน	หมายถึง ภายใน 1 เดือนองค์กรฯ มีการนำเสนอข้อมูลในรูปแบบของคำถาม และสมาชิกมีการตอบสนองทุกคำถาม
ปานกลาง = 2 คะแนน	หมายถึง ภายใน 1 เดือนองค์กรฯ มีการนำเสนอข้อมูลในรูปแบบของคำถาม และสมาชิกมีการตอบสนองคำถามเพียงครั้งเดียวของคำถามทั้งหมด
ต่ำ = 1 คะแนน	หมายถึง ภายใน 1 เดือนองค์กรฯ มีการนำเสนอข้อมูลในรูปแบบของคำถาม แต่สมาชิกไม่มีการตอบสนองใดๆ
ไม่มี = 0 คะแนน	หมายถึง ภายใน 1 เดือนองค์กรฯ ไม่มีการนำเสนอข้อมูลในรูปแบบของคำถาม

5.2 มีความใส่ใจต่อการตอบคำถามและตอบสนองความต้องการความช่วยเหลือของสมาชิก

สูง = 3 คะแนน	หมายถึง ภายใน 1 สัปดาห์มีการตอบกลับทุกคำถามและตอบสนองต่อทุกความต้องการความช่วยเหลือของสมาชิก
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ปานกลาง = 2 คะแนน	หมายถึง ภายใน 1 สัปดาห์มีการตอบกลับคำถามและตอบสนองต่อความต้องการความช่วยเหลือของสมาชิกเพียง <u>ครั้งหนึ่ง</u>
ต่ำ = 1 คะแนน	หมายถึง ภายใน 1 สัปดาห์มีการตอบกลับคำถามและตอบสนองต่อความต้องการความช่วยเหลือของสมาชิก <u>น้อยกว่าครั้งหนึ่ง</u>
ไม่มี = 0 คะแนน	หมายถึง ภายใน 1 สัปดาห์ <u>ไม่มีการ</u> ตอบกลับคำถามและตอบสนองต่อความต้องการความช่วยเหลือของสมาชิก

5.3 การตอบสนองขององค์กรฯ ต่อการโพสต์ข้อมูลประเภทต่างๆ ของสมาชิก (ประเภทของข้อมูลประกอบด้วย คำถาม การตำหนิ การชื่นชม ขอบคุณ การแนะนำ และการขอความช่วยเหลือ)

สูง = 3 คะแนน	หมายถึง ภายใน 1 เดือน ส่วนใหญ่องค์กรฯ มีการตอบสนองต่อการโพสต์ของสมาชิกในทุกประเภทข้อมูล
ปานกลาง = 2 คะแนน	หมายถึง ภายใน 1 เดือน ส่วนใหญ่องค์กรฯ มีการตอบสนองต่อการโพสต์ของสมาชิกในบางประเภทข้อมูล (มากกว่า 1 ประเภท แต่ไม่ครบทุกประเภท)
ต่ำ = 1 คะแนน	หมายถึง ภายใน 1 เดือน ส่วนใหญ่องค์กรฯ มีการตอบสนองต่อข้อมูลที่สมาชิกโพสต์เพียงประเภทเดียว
ไม่มี = 0 คะแนน	หมายถึง ภายใน 1 เดือน ส่วนใหญ่องค์กรฯ ไม่มีการตอบสนองต่อข้อมูลที่สมาชิกโพสต์

5.4 สมาชิกมีการตอบสนองต่อคำถามหรือการขอข้อมูล/ขอความช่วยเหลือจากสมาชิกคนอื่นๆ

สูง = 3 คะแนน	หมายถึง ภายใน 1 เดือนสมาชิกตอบสนองต่อทุกคำถามหรือการขอข้อมูล/ขอความช่วยเหลือจากสมาชิกคนอื่นๆ
ปานกลาง = 2 คะแนน	หมายถึง ภายใน 1 เดือนสมาชิกตอบสนองต่อคำถามหรือการขอข้อมูล/ขอความช่วยเหลือจากสมาชิกคนอื่นๆ เพียงครั้งเดียว

ต่ำ = 1 คะแนน	หมายถึง ภายใน 1 เดือนสมาชิกตอบสนองต่อคำถามหรือการขอข้อมูล/ขอความช่วยเหลือจากสมาชิกคนอื่นๆ เพียง 1-2 คำถามหรือ 1-2 ข้อมูล
ไม่มี = 0 คะแนน	หมายถึง ภายใน 1 เดือนสมาชิกไม่มีการตอบสนองต่อคำถามหรือการขอข้อมูล/ขอความช่วยเหลือจากสมาชิกคนอื่นๆ

#### 5.5 องค์กรฯ มีการการทำโพล

สูง = 3 คะแนน	หมายถึง ภายใน 1 เดือนองค์กรฯ มีการทำโพล และสมาชิกเข้าร่วมตอบโพลมากกว่า 2 ใน 3 ของสมาชิกทั้งหมด
ปานกลาง = 2 คะแนน	หมายถึง ภายใน 1 เดือนองค์กรฯ มีการทำโพล และสมาชิกเข้าร่วมตอบโพลมากกว่าครึ่งหนึ่ง แต่ไม่เกิน 2 ใน 3 ของสมาชิกทั้งหมด
ต่ำ = 1 คะแนน	หมายถึง ภายใน 1 เดือนองค์กรฯ มีการทำโพล และสมาชิกเข้าร่วมตอบโพลน้อยกว่าครึ่งหนึ่งของสมาชิกทั้งหมด
ไม่มี = 0 คะแนน	หมายถึง ภายใน 1 เดือนองค์กรฯ ไม่มีการทำโพล

#### 5.6 องค์กรฯ มีการใช้แท็บสำหรับเว็บบอร์ด (discussions board)

สูง = 3 คะแนน	หมายถึง ภายใน 1 เดือนมีการสร้างกระทู้บนเว็บบอร์ดโดยองค์กรฯ และสมาชิกและมีผู้เข้ามาตอบกระทู้
ปานกลาง = 2 คะแนน	หมายถึง ภายใน 1 เดือนมีการสร้างกระทู้บนเว็บบอร์ดโดยองค์กรฯ เท่านั้นและมีสมาชิกเข้ามาตอบกระทู้
ต่ำ = 1 คะแนน	หมายถึง ภายใน 1 เดือนมีการสร้างกระทู้บนเว็บบอร์ดแต่ไม่มีผู้เข้ามาตอบกระทู้ไม่ว่ากระทู้ใดๆ จะสร้างโดยองค์กรฯ หรือสมาชิกก็ตาม
ไม่มี = 0 คะแนน	หมายถึง องค์กรฯ ไม่ได้ใช้แท็บ (Tab) สำหรับเว็บบอร์ด



คำอธิบายแบบลงรหัส 3: เนื้อหาที่องค์กรจิตอาสา (องค์กรฯ) นำเสนอบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา

เนื้อหาที่องค์กรฯ นำเสนอบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา หมายถึง ข้อมูลต่างๆ ที่องค์กรฯ นำเสนอบนหน้าเว็บไซต์เครือข่ายสังคมขององค์กรฯ เก็บข้อมูลโดยการกรอกข้อมูลตามรายละเอียดดังนี้

1. **วันเวลาในการบันทึกข้อมูล** หมายถึง การเขียนรายละเอียดของวัน เดือน ปีและช่วงเวลาในการเก็บข้อมูล
2. **ชื่อขององค์กรฯ** หมายถึง การเขียนชื่ออย่างเป็นทางการขององค์กรฯ นั้นๆ
3. **ประเภทขององค์กรฯ** หมายถึง การเขียนระบุประเด็นหลักที่องค์กรฯ ให้ความช่วยเหลือ ประเด็นใดประเด็นหนึ่ง ใน 10 ประเด็นต่อไปนี้ 1) เด็กและเยาวชน 2) สิ่งแวดล้อม 3) ผู้หญิง 4) พัฒนาชุมชนและชนบท 5) คนชรา/ผู้ยากไร้ 6) ศิลปวัฒนธรรม 7) ผู้พิการ 8) ชีวิตและสุขภาพ 9) สัตว์ 10) ภัยพิบัติ
4. **Facebook ID** หมายถึง การเขียนชื่อผู้ใช้งานเฟซบุ๊กขององค์กรฯ
5. **Facebook URL** หมายถึง การเขียนที่อยู่/ที่ตั้งเว็บไซต์เฟซบุ๊กขององค์กรฯ เช่น [www.facebook.com/mirrorf](http://www.facebook.com/mirrorf)
6. **ลำดับเนื้อหาที่** หมายถึง การเขียนหมายเลขของเนื้อหาตามลำดับที่เก็บข้อมูลจำแนกตามองค์กรฯ นั้นๆ เช่น องค์กร ก. ลำดับเนื้อหาที่ 1, 2, 3 องค์กร ข. ลำดับเนื้อหาที่ 1, 2, 3
7. **รายละเอียดของเนื้อหา (คัดลอกมาวางไว้)** หมายถึง คัดลอกเนื้อหาที่องค์กรฯ โปสต์บนวอลล์ของเฟซบุ๊กมาเขียนลงรายละเอียดต่างๆ ทั้งหมด
8. **วันเวลาในการโพสต์เนื้อหา** หมายถึง การเขียนรายละเอียดของวัน เดือน ปีและช่วงเวลาในการโพสต์เนื้อหาขององค์กรฯ
9. **บทบาทการสื่อสาร** หมายถึง เนื้อหาที่องค์กรฯ เป็นฝ่ายนำเสนอหรือตอบสนอง ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกใดตัวเลือกหนึ่ง โดย

9.1 เริ่มต้นโพสต์ หมายถึง เนื้อหาที่องค์กรฯ เป็นฝ่ายเริ่มต้นนำเสนอบนเว็บไซต์เครือข่ายสังคมของตน กรณีที่เนื้อหาเป็นเนื้อหาประเภทเริ่มต้นโพสต์ ให้ทำเครื่องหมาย ✓ เลือกอีกครั้งว่าเป็นการเริ่มต้นโพสต์ในรูปแบบใด โดย

1) ข้อมูลมาจากองค์กรฯ โดยตรงหมายถึงข้อมูลมาจากตัวองค์กรฯ เองไม่ได้นำข้อมูลจากที่อื่นมาบอกต่อ

2) ข้อมูลของผู้อื่นองค์กรฯ นำมาเสนอต่อ หมายถึง ข้อมูลที่เคยมีผู้อื่นนำเสนอไว้และองค์กรฯ นำมากล่าวซ้ำใน 3 ลักษณะ โดยให้ทำเครื่องหมาย ✓ เลือกว่าเป็นลักษณะใดระหว่าง การนำเสนอข้อมูลของผู้อื่น โดยการระบุชื่อให้เครดิตที่มาของข้อมูล หรือ การนำเสนอข้อมูลของผู้อื่นรูปแบบของลิงก์เชื่อมต่อไปยังที่มาของข้อมูลนั้นๆ หรือ การนำเสนอข้อมูลของผู้อื่นโดยการแชร์มาจากหน้าเฟซบุ๊กนั้นๆ

9.2 ตอบกลับ หมายถึง เนื้อหาที่องค์กรฯ เป็นฝ่ายตอบสนองต่อการโพสต์ในรูปแบบต่างๆ ของสมาชิก

**10. ประเภทเนื้อหา** หมายถึง เนื้อหาของเนื้อหาที่องค์กรฯ นำเสนอนั้นมีลักษณะเช่นไร ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกลักษณะเนื้อหาโดยเลือกได้มากกว่า 1 ตัวเลือก ระหว่างเนื้อหาที่เกี่ยวข้องกับงานจิตอาสาขององค์กรฯ หรือ ข้อมูลข่าวสารงานจิตอาสาองค์กรฯ อื่น หรือ ประสพการณ์/เกร็ดเล็กเกร็ดน้อยในการทำงานจิตอาสา หรือถามปัญหาสมาชิก หรือตอบปัญหาสมาชิก หรือขอบคุณ/ชื่นชมสมาชิก หรือให้คำแนะนำ/คำคมในการทำงานจิตอาสา หรือขอข้อมูล/ความคิดเห็นจากสมาชิก หรือเชิญชวนให้สมาชิกมีส่วนร่วมในงานจิตอาสา

**11. องค์ประกอบของเนื้อหา** หมายถึง การโพสต์ 1 ครั้งขององค์กรฯ นั้น องค์กรฯ โพสต์อะไรบ้าง ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกที่เป็นส่วนประกอบของเนื้อหาที่องค์กรฯ โพสต์ โดยเลือกได้มากกว่า 1 ตัวเลือก โดย

3.1 ข้อความ หมายถึง การโพสต์เนื้อหาด้วยคำ ประโยคต่างๆ

3.2 รูปภาพ หมายถึง การโพสต์เนื้อหาด้วยการอัปโหลดรูปภาพ

3.3 วิดีโอ หมายถึง การโพสต์เนื้อหาด้วยการอัปโหลดคลิปวิดีโอ

3.4 ลิงก์ หมายถึง การโพสต์เนื้อหาด้วยการเชื่อมโยงไปยังแหล่งข้อมูลภายนอกเว็บไซต์เครือข่ายสังคม กรณีที่การโพสต์เนื้อหานั้นๆ มีลิงก์เป็นองค์ประกอบ ให้ทำเครื่องหมาย ✓ เลือกอีกครั้งว่าเป็น ลิงก์ประเภทใด โดย

