

โครงการฝากบ้านกับเพื่อนบ้าน
ในกรุงเทพมหานคร:
การถือกำเนิด และแนวทาง
การพัฒนาการประชาสัมพันธ์
เพื่อการจูงใจให้ประชาชน
เข้าร่วมโครงการมากขึ้น

The Debut of the Bangkok Neighborhood
Watch Program:
How to Attract more Participants

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บทคัดย่อ

วัตถุประสงค์ของวิจัยนี้เพื่อค้นหาปัจจัยที่มีอิทธิพลต่อการตัดสินใจเข้าร่วมโครงการฝากบ้านกับเพื่อนบ้านของประชาชนที่พักอาศัยอยู่ในเขตกรุงเทพมหานคร โดยในการศึกษานี้ได้ดำเนินการวิเคราะห์ข้อมูลทั้งในเชิงปริมาณ และเชิงคุณภาพในการหาคำตอบของการวิจัยนี้ สำหรับในส่วนของ การวิเคราะห์ข้อมูลเชิงปริมาณนั้นได้ดำเนินการทดสอบไคสแควร์ และ การวิเคราะห์ถดถอยแบบโลจิสติก ส่วนในการวิเคราะห์เชิงคุณภาพนั้นได้

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ดำเนินการโดยการวิเคราะห์ข้อมูลจากการสนทนากลุ่มของเจ้าหน้าที่ตำรวจ ผู้ดำเนินการประชาสัมพันธ์ และการศึกษาจากเอกสารที่เกี่ยวข้อง ทั้งนี้ใน ส่วนของการวิเคราะห์เชิงคุณภาพจะเป็นส่วนสนับสนุน และยืนยันข้อค้นพบ จากการวิเคราะห์ข้อมูลเชิงปริมาณได้เป็นอย่างดี

ผลการวิจัยในเบื้องต้นจากการวิเคราะห์เชิงปริมาณที่สำคัญคือ ประชาชนที่เป็นผู้หญิงจะมีความสนใจในการเข้าร่วมกิจกรรมในโครงการ ผากบ้านกับเพื่อนบ้านมากกว่าผู้ชาย สำหรับข้อค้นพบอีกประการที่สำคัญคือ การประชาสัมพันธ์ของโครงการส่งผลในทิศทางบวก ต่อการเข้าร่วมโครงการ ผากบ้านกับเพื่อนบ้านของประชาชน โดยสื่อที่ส่งใช้ได้ผลที่สุดในการเชิญชวน ประชาชนเข้าร่วมในโครงการผากบ้านกับเพื่อนบ้าน คือ นิตยสาร รองลงมาคือ หนังสือพิมพ์ และโทรทัศน์ สำหรับผลการวิเคราะห์ข้อมูลเชิงคุณภาพที่สำคัญ พบว่า งบประมาณมีส่วนสำคัญเป็นอย่างยิ่งต่อความสำเร็จในการประชาสัมพันธ์ โครงการนี้

ในส่วนสุดท้ายของบทความนี้ ได้นำเสนอแนวทางในการปรับปรุงการ ประชาสัมพันธ์ของโครงการผากบ้านกับเพื่อนบ้าน ซึ่งประกอบไปด้วยสี่ส่วน สำคัญที่ผู้บริหารโครงการนี้ควรพิจารณา คือ (1) การเพิ่มงบประมาณให้ เพียงพอต่อการประชาสัมพันธ์ (2) การเลือกสื่อที่เหมาะสมในการประชาสัมพันธ์ โครงการ (3) การออกแบบข้อความในการประชาสัมพันธ์ที่ตรงกับกลุ่ม เป้าหมายที่จะเข้าร่วมโครงการ และ (4) การประเมินถึงผลตอบรับในการ เข้าร่วมโครงการจากประชาชนเมื่อมีการปรับปรุงการประชาสัมพันธ์โครงการ อย่างสม่ำเสมอ

คำสำคัญ โครงการผากบ้านกับเพื่อนบ้าน การเข้าร่วมโครงการ

การประชาสัมพันธ์ การป้องกันอาชญากรรม กรุงเทพมหานคร

Abstract

The purpose of this research is to identify the factors influencing the participation of Bangkok residents in the Bangkok Neighborhood Watch Program (BNWP) and to evaluate their influence. In this study, a triangulation method of both quantitative and qualitative analyses is employed to understand the factors that influence the participation of Bangkok residents.

In the quantitative analysis, a test of independency and logistic regression analysis are used. In the qualitative analysis, a focus group and documentary analysis are used to fill the gaps in research. With regard to personal attributes, the important findings from research are that females tend to be more interested in the program than males. In addition, publicity has a direct positive relationship with citizen's participation in the program. Magazines, newspapers, and television are the best publicity channels used to influence the residents in participating in the Bangkok Neighborhood Watch Program. Besides, implication from qualitative analysis is that budget plays a critical role in the success of the program promotion.

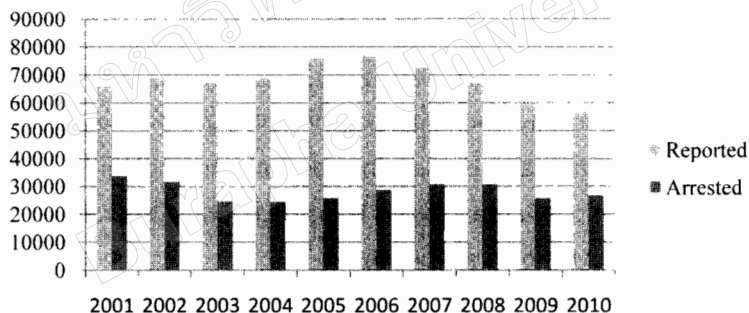
In the final part of this essay, four important components of BNWP improvement are suggested. These four components are (1) budget allocation adequacy, (2) appropriate channels to broadcast messages, (3) appropriate contents of messages to gain attention and reputation from target residents, and (4) perceiving feedback of BNWP publicity.

