
Development of Data Sets and Indicators to Monitor and Evaluate the Promotion of Reading Culture in Thailand

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ABSTRACT

This study aimed to develop indicators and tools used to monitor and evaluate the promotion of a reading culture in Thai society and adopt tools for collecting the required data to analyze the reading situation of Thai people. This analysis would be beneficial for making effective policies to promote reading culture in the country. The methodology involved reviewing literature conducting focus groups and in-depth interviews. In addition, a questionnaire survey was designed using the Stratified Four-Stage Random Sampling method from 1,196 samples. The results from the study illustrate that the indicators could be divided into three levels: those assessing the ultimate goals of promoting a reading culture in Thailand; those determining the level of reading components; and those evaluating the performance of organizations implementing reading culture promotion programs. The study also provided an analysis of data to assess the reading situation of Thai people. The results also showed the data analysis process that assessed the reading situation of Thai people. This involved numerous statistical calculations and tests, along with an analysis of the relationships among different factors using the Structural Equation Modeling method. Moreover, it presented the current state of data availability from both existing and non-existing data. This study also offered recommendation for data collection, practical application of the tools and the data set as well as policy recommendations for promoting Thai reading culture.

Keywords: reading indicators, reading culture, reading data set