1) เชื่อมโยงไปยังเว็บไซต์หลักขององค์กร หรือเว็บไซต์สื่อสังคมอื่นขององค์กร หมายถึง การเชื่อมโยงไปยังเว็บไซต์ บล็อก ยูทูบ เฟซบุ๊ก ทวิตเตอร์ หรือเว็บไซต์อื่นๆ ที่องค์กรฯ เป็นเจ้าของ

2) เชื่อมโยงไปยังแหล่งข้อมูลภายนอกที่ไม่เกี่ยวข้องกับองค์กร หมายถึง การเชื่อมโยงไปยังเว็บไซต์ บล็อก ยูทูบ เฟซบุ๊ก ทวิตเตอร์ หรือเว็บไซต์อื่นๆ ที่องค์กรฯ ไม่ได้เป็นเจ้าของ

**12. ทิศทางการสื่อสาร** หมายถึง การระบุรูปแบบการสื่อสารสองทางหรือทางเดียว โดยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกใดตัวเลือกหนึ่ง โดย

12.1 สื่อสารทางเดียวแนวโฆษณาชวนเชื่อ (one-way asymmetrical communication) หมายถึง การสื่อสารทางเดียวเพื่อให้ข้อมูลขององค์กรฯ ในแนวโฆษณาชวนเชื่อเพื่อให้เข้าร่วมกิจกรรมจิตอาสา หรือบริจาคเงิน/สิ่งของ โดยใช้คำกล่าวเกินจริง คำกล่าวที่มีอคติ เช่นดีที่สุดใน ดีกว่าองค์กรฯ อื่น โดยไม่ตอบกลับการแสดงความคิดเห็นใดๆ ของสมาชิก

12.2 สื่อสารทางเดียวให้ข้อเท็จจริงแบบตรงไปตรงมา (one-way symmetrical communication) หมายถึง การสื่อสารทางเดียวที่นำเสนอข้อมูลขององค์กรฯ แบบตรงไปตรงมาไม่ใช่คำกล่าวเกินจริง โดยไม่ตอบกลับการแสดงความคิดเห็นใดๆ ของสมาชิก (ส่วนใหญ่นำเสนอเฉพาะข้อมูลด้านดีขององค์กร)

\*\*\*แม้ผู้รับสารเป้าหมายจะมีการตอบในรูปแบบใดๆ กลับมา แต่หากผู้ส่งสารไม่มีการโต้ตอบใดๆ กลับไปก็จัดเป็นการสื่อสารในประเภทนี้ แต่ถ้าส่งสารมีการโต้ตอบใดๆ กลับไป ให้ตั้งเป็นการสื่อสารในข้อ 12.4 คือ สื่อสารสองทางโต้ตอบไปมาระหว่างองค์กรฯ และสมาชิก\*\*\*

12.3 สื่อสารสองทางที่กระตุ้นการโต้ตอบจากสมาชิก (two-way asymmetrical communication) หมายถึง การสื่อสารสองทางที่กระตุ้นการโต้ตอบจากสมาชิก หรือตั้งคำถามที่เกี่ยวข้องกับเป้าหมายหลักในการดำเนินการขององค์กรฯ แต่เพิกเฉยต่อความต้องการของสมาชิกโดยเมื่อสมาชิกมีการโต้ตอบกลับมาองค์กรฯ จะไม่มีการตอบโต้ใดๆ กลับไป

12.4 สื่อสารสองทางโต้ตอบไปมาระหว่างองค์กรฯ และสมาชิก (two-way symmetrical communication) หมายถึง การสื่อสารสองทางที่ใช้ในการจัดการความขัดแย้ง หรือส่งเสริมความเข้าใจอันดีระหว่างองค์กรฯ และสมาชิก โดยเมื่อสมาชิกแสดงความคิดเห็น ต้องการความช่วยเหลือ หรือมีคำถามอะไร องค์กรฯ จะตอบกลับ

13. การตอบสนองจากสมาชิก หมายถึง การกระทำของสมาชิกบนเว็บไซต์เครือข่ายสังคมที่มีต่อการโพสต์ข้อความต่างๆ ขององค์กรฯ ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกที่เป็นรูปแบบการตอบสนองจากสมาชิก

คำอธิบายแบบลรทสี่4: การมีส่วนร่วมของสมาชิกบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา

1. วันเวลาในการบันทึกข้อมูล หมายถึง การเขียนรายละเอียดของวัน เดือน ปีและช่วงเวลาในการเก็บข้อมูล
2. ชื่อขององค์กรจิตอาสา (องค์กรฯ) หมายถึง การเขียนชื่ออย่างเป็นทางการขององค์กรจิตอาสา นั้นๆ
3. ประเภทขององค์กรฯ หมายถึงการเขียนระบุประเด็นหลักที่องค์กรฯ ให้ความช่วยเหลือประเด็นใดประเด็นหนึ่งใน 10 ประเด็นต่อไปนี้ 1) เด็กและเยาวชน 2) สิ่งแวดล้อม3) ผู้หญิง 4) พัฒนาชุมชนและชนบท5) คนชรา/ผู้ยากไร้ 6) ศิลปวัฒนธรรม7) ผู้พิการ 8)ชีวิตและสุขภาพ 9) สัตว์ 10) ภัยพิบัติ
4. Facebook ID หมายถึงการเขียนชื่อผู้ใช้งานเฟซบุ๊กขององค์กรฯ
5. Facebook URL หมายถึงการเขียนที่อยู่/ที่ตั้งเว็บไซต์เฟซบุ๊กขององค์กรฯ เช่น [www.facebook.com/mirrorf](http://www.facebook.com/mirrorf)
6. ลำดับเนื้อหาที่ หมายถึงการเขียนหมายเลขของเนื้อหาตามลำดับที่เก็บข้อมูลจำแนกตามองค์กรฯ นั้นๆ เช่น องค์กร ก. ลำดับเนื้อหาที่ 1, 2, 3 องค์กร ข. ลำดับเนื้อหาที่ 1, 2, 3
7. รายละเอียดของเนื้อหา (คัดลอกมาวางไว้) หมายถึงคัดลอกเนื้อหาที่องค์กรฯ โพสต์บนวอลล์ของเฟซบุ๊กมาเขียนลงรายละเอียดต่างๆ ทั้งหมด

**8. ระยะเวลาในการโพสต์เนื้อหา** หมายถึง การเขียนรายละเอียดของวัน เดือน ปีและช่วงเวลาในการโพสต์เนื้อหาขององค์กรฯ

**9. บทบาทการสื่อสาร** หมายถึง หมายถึง เนื้อหาที่สมาชิกเป็นฝ่ายนำเสนอหรือตอบสนอง ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกใดตัวเลือกหนึ่ง โดย

9.1 ผู้เริ่มต้นนำเสนอข้อมูลงานจิตอาสา หมายถึง สมาชิกเป็นฝ่ายเริ่มต้นโพสต์ข้อมูลบวอลล์ของเฟซบุ๊ก กรณีที่สมาชิกเป็นผู้เริ่มต้นโพสต์ ให้ทำเครื่องหมาย ✓ เลือกอีกครั้งว่าเป็นการเริ่มต้นโพสต์ในรูปแบบใด โดย

1) ข้อมูลมาจากสมาชิก โดยตรงหมายถึงข้อมูลมาจากตัวสมาชิกเองไม่ได้นำข้อมูลจากที่อื่นมาบอกต่อ

2) ข้อมูลของผู้อื่นสมาชิคนำมาเสนอต่อ หมายถึง ข้อมูลที่เคยมีผู้อื่นนำเสนอไว้และสมาชิคนำมากล่าวซ้ำโดยให้เครดิตที่มาของข้อมูล หรือสมาชิคนำเสนอในรูปแบบของลิงก์เชื่อมต่อไปยังที่มาของข้อมูลนั้นๆ

9.2 ผู้ตอบกลับข้อมูลงานจิตอาสา หมายถึง สมาชิกเป็นฝ่ายสนองตอบข้อมูลบวอลล์ของเฟซบุ๊ก โดยองค์กรฯ หรือสมาชิกอื่น กรณีที่เนื้อหาเป็นเนื้อหาประเภทนี้ ให้ทำเครื่องหมาย ✓ เลือกอีกครั้งว่าเป็นการตอบกลับในรูปแบบใด โดย

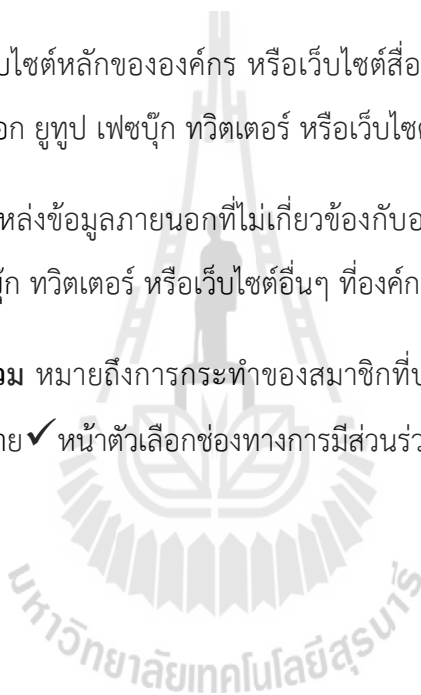
1) ตอบกลับองค์กรฯ หมายถึง ตอบสนองต่อเนื้อหาที่โพสต์บวอลล์ของเฟซบุ๊กที่โพสต์โดยองค์กร

2) ตอบกลับเพื่อนสมาชิกหมายถึง ตอบสนองต่อเนื้อหาบวอลล์ของเฟซบุ๊กที่โพสต์โดยสมาชิกอื่น

**10. ประเภทเนื้อหา** หมายถึง เนื้อหาของเนื้อหาที่สมาชิคนำเสนอนั้นมีลักษณะเช่นไร ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกลักษณะเนื้อหาโดยเลือกได้มากกว่า 1 ตัวเลือก

**11. องค์ประกอบของเนื้อหา** หมายถึง การโพสต์ 1 ครั้งของสมาชิคนั้น สมาชิกโพสต์อะไรบ้าง ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกที่เป็นส่วนประกอบของเนื้อหาที่องค์กรฯ โพสต์ โดยเลือกได้มากกว่า 1 ตัวเลือก โดย

- 3.1 ข้อความ หมายถึง การโพสต์เนื้อหาด้วยคำ ประโยคต่างๆ
- 3.2 รูปภาพ หมายถึง การโพสต์เนื้อหาด้วยการอัปโหลดรูปภาพ
- 3.3 วิดีโอ หมายถึง การโพสต์เนื้อหาด้วยการอัปโหลดคลิปวิดีโอ
- 3.4 ลิงก์ หมายถึง การโพสต์เนื้อหาด้วยการเชื่อมโยงไปยังแหล่งข้อมูลภายนอกเว็บไซต์เครือข่ายสังคม กรณีที่การโพสต์เนื้อหานั้นๆ มีลิงก์เป็นองค์ประกอบ ให้ทำเครื่องหมาย ✓ เลือกอีกครั้งว่าเป็นลิงก์ประเภทใด โดย
- 1) เชื่อมโยงไปยังเว็บไซต์หลักขององค์กร หรือเว็บไซต์สื่อสังคมอื่นขององค์กร หมายถึง การเชื่อมโยงไปยังเว็บไซต์ บล็อก ยูทูบ เฟซบุ๊ก ทวิตเตอร์ หรือเว็บไซต์อื่นๆ ที่องค์กรฯ เป็นเจ้าของ
  - 2) เชื่อมโยงไปยังแหล่งข้อมูลภายนอกที่ไม่เกี่ยวข้องกับองค์กร หมายถึง การเชื่อมโยงไปยังเว็บไซต์ บล็อก ยูทูบ เฟซบุ๊ก ทวิตเตอร์ หรือเว็บไซต์อื่นๆ ที่องค์กรฯ ไม่ได้เป็นเจ้าของ
- 12. ช่องทางการมีส่วนร่วม** หมายถึงการกระทำของสมาชิกที่ปรากฏบนหน้าเฟซบุ๊กขององค์กรฯ ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกช่องทางการมีส่วนร่วมโดยเลือกได้มากกว่า 1 ตัวเลือก





**APPENDIX E**

**Coding Sheet for Twitter (Thai Version)**

แบบลงรหัส 1: ข้อมูลทั่วไปของเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา

1. วันเวลาในการบันทึกข้อมูล.....
2. ชื่อขององค์กรจิตอาสา (องค์กรฯ).....
3. ประเภทขององค์กรฯ.....
4. Twitter ID .....
5. Twitter URL .....
6. จำนวนสมาชิกผู้ติดตามองค์กรฯ.....
7. การใช้โลโก้หรือชื่อขององค์กรฯ เป็นรูปภาพ (รูปโปรไฟล์) แทนตัวองค์กรฯ บนทวิตเตอร์
  - 7.1 ไม่มีการใช้โลโก้หรือชื่อขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ
  - 7.2 มีการใช้เพียงโลโก้ขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ
  - 7.3 มีการใช้เพียงชื่อภาษาไทยขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ
  - 7.4 มีการใช้เพียงชื่อภาษาอังกฤษขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ
  - 7.5 มีการใช้ทั้งโลโก้และชื่อภาษาไทยขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ
  - 7.6 มีการใช้ทั้งโลโก้และชื่อภาษาอังกฤษขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ
  - 7.7 มีการใช้ทั้งโลโก้ ชื่อภาษาไทยและชื่อภาษาอังกฤษขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ

\*\*\*ถ้าโลโก้ขององค์กรฯ อยู่ในรูปแบบของชื่อองค์กรฯ ไม่ว่าจะ เป็นภาษาไทยหรือภาษาอังกฤษ ให้เลือก tick ข้อ 7.2 ถือว่าเป็นโลโก้ หรือถ้าโลโก้ขององค์กรมีทั้งรูปภาพและชื่อองค์กรฯ ก็ให้เลือก tick ข้อ 7.2 เช่นกัน โดยสามารถเช็กโลโก้ขององค์กรฯ ได้จากเว็บไซต์ขององค์กรฯ นั้นๆ แต่ถ้าเป็นองค์กรฯ ที่ไม่มีเว็บไซต์ก็ขึ้นอยู่กับความเห็นของผู้ลงรหัส\*\*\*



### 8. การใช้ชื่อองค์กรเป็นชื่อผู้ใช้งานทวิตเตอร์ (Twitter ID)

- 8.1 ไม่มีการใช้ชื่อองค์กรเป็นชื่อผู้ใช้งาน
- 8.2 มีการใช้ชื่อเต็มภาษาไทยขององค์กรเป็นชื่อผู้ใช้งาน
- 8.3 มีการใช้คำบางส่วนจากชื่อเต็มภาษาไทยขององค์กรเป็นชื่อผู้ใช้งาน
- 8.4 มีการใช้ตัวอักษรย่อจากชื่อเต็มภาษาไทยขององค์กรเป็นชื่อผู้ใช้งาน
- 8.5 มีการใช้ชื่อเต็มภาษาอังกฤษขององค์กรเป็นชื่อผู้ใช้งาน
- 8.6 มีการใช้ทั้งชื่อเต็มภาษาไทยและภาษาอังกฤษขององค์กรเป็นชื่อผู้ใช้งาน
- 8.7 มีการใช้คำบางส่วนจากชื่อเต็มภาษาอังกฤษขององค์กรเป็นชื่อผู้ใช้งาน
- 8.8 มีการใช้ตัวอักษรย่อจากชื่อเต็มภาษาอังกฤษขององค์กรเป็นชื่อผู้ใช้งาน

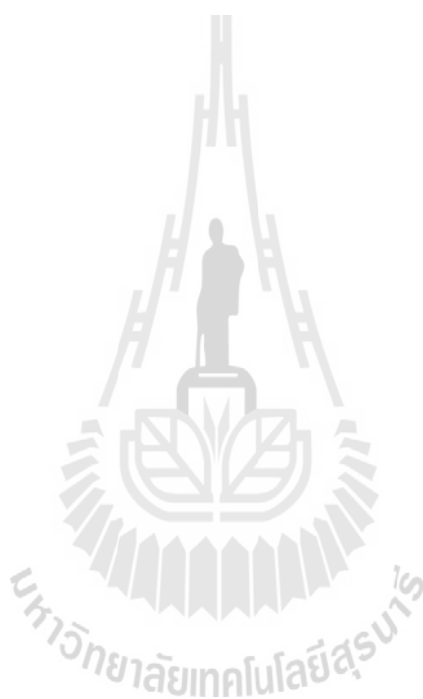
### 9. การใช้ชื่อองค์กรเป็นชื่อที่ตั้งเว็บไซต์ (URL) ทวิตเตอร์ขององค์กรฯ

- 9.1 ไม่มีการใช้ชื่อองค์กรเป็นชื่อที่ตั้งเว็บไซต์ทวิตเตอร์
- 9.2 มีการใช้ชื่อเต็มขององค์กรเป็นชื่อที่ตั้งเว็บไซต์ทวิตเตอร์
- 9.3 มีการใช้คำบางส่วนจากชื่อเต็มขององค์กรเป็นชื่อที่ตั้งเว็บไซต์ทวิตเตอร์
- 9.4 มีการใช้ตัวอักษรย่อจากชื่อเต็มขององค์กรเป็นชื่อที่ตั้งเว็บไซต์ทวิตเตอร์

### 10. การใช้ภาพหน้าปกทวิตเตอร์ที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ

- 10.1 ไม่มีการใช้ภาพใดๆ ที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็นภาพหน้าปก
- 10.2 มีการใช้ ภาพถ่ายที่ทีมงานขององค์กรฯ เป็นภาพหน้าปก
- 10.3 มีการใช้ ภาพถ่ายที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็นภาพหน้าปก
- 10.4 มีการใช้ภาพกราฟิกที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็นภาพหน้าปก

- 10.5 มีการใช้ทั้งภาพถ่ายและภาพกราฟิกที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็นภาพหน้าปก
- 10.6 มีการใช้โลโก้ขององค์กรฯ เป็นภาพหน้าปก



แบบลงรหัส 2: พีเจอาร์การสื่อสารสองทางที่ปรากฏบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา

หน่วยการวิเคราะห์	หมวดหมู่การวิเคราะห์	ระดับ			
		สูง	กลาง	ต่ำ	ไม่มี
การสื่อสารสองทางขององค์กร	<p><b>1. ความง่ายในการใช้งาน</b> (สำหรับทวิตเตอร์ อินตอเฟซต่างๆ ออกแบบมาในลักษณะเดียวกัน ไม่สามารถปรับแก้ได้-จึงไม่มีการวิเคราะห์สำหรับตัวแปรนี้)</p>				
	<p><b>2. ข้อมูลที่เป็นประโยชน์ต่อสมาชิก</b></p> <p>2.1 มีการให้ข้อมูลโดยสังเขปขององค์กรจิตอาสา (องค์กรฯ)</p> <p>2.2 มีการให้ข้อมูลช่องทางการติดต่อกับองค์กรฯ (ระบุช่องทางกรณีที่อยู่ในระดับกลางและต่ำ .....) .....)</p> <p>2.3 มีการให้รายละเอียดช่องทางการติดต่อกับผู้ดูแลเว็บไซต์เครือข่ายสังคมขององค์กรฯ (ระบุช่องทาง .....) .....)</p> <p>2.4 มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรมจิตอาสาที่องค์กรฯ</p> <p>2.5 มีการให้ข้อมูลวิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ</p> <p>2.6 มีการรายงานการทำงานในโครงการ/กิจกรรมต่างๆ ขององค์กรฯ (ระบุรายละเอียด กรณีที่อยู่ในระดับกลางและต่ำ .....)</p>				

	<p>.....)</p> <p>2.7 มีการกล่าวถึงความร่วมมือกับองค์กรจิตอาสาอื่นที่มีประเด็นในการให้ความช่วยเหลือประเภทเดียวกัน</p> <p>2.8 มีการกล่าวถึงความร่วมมือกับองค์กรจิตอาสาอื่นที่มีประเด็นในการให้ความช่วยเหลือต่างกัน</p> <p>2.9 มีการกล่าวถึงความร่วมมือกับหน่วยงานภาครัฐที่มีหน้าที่รับผิดชอบ หรือสนับสนุนการดำเนินงานในประเด็นปัญหาที่องค์กรฯ ให้ความช่วยเหลือ</p> <p>2.10 มีการกล่าวถึงความร่วมมือกับองค์กรภาคเอกชนที่สนับสนุนการดำเนินงานในประเด็นปัญหาที่องค์กรฯ ให้ความช่วยเหลือ</p> <p>2.11 มีการกล่าวถึงความร่วมมือกับสื่อมวลชนที่นำเสนอประเด็นที่องค์กรฯ ให้ความช่วยเหลือ</p> <p><b>รวมคะแนน</b></p>			
	<p><b>3. การทำให้สมาชิกใช้งานเว็บไซต์เครือข่ายสังคมขององค์กรฯ แต่ละครั้ง ในระยะเวลาานาน</b></p> <p>3.1 มีการปิดกั้นการโพสต์ข้อมูลที่มีความสำคัญต่อการดำเนินงานจิตอาสาขององค์กรฯ</p> <p>3.2 มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรมจิตอาสา วิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ ในหน้าแรกของทวิตเตอร์</p>			

	<p>3.3 มีการนำเสนอข้อมูลงานจิตอาสาขององค์กรฯ หลากหลายรูปแบบ ทั้งข้อความ ภาพถ่าย ภาพกราฟิก และคลิปวิดีโอ</p> <p>3.4 มีการลิงก์จากทวิตเตอร์ไปยังแหล่งข้อมูลออนไลน์อื่นๆ ขององค์กรฯ</p> <p>3.5 ไม่มีโฆษณาหรือการประชาสัมพันธ์ที่ก่อให้เกิดความรำคาญ</p> <p><b>รวมคะแนน</b></p>				
	<p>4. การทำให้สมาชิกกลับเข้ามายังเว็บไซต์เครือข่ายสังคมขององค์กรฯ บ่อยครั้ง</p> <p>4.1 มีการนำเสนอข้อมูลใหม่ๆ ในแต่ละวัน</p> <p>4.2 มีการนำเสนอประเด็นใหม่ๆ สม่่าเสมอในแต่ละสัปดาห์</p> <p>4.3. มีความรวดเร็วในการตอบคำถามและตอบสนองความต้องการความช่วยเหลือของสมาชิก</p> <p>4.4 มีการถามคำถาม หรือขอให้สมาชิกให้ข้อมูลหรือแสดงความคิดเห็นกับองค์กรฯ บ่อยครั้งในแต่ละสัปดาห์</p> <p><b>รวมคะแนน</b></p>				
	<p>5. รูปการโต้ตอบ</p> <p>5.1 มีการนำเสนอข้อมูลในรูปแบบของคำถามและได้รับการตอบสนอง</p> <p>5.2 มีความใส่ใจต่อการตอบคำถามและตอบสนองความต้องการความ</p>				

	<p>ช่วยเหลือของสมาชิก</p> <p>5.3 การตอบสนองขององค์กรฯ ต่อการโพสต์ข้อมูลประเภทต่างๆ ของสมาชิก</p> <p>5.4 สมาชิกมีการตอบสนองต่อ คำถามหรือการขอข้อมูล/ขอความ ช่วยเหลือจากสมาชิกคนอื่นๆ</p> <p><b>รวมคะแนน</b></p>				
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แบบลงรหัส 3: เนื้อหาที่องค์กรนำเสนอบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา

1. วันเวลาในการบันทึกข้อมูล.....
2. ชื่อขององค์กรฯ.....
3. ประเภทขององค์กรฯ.....
4. Twitter ID .....
5. Twitter URL .....
6. วันเวลาในการโพสต์เนื้อหา.....
7. ลำดับเนื้อหาที่.....
8. รายละเอียดของเนื้อหา (แคปเจอร์หน้าจอมาวางไว้)  
.....  
.....  
.....

หน่วยการวิเคราะห์	หมวดหมู่การวิเคราะห์
9. บทบาทการสื่อสาร	<input type="checkbox"/> เริ่มต้นโพสต์ <input type="radio"/> ข้อมูลมาจากองค์กรฯ โดยตรง <input type="radio"/> ข้อมูลของผู้อื่นองค์กรฯ นำมาเสนอต่อ โดย <input type="radio"/> ระบุชื่อ ให้เครดิตที่มาของข้อมูล <input type="radio"/> ลิงก์เชื่อมต่อไปยังที่มาของข้อมูล นั้นๆ <input type="checkbox"/> ตอบกลับ
10. ประเภทเนื้อหา	<input type="checkbox"/> งานจิตอาสาขององค์กรฯ <input type="checkbox"/> ข้อมูลข่าวสารงานจิตอาสาองค์กรอื่น <input type="checkbox"/> เล่าประสบการณ์/เกร็ดเล็กเกร็ดน้อยในการ ทำงานจิตอาสา

	<input type="checkbox"/> ตอบปัญหาสมาชิก <input type="checkbox"/> ขอบคุณ/ชื่นชมสมาชิก <input type="checkbox"/> คำแนะนำ/คำคมในการทำงานจิตอาสา <input type="checkbox"/> ถามคำถาม/ขอข้อมูล/ความคิดเห็นจากสมาชิก <input type="checkbox"/> เชิญชวนให้สมาชิกมีส่วนร่วมในงานจิตอาสา <input type="checkbox"/> อื่นๆ โปรดระบุ.....
<b>11. องค์ประกอบของเนื้อหา</b>	<input type="checkbox"/> ข้อความ <input type="checkbox"/> รูปภาพ (ภาพถ่าย) <input type="checkbox"/> ภาพกราฟิก <input type="checkbox"/> ไอคอนการ์ตูน <input type="checkbox"/> ไอคอนแสดงอารมณ์ความรู้สึก (Emotion icon) <input type="checkbox"/> วิดีโอ <input type="checkbox"/> ลิงก์ (คัดลอกลิงก์มาวาง) ..... <ul style="list-style-type: none"> <li><input type="radio"/> ลิงก์ไปยังเว็บไซต์หลักขององค์กรฯหรือเว็บไซต์สื่อสังคมอื่นขององค์กรฯ</li> <li><input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่ายสังคมขององค์กรฯ อื่น ที่ดำเนินงานในประเด็นปัญหาเดียวกัน</li> <li><input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่ายสังคมขององค์กรฯ อื่น ที่ดำเนินงานในประเด็นปัญหาต่างกัน</li> <li><input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่ายสังคมของหน่วยงานภาครัฐที่มีหน้าที่รับผิดชอบหรือสนับสนุนการดำเนินงานในประเด็นปัญหาที่องค์กรฯ ให้ความช่วยเหลือ</li> <li><input type="radio"/> ลิงก์ไปยังยังเว็บไซต์หรือเว็บไซต์เครือข่ายสังคมขององค์กรภาคเอกชนที่สนับสนุนการดำเนินงานในประเด็นปัญหาที่องค์กรฯ ให้ความ</li> </ul>



	<p>ช่วยเหลือ</p> <ul style="list-style-type: none"> <li><input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่าย</li> </ul> <p>สังคมของสื่อมวลชนที่นำเสนอประเด็นปัญหาเดียวกัน</p> <ul style="list-style-type: none"> <li><input type="radio"/> ลิงก์แฮชแท็กชื่อดังๆ</li> <li><input type="radio"/> หน้าเว็บนั้นๆ มีปุ่มให้กดแชร์มายังทวิตเตอร์ชื่อดังๆ</li> <li><input type="radio"/> ลิงก์ไปยังเว็บไซต์ภาพประกอบ</li> <li><input type="radio"/> ลิงก์ไปยังภาพอัลบั้มกิจกรรมที่ผ่านมาขององค์กรฯ</li> <li><input type="radio"/> ลิงก์ไปยังTwitter ID เพื่อน</li> </ul>	
<p>12. ทิศทางการสื่อสาร</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> สื่อสารทางเดียวแนวโฆษณาชวนเชื่อ (one-way asymmetrical communication)</li> <li><input type="checkbox"/> สื่อสารทางเดียวให้ข้อเท็จจริงแบบตรงไปตรงมา (one-way symmetrical communication)</li> <li><input type="checkbox"/> สื่อสารสองทางที่กระตุ้นการโต้ตอบจากสมาชิก (two-way asymmetrical communication)</li> <li><input type="checkbox"/> สื่อสารสองทางโต้ตอบไปมาระหว่างองค์กรและสมาชิก (two-way symmetrical communication)</li> </ul>	
<p>13. การตอบสนองจากสมาชิก</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> ไม่มี</li> <li><input type="checkbox"/> มี ระบุรูปแบบการตอบสนอง <ul style="list-style-type: none"> <li><input type="radio"/> โพสต์ข้อความตอบกลับ</li> <li><input type="radio"/> ส่งต่อ (share)</li> <li><input type="radio"/> กดปุ่มถูกใจ (like)</li> </ul> </li> </ul>	<p><u>จำนวน/หน่วย</u></p>

แบบลงรหัส 4: การมีส่วนร่วมของสมาชิกบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา

1. วันเวลาในการบันทึกข้อมูล.....
2. ชื่อขององค์กรจิตอาสา (องค์กรฯ) .....
3. ประเภทขององค์กรฯ .....
4. Twitter ID .....
5. Twitter URL  
.....
6. วันเวลาในการโพสต์เนื้อหา.....
7. ลำดับเนื้อหาที่.....
8. รายละเอียดของเนื้อหา (แคปเจอร์หน้าจอมาวางไว้)  
.....  
.....  
.....

หน่วยการวิเคราะห์	หมวดหมู่การวิเคราะห์	จำนวน/หน่วย
9. บทบาทการสื่อสาร	<input type="checkbox"/> ผู้เริ่มต้นนำเสนอข้อมูลงานจิตอาสา <ul style="list-style-type: none"> <li><input type="radio"/> ข้อมูลมาจากสมาชิกโดยตรง</li> <li><input type="radio"/> ข้อมูลของผู้อื่นสมาชิกลำมาเสนอต่อ โดย               <ul style="list-style-type: none"> <li><input type="radio"/> ระบุชื่อ ให้เครดิตที่มาของข้อมูล</li> <li><input type="radio"/> ลิงก์เชื่อมต่อไปยังที่มาของข้อมูล</li> </ul> </li> </ul> นั่นๆ <input type="checkbox"/> ผู้ตอบกลับข้อมูลงานจิตอาสา <ul style="list-style-type: none"> <li><input type="radio"/> ตอบกลับองค์กรฯ</li> <li><input type="radio"/> ตอบกลับเพื่อนสมาชิก</li> </ul>	

<p>10 ประเภทเนื้อหา</p>	<p><input type="checkbox"/> ให้คำแนะนำ/คำคมในการทำงานจิตอาสา</p> <p><input type="checkbox"/> เล่าประสบการณ์/เกร็ดเล็กเกร็ดน้อยในการทำงานจิตอาสา</p> <p><input type="checkbox"/> แสดงความคิดเห็น</p> <p><input type="checkbox"/> ริเริ่มโครงการจิตอาสา</p> <p><input type="checkbox"/> เชิญชวนผู้อื่นร่วมกิจกรรมจิตอาสา</p> <p><input type="checkbox"/> ขอข้อมูล/ขอคำแนะนำ/ตั้งคำถาม</p> <p><input type="checkbox"/> ตอบคำถาม/ให้ข้อมูล/ให้คำแนะนำ</p> <p><input type="checkbox"/> การตอบรับเข้าร่วมเป็นจิตอาสา</p> <p><input type="checkbox"/> การร่วมบริจาคเงิน/สิ่งของ/อุดหนุนผลิตภัณฑ์องค์กร</p> <p><input type="checkbox"/> สร้างแบบสำรวจความคิดเห็น (โพล)</p> <p><input type="checkbox"/> ร่วมตอบแบบสำรวจความคิดเห็น (โพล)</p> <p><input type="checkbox"/> ขอบคุณ/ชื่นชม</p> <p><input type="checkbox"/> อื่นๆ โปรดระบุ.....</p>	
<p>11. องค์ประกอบของเนื้อหา</p>	<p><input type="checkbox"/> ข้อความ</p> <p><input type="checkbox"/> รูปภาพ (ภาพถ่าย)</p> <p><input type="checkbox"/> ภาพกราฟิก</p> <p><input type="checkbox"/> ไอคอนการ์ตูน</p> <p><input type="checkbox"/> ไอคอนแสดงอารมณ์ความรู้สึก (Emotion icon)</p> <p><input type="checkbox"/> วิดีโอ</p> <p><input type="checkbox"/> ลิงก์</p> <p><input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่ายสังคมขององค์กรฯ อื่น ที่ดำเนินงานในประเด็นปัญหาเดียวกัน</p> <p><input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่าย</p>	

	<p>สังคมขององค์กรฯ อื่น ที่ดำเนินงานในประเด็น ปัญหาต่างกัน</p> <p><input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่าย สังคมของหน่วยงานภาครัฐที่ดำเนินงานในประเด็น ปัญหาเดียวกัน</p> <p><input type="radio"/> ลิงก์ไปยังเว็บไซต์หรือเว็บไซต์เครือข่าย สังคมของสื่อมวลชนที่นำเสนอประเด็นปัญหา เดียวกันกับองค์กร</p> <p><input type="radio"/> ลิงก์แฮชแท็กชื่อองค์กรฯ</p>	
12. ช่องทางการมีส่วนร่วม	<p><input type="checkbox"/> การโพสต์ข้อความ</p> <p><input type="checkbox"/> การอัปโหลดรูปภาพ</p> <p><input type="checkbox"/> การอัปโหลดคลิปวิดีโอ</p> <p><input type="checkbox"/> การกดปุ่มถูกใจ (favorite)</p> <p><input type="checkbox"/> การส่งต่อข้อมูล/ถ่ายทอดข้อมูล/ผลิตซ้ำ (retweet)</p> <p><input type="checkbox"/> อื่นๆ โปรด ระบุ.....</p>	
13. การตอบสนองจาก องค์กร	<p><input type="checkbox"/> ไม่มี</p> <p><input type="checkbox"/> มี ระบุรูปแบบการตอบสนอง</p> <p><input type="radio"/> โพสต์ข้อความตอบกลับ</p> <p><input type="radio"/> ส่งต่อ (retweet)</p> <p><input type="radio"/> กดปุ่มถูกใจ (favorite)</p>	
14. การตอบสนองจาก เพื่อนสมาชิก	<p><input type="checkbox"/> ไม่มี</p> <p><input type="checkbox"/> มี ระบุรูปแบบการตอบสนอง</p> <p><input type="radio"/> โพสต์ข้อความตอบกลับ</p> <p><input type="radio"/> ส่งต่อ (retweet)</p> <p><input type="radio"/> กดปุ่มถูกใจ favorite)</p>	

## คู่มือการลงทะเบียนวิเคราะห์เนื้อหา

### คำอธิบายแบบลงทะเบียน 1: ข้อมูลทั่วไปของเว็บไซต์เครือข่ายสังคมในงานจิตอาสา

ข้อมูลทั่วไปของเว็บไซต์เครือข่ายสังคมในงานจิตอาสา หมายถึง ข้อมูลทั่วไป ที่ปรากฏอยู่บน หน้าเว็บไซต์เครือข่ายสังคมขององค์กรจิตอาสา (องค์กรฯ) เก็บข้อมูลโดยการกรอกข้อมูลตาม รายละเอียดดังนี้

1. **วันเวลาในการบันทึกข้อมูล** หมายถึง การเขียนรายละเอียดของวัน เดือน ปีและช่วงเวลาในการ เก็บข้อมูล
2. **ชื่อขององค์กรฯ** หมายถึง การเขียนชื่ออย่างเป็นทางการขององค์กรจิตอาสา นั้นๆ
3. **ประเภทขององค์กรฯ** หมายถึงการเขียนระบุประเด็นหลักที่องค์กรฯ ให้ความช่วยเหลือ ประเด็นใด ประเด็นหนึ่ง ใน 10 ประเด็นต่อไปนี้ 1) เด็กและเยาวชน 2) สิ่งแวดล้อม 3) ผู้หญิง 4) พัฒนาชุมชนและ ชนบท 5) คนชรา/ผู้ยากไร้ 6) ศิลปวัฒนธรรม 7) ผู้พิการ 8) ชีวิตและสุขภาพ 9) สัตว์ 10) ภัยพิบัติ
4. **Twitter ID** หมายถึงการเขียนชื่อผู้ใช้งานทวิตเตอร์ขององค์กรฯ
5. **Twitter URL** หมายถึงการเขียนที่อยู่/ที่ตั้งเว็บไซต์ทวิตเตอร์ขององค์กรฯ
6. **จำนวนสมาชิกขององค์กรฯ** หมายถึงการเขียนจำนวนของผู้ที่ติดตามหน้าเพจของทวิตเตอร์ องค์กรฯ
7. **การใช้โลโก้หรือชื่อขององค์กรฯ เป็นรูปภาพแทนตัว (รูปโปรไฟล์) องค์กรฯ บนทวิตเตอร์** หมายถึงลักษณะการใช้รูปภาพแทนตัวองค์กรฯ รูปแบบใดรูปแบบหนึ่งใน 7 รูปแบบที่ให้เลือก คือไม่มีการใช้โลโก้หรือชื่อขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ หรือมีการใช้เพียงโลโก้ขององค์กรฯ เป็น รูปภาพแทนตัวองค์กรฯ หรือมีการใช้เพียงชื่อภาษาไทยขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ หรือมีการใช้เพียงชื่อภาษาอังกฤษขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ หรือมีการใช้ทั้งโลโก้และ ชื่อภาษาไทยขององค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ หรือมีการใช้ทั้งโลโก้และชื่อภาษาอังกฤษของ

องค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ หรือมีการใช้ทั้งโลโก้ ชื่อภาษาไทยและชื่อภาษาอังกฤษของ  
องค์กรฯ เป็นรูปภาพแทนตัวองค์กรฯ โดยระบุเพียง 1 รูปแบบด้วยการทำเครื่องหมาย ✓ ในกล่อง  
สี่เหลี่ยม

\*\*\*ถ้าโลโก้ขององค์กรฯ อยู่ในรูปแบบของชื่อองค์กรฯ ไม่ว่าจะ เป็นภาษาไทยหรือภาษาอังกฤษ ให้  
เลือกติกข้อ 7.2 ถือว่าเป็นโลโก้ หรือถ้าโลโก้ขององค์กรฯ มีทั้งรูปภาพและชื่อองค์กรฯ ก็ให้เลือกติกข้อ  
7.2 เช่นกัน โดยสามารถเช็คโลโก้ขององค์กรฯ ได้จากเว็บไซต์ขององค์กรฯ นั้นๆ แต่ถ้าเป็นองค์กรฯ ที่  
ไม่มีเว็บไซต์ก็ขึ้นอยู่กับความเห็นของผู้ลงรหัส\*\*\*

**8. การใช้ชื่อองค์กรฯ เป็นชื่อผู้ใช้งานทวิตเตอร์** หมายถึง การตั้งชื่อผู้ใช้งานทวิตเตอร์ขององค์กรฯ  
รูปแบบใดรูปแบบหนึ่งใน 8 รูปแบบที่ให้เลือก คือ ไม่มีการใช้ชื่อองค์กรฯ เป็นชื่อผู้ใช้งาน หรือมีการใช้  
ชื่อเต็มภาษาไทยขององค์กรฯ เป็นชื่อผู้ใช้งาน หรือมีการใช้คำบางส่วนจากชื่อเต็มภาษาไทยของ  
องค์กรฯ เป็นชื่อผู้ใช้งาน หรือมีการใช้ตัวอักษรย่อจากชื่อเต็มภาษาไทยขององค์กรฯ เป็นชื่อผู้ใช้งาน  
หรือมีการใช้ชื่อเต็มภาษาอังกฤษขององค์กรฯ เป็นชื่อผู้ใช้งาน หรือมีการใช้ทั้งชื่อเต็มภาษาไทยและ  
ภาษาอังกฤษขององค์กรฯ เป็นชื่อผู้ใช้งาน หรือมีการใช้คำบางส่วนจากชื่อเต็มภาษาอังกฤษของ  
องค์กรฯ เป็นชื่อผู้ใช้งาน หรือมีการใช้ตัวอักษรย่อจากชื่อเต็มภาษาอังกฤษขององค์กรฯ เป็นชื่อ  
ผู้ใช้งาน โดยระบุเพียง 1 รูปแบบด้วยการทำเครื่องหมาย ✓ ในกล่องสี่เหลี่ยม

**9. การใช้ชื่อองค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์ (URL) ทวิตเตอร์ขององค์กรฯ** หมายถึง การตั้งชื่อที่ตั้ง  
เว็บไซต์ทวิตเตอร์ขององค์กรฯ รูปแบบใดรูปแบบหนึ่งใน 4 รูปแบบที่ให้เลือก คือ ไม่มีการใช้ชื่อ  
องค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์ทวิตเตอร์ หรือมีการใช้ชื่อเต็มขององค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์ทวิตเตอร์  
หรือมีการใช้คำบางส่วนจากชื่อเต็มขององค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์ทวิตเตอร์ หรือมีการใช้ตัวอักษร  
ย่อจากชื่อเต็มขององค์กรฯ เป็นชื่อที่ตั้งเว็บไซต์ทวิตเตอร์ โดยระบุเพียง 1 รูปแบบด้วยการทำ  
เครื่องหมาย ✓ ในกล่องสี่เหลี่ยม

**10. การใช้ภาพหน้าปกทวิตเตอร์ที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ** หมายถึง การนำเสนอ  
ภาพหน้าปกขององค์กรฯ รูปแบบใดรูปแบบหนึ่งใน 6 รูปแบบที่ให้เลือก คือ ไม่มีการใช้ภาพใดๆ ที่  
เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็นภาพหน้าปก หรือมีการใช้รูปภาพ (ภาพถ่าย) ทีมงาน  
ขององค์กรฯ เป็นภาพหน้าปก หรือมีการใช้รูปภาพ (ภาพถ่าย) ที่เกี่ยวข้องกับการดำเนินงานของ  
องค์กรฯ เป็นภาพหน้าปก หรือมีการใช้ภาพกราฟิกที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็น

ภาพหน้าปก หรือมีการใช้รูปภาพทั้งภาพถ่ายและภาพกราฟิกที่เกี่ยวข้องกับการดำเนินงานขององค์กรฯ เป็นภาพหน้าปก หรือมีการใช้โลโก้ขององค์กรฯ เป็นภาพหน้าปก โดยระบุเพียง 1 รูปแบบด้วยการทำเครื่องหมาย ✓ ในกล่องสี่เหลี่ยม

## คำอธิบายแบบลรทส 2: การสื่อสารสองทาง (การสนทนา) ที่ปรากฏบนเว็บไซต์เครือข่ายสังคม ในงานจิตอาสา

การสื่อสารสองทาง (การสนทนา) ที่ปรากฏบนเว็บไซต์เครือข่ายสังคมเพื่องานจิตอาสา

หมายถึง ความพยายามขององค์กรจิตอาสา (องค์กรฯ) ในการทำให้เว็บไซต์เครือข่ายสังคมของตนเอื้อต่อการสื่อสารสองทางกับสมาชิก เก็บข้อมูลด้วยการทำเครื่องหมาย ✓ ในช่องระดับคะแนน ในประเด็นต่อไปนี้

1. ความง่ายในการใช้งาน ไม่ต้องทำเครื่องหมายใดๆ ในช่องการวิเคราะห์สำหรับตัวแปรนี้
2. ข้อมูลที่เป็นประโยชน์ หมายถึง การนำเสนอข้อมูลที่สมาชิกต้องการและสามารถนำไปใช้ประโยชน์เกี่ยวกับงานจิตอาสาขององค์กรฯ ได้ แบ่งออกเป็น 11 ประเด็นย่อยคือ

### 2.1 มีการให้ข้อมูลโดยสังเขปขององค์กรฯ

สูง = 3 คะแนน

หมายถึง มีการให้รายละเอียดเกี่ยวกับปรัชญา/ภารกิจ วัตถุประสงค์ การดำเนินงานขององค์กรฯ โดยสังเขป ที่อ่านแล้วเข้าใจได้ทันทีว่าองค์กรฯ นี้ดำเนินงานด้านใด

ปานกลาง = 2 คะแนน

หมายถึง มีการให้รายละเอียดเกี่ยวกับปรัชญา/ภารกิจ ขององค์กรฯ โดยสังเขป ที่อ่านแล้วเข้าใจได้ทันทีว่าองค์กรฯ นี้ ดำเนินงานด้านใด

ต่ำ = 1 คะแนน

หมายถึง หมายถึงมีการให้รายละเอียดเกี่ยวกับปรัชญา/ภารกิจ หรือวัตถุประสงค์ขององค์กรฯ แต่อ่านแล้วไม่เข้าใจว่าองค์กรฯ นี้ ดำเนินงานด้านใด

ไม่มี = 0 คะแนน

หมายถึง ไม่มีการนำเสนอข้อมูลโดยสังเขปขององค์กรฯ

## 2.2 มีการให้ข้อมูลช่องทางการติดต่อกับองค์กรฯ

สูง = 3 คะแนน	หมายถึง มีการให้ที่อยู่ หมายเลขโทรศัพท์ และอีเมลองค์กรฯ
ปานกลาง = 2 คะแนน	หมายถึงมีการให้ที่อยู่และหมายเลขโทรศัพท์องค์กรฯ หรือ มีการให้ที่อยู่และอีเมลองค์กรฯ หรือ มีการให้หมายเลขโทรศัพท์และอีเมลองค์กรฯ
ต่ำ = 1 คะแนน	หมายถึงมีการให้เพียงที่อยู่ หรือ อีเมล หรือ หมายเลขโทรศัพท์องค์กรฯ เพียงอย่างใดอย่างหนึ่ง
ไม่มี = 0 คะแนน	หมายถึงไม่มีการให้ช่องทางติดต่อใดๆ กับองค์กรฯ

## 2.3 มีการให้รายละเอียดช่องทางการติดต่อกับผู้ดูแลเว็บไซต์เครือข่ายสังคมขององค์กรฯ

สูง = 3 คะแนน	หมายถึง มีการให้ชื่อ หมายเลขโทรศัพท์ และอีเมล หรือมีการให้ชื่อ หมายเลขโทรศัพท์ และ Twitter ID ของผู้ดูแลเว็บไซต์เครือข่าย
ปานกลาง = 2 คะแนน	หมายถึง มีการให้ชื่อและหมายเลขโทรศัพท์ หรือให้ชื่อและอีเมล หรือให้ชื่อพร้อม Twitter ID ของผู้ดูแลเว็บไซต์เครือข่ายสังคม
ต่ำ = 1 คะแนน	หมายถึง มีการให้เฉพาะหมายเลขโทรศัพท์ หรืออีเมล หรือ Twitter ID ของผู้ดูแลเว็บไซต์เครือข่ายสังคม โดยไม่บอกชื่อ
ไม่มี = 0 คะแนน	หมายถึง ไม่มีการให้รายละเอียดช่องทางการติดต่อกับ ผู้ดูแลเว็บไซต์เครือข่ายสังคม

## 2.4 มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรมจิตอาสากับองค์กรฯ

สูง = 3 คะแนน	หมายถึง มีการบอกวัตถุประสงค์ของโครงการ/กิจกรรม คุณสมบัติของผู้ที่จะมาเป็นจิตอาสา จำนวนที่รับ ลักษณะงาน สถานที่เวลาในการปฏิบัติงานและช่องทางในการสมัครเป็นจิตอาสา
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ปานกลาง = 2 คะแนน	หมายถึง มีการบอ กว้ ต่ ุ ประ สร ัง ค์ ของ โ ค ร ง ก ร / ก จ ก ร ร ม ลั ก ษ ณะ งาน ส ต า น ที่ เ ว ล า ใน ก า ร ป ฏิ บั ติ ง า น และ ช ่อ ง ท า ง ใน ก า ร ส ม ั ค ร เ ป น จิ ต อ ส า
ต่ำ = 1 คะแนน	หมายถึง มีการบอ ก ลั ก ษ ณะ งาน และ ช ่อ ง ท า ง ใน ก า ร ส ม ั ค ร เ ป น จิ ต อ ส า
ไม่มี = 0 คะแนน	หมายถึง ไม่ มี ก า ร ให้ ช ่อ ม ลู ก การ เ ช ้า ร ่วม ก จ ก ร ร ม จิ ต อ ส า กั บ อ ง ค์ ก ร ำ

## 2.5 มีการให้ข้อมูลวิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ

สูง = 3 คะแนน	หมายถึง มีการให้รายละเอียดวิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ ขั้นตอนการนำเงิน/สิ่งของบริจาคไปให้ความช่วยเหลือ และความคืบหน้าของการนำเงิน/สิ่งของบริจาคไปให้ความช่วยเหลือ
ปานกลาง = 2 คะแนน	หมายถึง มีการให้รายละเอียดวิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ ขั้นตอนการนำเงิน/สิ่งของบริจาคไปให้ความช่วยเหลือ
ต่ำ = 1 คะแนน	หมายถึง มีการให้รายละเอียดวิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ
ไม่มี = 0 คะแนน	หมายถึง ไม่ มีการให้ข้อมูลการร่วมบริจาคเงิน/สิ่งของใดๆ

## 2.6 มีการรายงานการทำงานในโครงการ/กิจกรรมต่างๆ ขององค์กร

สูง = 3 คะแนน	หมายถึง มีรายงานการทำงาน ผลลัพธ์ และประเมินผลการทำงาน ขององค์กรฯ ที่เป็นปัจจุบัน
ปานกลาง = 2 คะแนน	หมายถึง มีรายงานการทำงานในโครงการต่างๆ ขององค์กรฯ ที่เป็นปัจจุบัน 2 ประเด็น คือ การทำงานและผลลัพธ์ หรือ การทำงานและประเมินผลการทำงานขององค์กรฯ หรือ รายงานผลลัพธ์ และประเมินผลการทำงานขององค์กรฯ

- ต่ำ = 1 คะแนน หมายถึง มีรายงานการทำงานขององค์กรฯ ในโครงการต่างๆ ที่เป็นปัจจุบันเพียงประเด็นเดียว
- ไม่มี = 0 คะแนน หมายถึง ไม่มีการรายงานการทำงานขององค์กรฯ ในโครงการต่างๆ ที่เป็นปัจจุบัน

2.7 มีการกล่าวถึงความร่วมมือกับองค์กรจิตอาสาอื่นที่มีประเด็นในการให้ความช่วยเหลือประเภทเดียวกัน

- สูง = 3 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือระหว่างองค์กรฯ และลิงก์ไปยังเว็บไซต์หรือ Twitter ID ขององค์กรฯ นั้นๆ
- ปานกลาง = 2 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือระหว่างองค์กรฯ แต่ไม่มีลิงก์ไปยังเว็บไซต์หรือ Twitter ID ขององค์กรฯ นั้นๆ
- ต่ำ = 1 คะแนน หมายถึง มีการบอกเพียงชื่อองค์กรฯ ว่าทำงานร่วมกัน แต่ไม่ได้อธิบายว่าทำอะไรร่วมกัน
- ไม่มี = 0 คะแนน หมายถึง องค์กรฯ ไม่มีความร่วมมือใดๆ กับองค์กรจิตอาสาอื่นที่มีประเด็นในการให้ความช่วยเหลือประเภทเดียวกัน

2.8 มีการกล่าวถึงความร่วมมือกับองค์กรจิตอาสาอื่นที่มีประเด็นในการให้ความช่วยเหลือต่างกัน

- สูง = 3 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือระหว่างองค์กรฯ และลิงก์ไปยังเว็บไซต์หรือ Twitter ID ขององค์กรฯ นั้นๆ
- ปานกลาง = 2 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือระหว่างองค์กรฯ แต่ไม่มีลิงก์ไปยังเว็บไซต์หรือ Twitter ID ขององค์กรฯ นั้นๆ
- ต่ำ = 1 คะแนน หมายถึง มีการบอกเพียงชื่อองค์กรฯ ว่าทำงานร่วมกัน แต่ไม่ได้อธิบายว่าทำอะไรร่วมกัน

ไม่มี = 0 คะแนน หมายถึงองค์กรฯ ไม่มีความร่วมมือใดๆ กับองค์กรจิตอาสาอื่นที่มีประเด็นในการให้ความช่วยเหลือต่างกัน

2.9 มีการกล่าวถึงความร่วมมือกับหน่วยงานภาครัฐที่มีหน้าที่รับผิดชอบ หรือสนับสนุนการดำเนินงานในประเด็นปัญหาที่องค์กรฯ ให้ความช่วยเหลือ

สูง = 3 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือระหว่างองค์กรฯ กับหน่วยงานภาครัฐ และลิงก์ไปยังเว็บไซต์หรือ Twitter ID ของหน่วยงานภาครัฐนั้นๆ

ปานกลาง = 2 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือระหว่างองค์กรฯ กับหน่วยงานภาครัฐแต่ไม่มีลิงก์ไปยังเว็บไซต์หรือ Twitter ID ของหน่วยงานภาครัฐนั้นๆ

ต่ำ = 1 คะแนน หมายถึง มีการบอกเพียงชื่อหน่วยงานภาครัฐว่าทำงานร่วมกัน แต่ไม่ได้อธิบายว่าทำอะไรร่วมกัน

ไม่มี = 0 คะแนน หมายถึง องค์กรฯ ไม่มีความร่วมมือใดๆ กับหน่วยงานภาครัฐ

2.10 มีการกล่าวถึงความร่วมมือกับองค์กรภาคเอกชนที่สนับสนุนการดำเนินงานในประเด็นปัญหาที่องค์กรฯ ให้ความช่วยเหลือ

สูง = 3 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือระหว่างองค์กรฯ กับองค์กรภาคเอกชนและลิงก์ไปยังเว็บไซต์หรือ Twitter ID ขององค์กรภาคเอกชนนั้นๆ

ปานกลาง = 2 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือระหว่างองค์กรฯ กับองค์กรภาคเอกชนแต่ไม่มีลิงก์ไปยังเว็บไซต์หรือ Twitter ID ขององค์กรภาคเอกชนนั้นๆ

ต่ำ = 1 คะแนน หมายถึง มีการบอกเพียงชื่อองค์กรภาคเอกชนว่าทำงานร่วมกัน แต่ไม่ได้อธิบายว่าทำอะไรร่วมกัน

ไม่มี = 0 คะแนน หมายถึงองค์กรฯ ไม่มีความร่วมมือใดๆ กับองค์กรภาคเอกชน

2.11 มีการกล่าวถึงความร่วมมือกับสื่อมวลชนที่นำเสนอประเด็นที่องค์กรฯ ให้ความช่วยเหลือ

- สูง = 3 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือระหว่างองค์กรฯ กับสื่อมวลชนและลิงก์ไปยังเว็บไซต์หรือ Twitter ID ของสื่อมวลชนนั้นๆ
- ปานกลาง = 2 คะแนน หมายถึง มีการอธิบายถึงกิจกรรมหรือโครงการที่เกิดจากความร่วมมือระหว่างองค์กรฯ กับสื่อมวลชนแต่ไม่มีลิงก์ไปยังเว็บไซต์หรือ Twitter ID ของสื่อมวลชนนั้นๆ
- ต่ำ = 1 คะแนน หมายถึง มีการบอกเพียงชื่อสื่อมวลชนว่าทำงานร่วมกัน แต่ไม่ได้ อธิบายว่าทำอะไรร่วมกัน
- ไม่มี = 0 คะแนน หมายถึง องค์กรฯ ไม่มีความร่วมมือใดๆ กับสื่อมวลชน

3. การทำให้สมาชิกใช้งานเว็บไซต์เครือข่ายสังคมขององค์กรฯ แต่ละครั้ง ในระยะเวลาานาน หมายถึง ความพยายามขององค์กรฯ ในการทำให้เว็บไซต์เครือข่ายสังคมของตนมีข้อมูล มีฟีเจอร์การ ใช้งานต่างๆ ที่ทำให้สมาชิกสนใจ ไม่หนีไปใช้งานเว็บไซต์อื่น แบ่งออกเป็น 5 ประเด็นย่อยคือ

3.1 มีการปกหนุุดการโพสต์ข้อมูลที่มีความสำคัญต่อการดำเนินงานจิตอาสาขององค์กรฯ

- สูง = 3 คะแนน หมายถึง องค์กรฯ มีการปกหนุุดการโพสต์ข้อมูลที่มีความสำคัญต่อ การดำเนินงานจิตอาสาขององค์กรฯ สัปดาห์ละ 1 หนุุด (= เดือนละ 4 หนุุด)
- ปานกลาง = 2 คะแนน หมายถึง องค์กรฯ มีการปกหนุุดการโพสต์ข้อมูลที่มีความสำคัญต่อ การดำเนินงานจิตอาสาขององค์กรฯ 2 สัปดาห์ต่อ 1 หนุุด (= เดือน ละ 2 หนุุด)
- ต่ำ = 1 คะแนน หมายถึง องค์กรฯ มีการปกหนุุดการโพสต์ข้อมูลที่มีความสำคัญต่อ การดำเนินงานจิตอาสาขององค์กรฯ เดือนละ 1 หนุุด
- ไม่มี = 0 คะแนน หมายถึง องค์กรฯ ไม่มีการปกหนุุดการโพสต์ข้อมูลที่มีความสำคัญต่อ การดำเนินงานจิตอาสาขององค์กรฯ

3.2 มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรมจิตอาสา วิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ ในหน้าแรกของทวีตเตอร์

สูง = 3 คะแนน หมายถึง องค์กรฯ มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรม และวิธีการบริจาคเงิน/สิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ ในหน้าแรกของทวีตเตอร์

ปานกลาง = 2 คะแนน หมายถึง องค์กรฯ มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรม หรือวิธีการบริจาค/เงินสิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ ใดๆ อย่างหนึ่ง ในหน้าแรกของทวีตเตอร์

ต่ำ = 1 คะแนน หมายถึง องค์กรฯ มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรม หรือวิธีการบริจาค/เงินสิ่งของเพื่อสนับสนุนกิจกรรมจิตอาสาขององค์กรฯ ใดๆ อย่างหนึ่ง ในหน้าแรกของทวีตเตอร์ แต่ตัวเครื่องมือที่ใช้นำเสนอข้อมูลนั้นใช้ งานไม่ได้ หรือมีเพียงหัวข้อเมนู แต่ไม่มีรายละเอียดภายใน

ไม่มี = 0 คะแนน หมายถึง ไม่มีการให้ข้อมูลวิธีการเข้าร่วมกิจกรรมจิตอาสาขององค์กรฯ ปรากฏอยู่บนทวีตเตอร์แต่อย่างใด

3.3 มีการนำเสนอข้อมูลงานจิตอาสาขององค์กรฯ หลากหลายรูปแบบ ทั้งข้อความ ภาพถ่าย ภาพกราฟิก และคลิปวิดีโอ

สูง = 3 คะแนน หมายถึง มีการนำเสนอข้อมูลงานจิตอาสาขององค์กรฯ ทั้งข้อความ ภาพถ่าย ภาพกราฟิก และคลิปวิดีโอ

ปานกลาง = 2 คะแนน หมายถึง มีการนำเสนอข้อมูลงานจิตอาสาขององค์กรฯ 3 รูปแบบจากที่ปรากฏอยู่ในระดับสูง

ต่ำ = 1 คะแนน หมายถึง มีการนำเสนอข้อมูลงานจิตอาสาขององค์กรฯ เพียง 2 รูปแบบจากที่ปรากฏอยู่ในระดับสูง

ไม่มี = 0 คะแนน หมายถึง มีการนำเสนอข้อมูลงานจิตอาสาขององค์กรฯ เพียง 1 รูปแบบจากที่ปรากฏอยู่ในระดับสูง

### 3.4 มีการลิงก์จากทวิตเตอร์ไปยังแหล่งข้อมูลออนไลน์อื่นขององค์กรฯ

สูง = 3 คะแนน หมายถึง มีการลิงก์จากทวิตเตอร์ ไปยังเว็บไซต์หลัก หรือ ทวิตเตอร์ หรือบล็อก หรือยูทูป หรือแหล่งข้อมูลออนไลน์อื่นๆ ขององค์กรฯ โดยที่แหล่งข้อมูลออนไลน์เหล่านั้นมีการลิงก์กลับมายังหน้าทวิตเตอร์ขององค์กรฯ

ปานกลาง = 2 คะแนน หมายถึง มีการลิงก์ไปยังเว็บไซต์หลักขององค์กรฯ และ เว็บไซต์หลักขององค์กรฯ มีการเชื่อมโยงกลับมายังทวิตเตอร์ โดยที่เว็บไซต์หลักขององค์กรฯ ยังมีการเชื่อมโยงต่อไปยังแหล่งข้อมูลออนไลน์อื่นๆ ขององค์กรฯ แล้วแหล่งข้อมูลเหล่านั้นมีลิงก์กลับไปที่เว็บไซต์หลักขององค์กรฯ หรือลิงก์ ไปยังทวิตเตอร์ขององค์กรฯ โดยตรง

ต่ำ = 1 คะแนน หมายถึง มีการลิงก์จากทวิตเตอร์ ไปยังเว็บไซต์หลัก หรือ ทวิตเตอร์ หรือบล็อก หรือยูทูป หรือแหล่งข้อมูลออนไลน์อื่นๆ ขององค์กรฯ แต่แหล่งข้อมูลออนไลน์เหล่านั้นไม่มีการลิงก์กลับมายังหน้าทวิตเตอร์ขององค์กรฯ

ไม่มี = 0 คะแนน หมายถึง ไม่มีการลิงก์จากทวิตเตอร์ไปยังแหล่งข้อมูลออนไลน์อื่นๆ ขององค์กรฯ

### 3.5 ไม่มีโฆษณาหรือการประชาสัมพันธ์ที่ก่อให้เกิดความรำคาญ

สูง = 3 คะแนน หมายถึง ไม่มีข้อความ ภาพ หรือคลิปวิดีโอโฆษณาเพื่อการค้า และ ประชาสัมพันธ์ที่ไม่เกี่ยวข้องกับงานจิตอาสา จากผู้ใช้งานทวิตเตอร์อื่น

ปานกลาง = 2 คะแนน หมายถึง ไม่มีข้อความ ภาพ หรือคลิปวิดีโอโฆษณาเพื่อการค้า แต่มีข้อความ ภาพ หรือคลิปวิดีโอประชาสัมพันธ์ที่เกี่ยวข้องกับงานจิตอาสาจากผู้ใช้งานทวิตเตอร์อื่น

ต่ำ = 1 คะแนน	หมายถึง ไม่มีข้อความ ภาพ หรือคลิปวิดีโอประชาสัมพันธ์ที่ไม่เกี่ยวข้องกับงานจิตอาสาจากผู้ใช้งานทวีตเตอร์อื่นแต่มีข้อความ ภาพ หรือคลิปวิดีโอโฆษณาเพื่อการค้า
ไม่มี = 0 คะแนน	หมายถึง มีทั้งข้อความ ภาพ หรือคลิปวิดีโอโฆษณาเพื่อการค้าและการประชาสัมพันธ์ที่ไม่เกี่ยวข้องกับงานจิตอาสาจากผู้ใช้งานอื่น

**4. การทำให้สมาชิกกลับเข้ามายังเว็บไซต์เครือข่ายสังคมขององค์กรฯ บ่อยครั้ง** หมายถึง ความพยายามขององค์กรฯ ในการทำให้เว็บไซต์เครือข่ายสังคมของตนมีข้อมูล และพีเจอร์การใช้งานต่างๆ ที่ดึงดูดให้สมาชิกอยากกลับเข้ามาใช้งานเว็บไซต์เครือข่ายสังคมขององค์กรฯ บ่อยครั้ง แบ่งออกเป็น 4 ประเด็นย่อยคือ

**4.1 มีการนำเสนอข้อมูลใหม่ๆ ในแต่ละวัน**

สูง = 3 คะแนน	หมายถึง องค์กรฯ มีการนำเสนอข้อมูลใหม่ๆ จำนวน 5 ข้อมูล หรือมากกว่าใน 1 วัน
ปานกลาง = 2 คะแนน	หมายถึง องค์กรฯ มีการนำเสนอข้อมูลใหม่ๆ จำนวน 2-4 ข้อมูล ใน 1 วัน
ต่ำ = 1 คะแนน	หมายถึง องค์กรฯ มีการนำเสนอข้อมูลใหม่ๆ เพียง 1 ข้อมูล ใน 1 วัน
ไม่มี = 0 คะแนน	หมายถึง องค์กรฯ ไม่มีการนำเสนอข้อมูลใหม่ๆ ใน 1 วัน

**4.2 มีการนำเสนอประเด็นใหม่ๆ สม่ำเสมอในแต่ละสัปดาห์**

สูง = 3 คะแนน	หมายถึง องค์กรฯ มีการนำเสนอประเด็นใหม่ๆ ทุกวันใน 1 สัปดาห์
ปานกลาง = 2 คะแนน	หมายถึง องค์กรฯ มีการนำเสนอประเด็นใหม่ๆ ทุก 2-4 วัน ใน 1 สัปดาห์
ต่ำ = 1 คะแนน	หมายถึง องค์กรฯ มีการนำเสนอประเด็นใหม่ๆ ทุก 5-7 วัน ใน 1 สัปดาห์
ไม่มี = 0 คะแนน	หมายถึง องค์กรฯ ไม่มีการนำเสนอประเด็นใหม่ภายใน 1 สัปดาห์

#### 4.3. มีความรวดเร็วในการตอบคำถามและตอบสนองความต้องการความช่วยเหลือของสมาชิก

สูง = 3 คะแนน	หมายถึง ในระยะเวลา 1 สัปดาห์ ส่วนใหญ่องค์กรฯ ตอบกลับคำถาม และตอบสนองต่อความต้องการความช่วยเหลือของสมาชิก ภายในวันเดียวกันกับที่สมาชิกตั้งคำถามและขอความช่วยเหลือ
ปานกลาง = 2 คะแนน	หมายถึง ในระยะเวลา 1 สัปดาห์ ส่วนใหญ่องค์กรฯ ตอบกลับคำถาม และตอบสนองต่อความต้องการความช่วยเหลือของสมาชิก หลังจากที่สมาชิกตั้งคำถามและขอความช่วยเหลือแล้ว 2-3 วัน
ต่ำ = 1 คะแนน	หมายถึง ภายใน 1 สัปดาห์ ส่วนใหญ่องค์กรฯ ตอบกลับคำถามและตอบสนองต่อความต้องการความช่วยเหลือของสมาชิก หลังจาก ที่สมาชิกตั้งคำถามและขอความช่วยเหลือแล้ว 4-7 วัน
ไม่มี = 0 คะแนน	หมายถึง ภายใน 1 สัปดาห์องค์กรฯ ไม่มีการตอบกลับคำถามและตอบสนองต่อความต้องการความช่วยเหลือของสมาชิก

#### 4.4 มีการถามคำถาม หรือขอให้สมาชิกให้ข้อมูลหรือแสดงความคิดเห็นกับองค์กรฯ บ่อยครั้งในแต่ละสัปดาห์

สูง = 3 คะแนน	หมายถึง องค์กรฯ มีการถามคำถาม หรือขอให้สมาชิกให้ข้อมูลหรือแสดงความคิดเห็นกับองค์กรฯ ทุกวันใน 1 สัปดาห์
ปานกลาง = 2 คะแนน	หมายถึง องค์กรฯ มีการถามคำถาม หรือขอให้สมาชิกให้ข้อมูลหรือแสดงความคิดเห็นกับองค์กรฯ ทุก 2-4 วัน ใน 1 สัปดาห์
ต่ำ = 1 คะแนน	หมายถึง องค์กรฯ มีการถามคำถาม หรือขอให้สมาชิกให้ข้อมูลหรือแสดงความคิดเห็นกับองค์กรฯ ทุก 5-7 วัน ใน 1 สัปดาห์
ไม่มี = 0 คะแนน	หมายถึง องค์กรฯ ไม่มีการนำเสนอประเด็นใหม่ภายใน 1 สัปดาห์

#### 5. รูปการโต้ตอบ หมายถึง ความพยายามขององค์กรฯ ในการสร้างให้เกิดการสื่อสารโต้ตอบไปมาระหว่างองค์กรฯ และสมาชิก แบ่งออกเป็น 4 ประเด็นย่อยคือ



### 5.1 มีการนำเสนอข้อมูลในรูปแบบของคำถามและได้รับการตอบสนอง

สูง = 3 คะแนน	หมายถึง ภายใน 1 เดือนองค์กรฯ มีการนำเสนอข้อมูลในรูปแบบของคำถาม และสมาชิกมีการตอบสนองทุกคำถาม
ปานกลาง = 2 คะแนน	หมายถึง ภายใน 1 เดือนองค์กรฯ มีการนำเสนอข้อมูลในรูปแบบของคำถาม และสมาชิกมีการตอบสนองคำถาม <u>เพียงครั้งเดียว</u> ของคำถามทั้งหมด
ต่ำ = 1 คะแนน	หมายถึง ภายใน 1 เดือนองค์กรฯ มีการนำเสนอข้อมูลในรูปแบบของคำถาม แต่สมาชิก <u>ไม่มีการตอบสนองใดๆ</u>
ไม่มี = 0 คะแนน	หมายถึง ภายใน 1 เดือนองค์กรฯ <u>ไม่มีการนำเสนอข้อมูล</u> ในรูปแบบของคำถาม

### 5.2 มีความใส่ใจต่อการตอบคำถามและตอบสนองความต้องการความช่วยเหลือของสมาชิก

สูง = 3 คะแนน	หมายถึง ภายใน 1 สัปดาห์มีการตอบกลับทุกคำถามและตอบสนองต่อ <u>ทุก</u> ความต้องการความช่วยเหลือของสมาชิก
ปานกลาง = 2 คะแนน	หมายถึง ภายใน 1 สัปดาห์มีการตอบกลับคำถามและตอบสนองต่อความต้องการความช่วยเหลือของสมาชิก <u>เพียงครั้งหนึ่ง</u>
ต่ำ = 1 คะแนน	หมายถึง ภายใน 1 สัปดาห์มีการตอบกลับคำถามและตอบสนองต่อความต้องการความช่วยเหลือของสมาชิก <u>น้อยกว่าครั้งหนึ่ง</u>
ไม่มี = 0 คะแนน	หมายถึง ภายใน 1 สัปดาห์ <u>ไม่มีการตอบกลับ</u> คำถามและตอบสนองต่อความต้องการความช่วยเหลือของสมาชิก

### 5.3 การตอบสนองขององค์กรฯ ต่อการโพสต์ข้อมูลประเภทต่างๆ ของสมาชิก (ประเภทของข้อมูลประกอบด้วย คำถาม การตำหนิ การชื่นชม ขอบคุณ การแนะนำ และการขอความช่วยเหลือ)

สูง = 3 คะแนน	หมายถึง ภายใน 1 เดือน ส่วนใหญ่องค์กรฯ มีการตอบสนองต่อการโพสต์ของสมาชิกในทุกประเภทข้อมูล
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ปานกลาง = 2 คะแนน	หมายถึง ภายใน 1 เดือน ส่วนใหญ่องค์กรฯ มีการตอบสนองต่อการโพสต์ของสมาชิกในบางประเภทข้อมูล (มากกว่า 1 ประเภท แต่ไม่ครบทุกประเภท)
ต่ำ = 1 คะแนน	หมายถึง ภายใน 1 เดือน ส่วนใหญ่องค์กรฯ มีการตอบสนองต่อข้อมูลที่สมาชิกโพสต์เพียงประเภทเดียว
ไม่มี = 0 คะแนน	หมายถึง ภายใน 1 เดือน ส่วนใหญ่องค์กรฯ ไม่มีการตอบสนองต่อข้อมูลที่สมาชิกโพสต์

#### 5.4 สมาชิกมีการตอบสนองต่อคำถามหรือการขอข้อมูล/ขอความช่วยเหลือจากสมาชิกคนอื่นๆ

สูง = 3 คะแนน	หมายถึง ภายใน 1 เดือนสมาชิกตอบสนองต่อทุกคำถามหรือการขอข้อมูล/ขอความช่วยเหลือจากสมาชิกคนอื่นๆ
ปานกลาง = 2 คะแนน	หมายถึง ภายใน 1 เดือนสมาชิกตอบสนองต่อคำถามหรือการขอข้อมูล/ขอความช่วยเหลือจากสมาชิกคนอื่นๆ เพียงครั้งเดียว
ต่ำ = 1 คะแนน	หมายถึง ภายใน 1 เดือนสมาชิกตอบสนองต่อคำถามหรือการขอข้อมูล/ขอความช่วยเหลือจากสมาชิกคนอื่นๆ เพียง 1-2 คำถามหรือ 1-2 ข้อมูล
ไม่มี = 0 คะแนน	หมายถึง ภายใน 1 เดือนสมาชิกไม่มีการตอบสนองต่อคำถามหรือการขอข้อมูล/ขอความช่วยเหลือจากสมาชิกคนอื่นๆ

คำอธิบายแบบลรทส 3: เนื้อหาที่องค์กรจิตอาสา (องค์กรฯ) นำเสนอบนเว็บไซต์เครือข่ายสังคมในงานจิตอาสา

เนื้อหาที่องค์กรฯ นำเสนอบนเว็บไซต์เครือข่ายสังคมในงานจิตอาสา หมายถึง ข้อมูลต่างๆ ที่องค์กรฯ นำเสนอบนหน้าเว็บไซต์เครือข่ายสังคมขององค์กรฯ เก็บข้อมูลโดยการกรอกข้อมูลตามรายละเอียดดังนี้

1. **วันเวลาในการบันทึกข้อมูล** หมายถึง การเขียนรายละเอียดของวัน เดือน ปีและช่วงเวลาในการเก็บข้อมูล
2. **ชื่อขององค์กรฯ** หมายถึง การเขียนชื่ออย่างเป็นทางการขององค์กรฯ นั้นๆ
3. **ประเภทขององค์กรฯ** หมายถึง การเขียนระบุประเด็นหลักที่องค์กรฯ ให้ความช่วยเหลือ ประเด็นใดประเด็นหนึ่ง ใน 10 ประเด็นต่อไปนี้ 1) เด็กและเยาวชน 2) สิ่งแวดล้อม 3) ผู้หญิง 4) พัฒนาชุมชนและชนบท 5) คนชรา/ผู้ยากไร้ 6) ศิลปวัฒนธรรม 7) ผู้พิการ 8) ชีวิตและสุขภาพ 9) สัตว์ 10) ภัยพิบัติ
4. **Twitter ID** หมายถึง การเขียนชื่อผู้ใช้งานทวิตเตอร์ขององค์กรฯ เช่น มูลนิธิกระจกเงา @Mirror\_org
5. **Twitter URL** หมายถึง การเขียนที่อยู่/ที่ตั้งเว็บไซต์ทวิตเตอร์ขององค์กรฯ เช่น [https://twitter.com/Mirror\\_org/](https://twitter.com/Mirror_org/)
6. **ลำดับเนื้อหาที่** หมายถึงการเขียนหมายเลขของเนื้อหาตามลำดับที่เก็บข้อมูลจำแนกตามองค์กรฯ นั้นๆ เช่น องค์กร ก. ลำดับเนื้อหาที่ 1, 2, 3 องค์กร ข. ลำดับเนื้อหาที่ 1, 2, 3
7. **รายละเอียดของเนื้อหา (คัดลอกมาวางไว้)** หมายถึงคัดลอกเนื้อหาที่องค์กรฯ โปสต์บนวอลล์ของทวิตเตอร์มาเขียนลงรายละเอียดต่างๆ ทั้งหมด
8. **วันเวลาในการโพสต์เนื้อหา** หมายถึง การเขียนรายละเอียดของวัน เดือน ปีและช่วงเวลาในการโพสต์เนื้อหาขององค์กรฯ

**9. บทบาทการสื่อสาร** หมายถึง เนื้อหาที่องค์กรฯ เป็นฝ่ายนำเสนอหรือตอบสนอง ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกใดตัวเลือกหนึ่ง โดย

9.1 เริ่มต้นโพสต์ หมายถึง เนื้อหาที่องค์กรฯ เป็นฝ่ายเริ่มต้นนำเสนอบนเว็บไซต์เครือข่ายสังคมของตน กรณีที่เนื้อหาเป็นเนื้อหาประเภทเริ่มต้นโพสต์ ให้ทำเครื่องหมาย ✓ เลือกอีกครั้งว่าเป็นการเริ่มต้นโพสต์ในรูปแบบใด โดย

1) ข้อมูลมาจากองค์กรฯ โดยตรงหมายถึงข้อมูลมาจากตัวองค์กรฯ เองไม่ได้นำข้อมูลจากที่อื่นมาบอกต่อ

2) ข้อมูลของผู้อื่นขององค์กรฯ นำมาเสนอต่อ หมายถึง ข้อมูลที่เคยมีผู้อื่นนำเสนอไว้และองค์กรฯ นำมากล่าวซ้ำใน 3 ลักษณะ โดยให้ทำเครื่องหมาย ✓ เลือกว่าเป็นลักษณะใดระหว่าง การนำเสนอข้อมูลของผู้อื่น โดยการระบุชื่อให้เครดิตที่มาของข้อมูล หรือ การนำเสนอข้อมูลของผู้อื่นรูปแบบของลิงก์เชื่อมต่อไปยังที่มาของข้อมูลนั้นๆ หรือ การนำเสนอข้อมูลของผู้อื่นโดยการแชร์มาจากหน้าทวีตเตอร์นั้นๆ

9.2 ตอบกลับ หมายถึง เนื้อหาที่องค์กรฯ เป็นฝ่ายตอบสนองต่อการโพสต์ในรูปแบบต่างๆ ของสมาชิก

**10. ประเภทเนื้อหา** หมายถึง เนื้อหาของเนื้อหาที่องค์กรฯ นำเสนอนั้นมีลักษณะเช่นไร ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกลักษณะเนื้อหาโดยเลือกได้มากกว่า 1 ตัวเลือก ระหว่างเนื้อหาที่เกี่ยวข้องกับงานจิตอาสาขององค์กรฯ หรือ ข้อมูลข่าวสารงานจิตอาสาองค์กรฯ อื่น หรือ ประสพการณ์/เกร็ดเล็กเกร็ดน้อยในการทำงานจิตอาสา หรือถามปัญหาสมาชิก หรือตอบปัญหาสมาชิก หรือขอบคุณ/ชื่นชมสมาชิก หรือให้คำแนะนำ/คำคมในการทำงานจิตอาสา หรือขอข้อมูล/ความคิดเห็นจากสมาชิก หรือเชิญชวนให้สมาชิกมีส่วนร่วมในงานจิตอาสา

**11. องค์ประกอบของเนื้อหา** หมายถึง การโพสต์ 1 ครั้งขององค์กรฯ นั้น องค์กรฯ โพสต์อะไรบ้าง ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกที่เป็นส่วนประกอบของเนื้อหาที่องค์กรฯ โพสต์ โดยเลือกได้มากกว่า 1 ตัวเลือก โดย

3.1 ข้อความ หมายถึง การโพสต์เนื้อหาด้วยคำ ประโยคต่างๆ

3.2 รูปภาพ หมายถึง การโพสต์เนื้อหาด้วยการอัปโหลดรูปภาพ

3.3 วิดีโอ หมายถึง การโพสต์เนื้อหาด้วยการอัปโหลดคลิปวิดีโอ

3.4 ลิงก์ หมายถึง การโพสต์เนื้อหาด้วยการเชื่อมโยงไปยังแหล่งข้อมูลภายนอกเว็บไซต์เครือข่ายสังคม กรณีที่การโพสต์เนื้อหานั้นๆ มีลิงก์เป็นองค์ประกอบ ให้ทำเครื่องหมาย ✓ เลือกอีกครั้งว่าเป็นลิงก์ประเภทใด โดย

1) เชื่อมโยงไปยังเว็บไซต์หลักขององค์กร หรือเว็บไซต์สื่อสังคมอื่นขององค์กร หมายถึง การเชื่อมโยงไปยังเว็บไซต์ บล็อก ยูทูป เฟซบุ๊ก หรือเว็บไซต์อื่นๆ ที่องค์กรฯ เป็นเจ้าของ

2) เชื่อมโยงไปยังแหล่งข้อมูลภายนอกที่ไม่เกี่ยวข้องกับองค์กร หมายถึง การเชื่อมโยงไปยังเว็บไซต์ บล็อก ยูทูป เฟซบุ๊ก หรือเว็บไซต์อื่นๆ ที่องค์กรฯ ไม่ได้เป็นเจ้าของ

**12. ทิศทางการสื่อสาร** หมายถึง การระบุรูปแบบการสื่อสารสองทางหรือทางเดียว โดยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกใดตัวเลือกหนึ่ง โดย

12.1 สื่อสารทางเดียวแนวโฆษณาชวนเชื่อ (one-way asymmetrical communication) หมายถึง การสื่อสารทางเดียวเพื่อให้ข้อมูลขององค์กรฯ ในแนวโฆษณาชวนเชื่อเพื่อให้เข้าร่วมกิจกรรมจิตอาสา หรือบริจาคเงิน/สิ่งของ โดยใช้คำกล่าวเกินจริง คำกล่าวที่มีอคติ เช่นดีที่สุดในใจดีกว่าองค์กรฯ อื่น โดยไม่ตอบกลับการแสดงความคิดเห็นใดๆ ของสมาชิก

12.2 สื่อสารทางเดียวให้ข้อเท็จจริงแบบตรงไปตรงมา (one-way symmetrical communication) หมายถึง การสื่อสารทางเดียวที่นำเสนอข้อมูลขององค์กรฯ แบบตรงไปตรงมาไม่ใช่คำกล่าวเกินจริง โดยไม่ตอบกลับการแสดงความคิดเห็นใดๆ ของสมาชิก (ส่วนใหญ่ นำเสนอเฉพาะข้อมูลด้านดีขององค์กรฯ)  
\*แม้ผู้รับสารเป้าหมายจะมีการตอบในรูปแบบใดๆ กลับมา แต่หากผู้ส่งสารไม่มีการโต้ตอบใดๆ กลับไปก็จัดเป็นการสื่อสารในประเภทนี้ แต่ถ้าส่งสารมีการโต้ตอบใดๆ กลับไป ให้ตั้งเป็นการสื่อสารในข้อ 12.4 คือ สื่อสารสองทางโต้ตอบไปมาระหว่างองค์กรฯ และสมาชิก

12.3 สื่อสารสองทางที่กระตุ้นการโต้ตอบจากสมาชิก (two-way asymmetrical communication) หมายถึง การสื่อสารสองทางที่กระตุ้นการโต้ตอบจากสมาชิก หรือตั้งคำถามที่

เกี่ยวข้องกับเป้าหมายหลักในการดำเนินการขององค์กรฯ แต่เพิกเฉยต่อความต้องการของสมาชิกโดยเมื่อสมาชิกมีการโต้ตอบกลับมาองค์กรฯ จะไม่มีการตอบโต้ใดๆ กลับไป

12.4 สื่อสารสองทางโต้ตอบไปมาระหว่างองค์กรฯ และสมาชิก (two-way symmetrical communication) หมายถึง การสื่อสารสองทางที่ใช้ในการจัดการความขัดแย้ง หรือส่งเสริมความเข้าใจอันดีระหว่างองค์กรฯ และสมาชิก โดยเมื่อสมาชิกแสดงความคิดเห็น ต้องการความช่วยเหลือ หรือมีคำถามอะไร องค์กรฯ จะตอบกลับ

**13. การตอบสนองจากสมาชิก** หมายถึง การกระทำของสมาชิกบนเว็บไซต์เครือข่ายสังคมที่มีต่อการโพสต์ข้อความต่างๆ ขององค์กรฯ ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกที่เป็นรูปแบบการตอบสนองจากสมาชิก

**คำอธิบายแบบลรทสี่ 4: การมีส่วนร่วมของสมาชิกบนเว็บไซต์เครือข่ายสังคมในงานจิตอาสา**

1. **วันเวลาในการบันทึกข้อมูล** หมายถึง การเขียนรายละเอียดของวัน เดือน ปีและช่วงเวลาในการเก็บข้อมูล
2. **ชื่อขององค์กรจิตอาสา (องค์กรฯ)** หมายถึง การเขียนชื่ออย่างเป็นทางการขององค์กรจิตอาสา นั้นๆ
3. **ประเภทขององค์กรฯ** หมายถึงการเขียนระบุประเด็นหลักที่องค์กรฯ ให้ความช่วยเหลือประเด็นใดประเด็นหนึ่งใน 10 ประเด็นต่อไปนี้ 1) เด็กและเยาวชน 2) สิ่งแวดล้อม3) ผู้หญิง 4) พัฒนาชุมชนและชนบท5) คนชรา/ผู้ยากไร้ 6) ศิลปวัฒนธรรม7) ผู้พิการ 8)ชีวิตและสุขภาพ 9) สัตว์ 10) ภัยพิบัติ
4. **Twitter ID** หมายถึงการเขียนชื่อผู้ใช้งานทวิตเตอร์ขององค์กรฯ เช่น มูลนิธิกระจกเงา @Mirror\_org
5. **Twitter URL**หมายถึงการเขียนที่อยู่/ที่ตั้งเว็บไซต์ทวิตเตอร์ขององค์กรฯ เช่น [https://twitter.com/Mirror\\_org/](https://twitter.com/Mirror_org/)

6. ลำดับเนื้อหาที่ หมายถึงการเขียนหมายเลขของเนื้อหาตามลำดับที่เก็บข้อมูลจำแนกตามองค์กรฯ นั้นๆ เช่น องค์กร ก. ลำดับเนื้อหาที่ 1, 2, 3 องค์กร ข. ลำดับเนื้อหาที่ 1, 2, 3

7. รายละเอียดของเนื้อหา (คัดลอกมาวางไว้) หมายถึงคัดลอกเนื้อหาที่องค์กรฯ โปสต์บนวอลล์ของ ทวิตเตอร์มาเขียนลงรายละเอียดต่างๆ ทั้งหมด

8. วันเวลาในการโปสต์เนื้อหา หมายถึง การเขียนรายละเอียดของวัน เดือน ปีและช่วงเวลาในการ โปสต์เนื้อหาขององค์กรฯ

9. บทบาทการสื่อสาร หมายถึง หมายถึง เนื้อหาที่สมาชิกเป็นฝ่ายนำเสนอหรือตอบสนอง ด้วยการ เลือกทำเครื่องหมาย ✓ หน้าตัวเลือกใดตัวเลือกหนึ่ง โดย

9.1 ผู้เริ่มต้นนำเสนอข้อมูลงานจิตอาสา หมายถึง สมาชิกเป็นฝ่ายเริ่มต้นโปสต์ข้อมูลบนวอลล์ของ ทวิตเตอร์ กรณีที่สมาชิกเป็นผู้เริ่มต้นโปสต์ ให้ทำเครื่องหมาย ✓ เลือกอีกครั้งว่าเป็นการเริ่มต้นโปสต์ ในรูปแบบใด โดย

1) ข้อมูลมาจากสมาชิก โดยตรงหมายถึงข้อมูลมาจากตัวสมาชิกเองไม่นำข้อมูลจากที่อื่นมา บอกต่อ

2) ข้อมูลของผู้อื่นสมาชิกลำมาเสนอต่อ หมายถึง ข้อมูลที่เคยมีผู้อื่นนำเสนอไว้และสมาชิกลำมากล่าวซ้ำโดยให้เครดิตที่มาของข้อมูล หรือสมาชิกลำเสนอในรูปแบบของลิงก์เชื่อมต่อไปยังที่มาของข้อมูลนั้นๆ

9.2 ผู้ตอบกลับข้อมูลงานจิตอาสา หมายถึง สมาชิกเป็นฝ่ายสนองตอบข้อมูลบนวอลล์ของทวิตเตอร์โดยองค์กรฯ หรือสมาชิกอื่น กรณีที่เนื้อหาเป็นเนื้อหาประเภทนี้ ให้ทำเครื่องหมาย ✓ เลือกอีกครั้งว่าเป็นการตอบกลับในรูปแบบใด โดย

1) ตอบกลับองค์กรฯ หมายถึง ตอบสนองต่อเนื้อหาที่โปสต์บนวอลล์ของทวิตเตอร์ที่โปสต์โดย องค์กร

2) ตอบกลับเพื่อนสมาชิกหมายถึง ตอบสนองต่อเนื้อหาบนวอลล์ของทวิตเตอร์ที่โปสต์โดย สมาชิกอื่น

**10. ประเภทเนื้อหา** หมายถึง เนื้อหาของเนื้อหาที่สมาชิกนำเสนอซึ่งมีลักษณะเช่นไร ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกลักษณะเนื้อหาโดยเลือกได้มากกว่า 1 ตัวเลือก

**11. องค์ประกอบของเนื้อหา** หมายถึง การโพสต์ 1 ครั้งของสมาชิกนั้น สมาชิกโพสต์อะไรบ้าง ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกที่เป็นส่วนประกอบของเนื้อหาที่องค์กรฯ โพสต์ โดยเลือกได้มากกว่า 1 ตัวเลือก โดย

3.1 ข้อความ หมายถึง การโพสต์เนื้อหาด้วยคำ ประโยคต่างๆ

3.2 รูปภาพ หมายถึง การโพสต์เนื้อหาด้วยการอัปโหลดรูปภาพ

3.3 วิดีโอ หมายถึง การโพสต์เนื้อหาด้วยการอัปโหลดคลิปวิดีโอ

3.4 ลิงก์ หมายถึง การโพสต์เนื้อหาด้วยการเชื่อมโยงไปยังแหล่งข้อมูลภายนอกเว็บไซต์เครือข่ายสังคม กรณีที่การโพสต์เนื้อหานั้นๆ มีลิงก์เป็นองค์ประกอบ ให้ทำเครื่องหมาย ✓ เลือกอีกครั้งว่าเป็นลิงก์ประเภทใด โดย

1) เชื่อมโยงไปยังเว็บไซต์หลักขององค์กร หรือเว็บไซต์สื่อสังคมอื่นขององค์กร หมายถึง การเชื่อมโยงไปยังเว็บไซต์ บล็อก ยูทูบ เฟซบุ๊ก หรือเว็บไซต์อื่นๆ ที่องค์กรฯ เป็นเจ้าของ

2) เชื่อมโยงไปยังแหล่งข้อมูลภายนอกที่ไม่เกี่ยวข้องกับองค์กร หมายถึง การเชื่อมโยงไปยังเว็บไซต์ บล็อก ยูทูบ เฟซบุ๊ก หรือเว็บไซต์อื่นๆ ที่องค์กรฯ ไม่ได้เป็นเจ้าของ

**12. ช่องทางการมีส่วนร่วม** หมายถึงการกระทำของสมาชิกที่ปรากฏบนหน้าทวีตเตอร์ขององค์กรฯ ด้วยการเลือกทำเครื่องหมาย ✓ หน้าตัวเลือกช่องทางการมีส่วนร่วมโดยเลือกได้มากกว่า 1 ตัวเลือก



## CURRICULUM VITAE

Miss. Roongkan Musakophas was born on September 24, 1980 in Phatthalung Province, Thailand. She graduated with a bachelor's degree in Information Science from Suranaree University of Technology, Thailand in 2001, and received a master's degree in Communication Arts from Sukhothai Thammathirat Open University, Thailand in 2006. In 2010, she has got a scholarship from the School of Information Technology, Suranaree University of Technology to pursue her doctoral degree in Information Technology Program at Suranaree University of Technology. Her major research emphasized on online participatory communication, volunteering community, and social networking sites (SNSs).