Keywords Neighborhood Watch Program participation publicity crime prevention Bangkok

Introduction

Bangkok is the capital city of Thailand, with approximately 2,400,000 houses¹ The Office of Justice Affairs and Ministry of Justice, 2007 reports that the number of crime victims aged 15 years and above is estimated to be 52,410. Additionally, 96.1 percent of all crime cases are classified under the property crime category. Unfortunately, it is not simple for the police to arrest all the suspects. Figure 1 compares the records of the reported and arrested cases of crime against property in Thailand.

Figure 1. Comparison and Contrast between the Reported and Arrested Cases of Crime against Property.²



As Figure 1 indicates, after 2001, the percentage of success in arresting culprits for crimes against property is less than 50 percent. One of the main causes for this is the political instability in Thailand.

¹ Department of Provincial Administration-Ministry of Internal Affairs. *Population of citizens in a whole country, Separated into Bangkok metropolitan and each province, According to evidences in household registration*. Web.<http://stat.bora.dopa.go.th>. April 23, 2013.

² Royal Thai Police. *The Strategy of Royal Thai Police*. Web. http://www.edupol.org/edu_P/KPI/55/doc_64.pdf. April 19, 2012.

During political protests, police officers have to perform special operations and antiriot activities to calm the protesting citizens. However, the number of street patrol officers is not enough to maintain security in Bangkok³

In this regard, expecting only the patrol police to be responsible for the community's safety seems to be a defensive strategy. However, it is imperative to note that more need to be done to fight and defeat criminals. The best strategy that can be used to protect the community is to bring the police and the residents to cooperate. Garofalo and McLeod⁴ note that neighborhood watch programs are some of the most popular and effective crime prevention programs worldwide. These programs can promote the involvement of community members in protecting their properties and are successful in many countries such as the United States of America and Singapore. In Thailand, the neighborhood watch program began in Bangkok in 2008 within the Fourth Police Division's area of responsibility. According to the Bangkok Neighborhood Watch Program's (BNWP) objectives, one of the key to the program's success is to gain support from the citizens and their full participation.

³ *ibid.*; Nuttakrit Powintara. *A multilayer analysis of law enforcement against drunk driving: In the case of Bangkok, Thailand*. 2012.

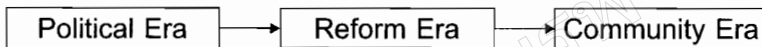
⁴ James Garofalo and Maureen McLeod. "The structure and operations of neighborhood watch projects in the United States". *Crime & Delinquency*. 35.3(1989): 326-344.

Research Question

What are the factors that influence citizens' participation in the BNWP and how do they influence it ?

Shift in Crime Prevention Tactics-Literature Review

Figure 2. Shift in crime prevention tactics in each era



Source: Miller and Hess 2005

According to Miller and Hess⁵ the history of crime prevention strategy has changed over time. In the United States of America, there are three eras; political era, reform era and community era.

The first era, "political era" took place during 1840s to 1930s. The authorization is under politics and law. The organization design is decentralized and the relationship between enforcer and civilian is much closer. In addition, foot patrol is the common tactics being implemented. Lastly, the indicator of success is based on political and citizen satisfactions.

The second era, "reform era" was during 1930s to 1980s. The authorization of this era is law and professionalism. The organization design had been changed from decentralized to centralized one. Moreover, the relationship between community and police is in the formal manner. Besides, the innovation in this era is rapid response to calls. Finally, the indicator of success is gauged from crime control quantity.

⁵ L. S. Miller and K. M. Hess. *Community Policing Partnerships for Problem Solving*. 2005.

Third era, which is known as “community era”, started in 1980s and is being observed up to date. The emphasized strategy in this era is the support of community by the police. The organization design is back to decentralized again because the police and citizens have a closer relationship with each other. The main strategies in this era are foot patrol, problem solving, and public relations. Lastly, the indicator of success is measured by quality of life and citizen satisfaction.

Crime prevention strategies have advanced in the recent years. Different scholars assert that the walking patrol police strategy is the oldest tactic of crime prevention and it reduces most of the crimes such as street robbery and carjacking. However, this tactic is ineffective in combating crime in residential areas⁶ When considering the crime prevention in residential areas, collaboration between the police and community plays an important role in crime prevention Feldman⁷ claims that strong social networks among residents increase surveillance and decrease crime within the residential areas. In this regard, the Neighborhood Watch Program is one of the most famous strategies to form the network among resident, especially in Asia. In addition, this program is also very effective in reducing the property crime. Powintara⁸ asserts that the objective of the program will be attained when the community members are gathered and the number of participants is increased.

⁶ Paul M. Whisenand. *Crime prevention*. 1977.; Purachai Pumsomboon. *Crime Control Through Environmental Design: Theory and Practice*. 1991.

⁷ Philip Feldman. *The Psychology of Crime*. 1993.

⁸ Nuttakrit Powintara. *loc.cit.*

The Neighborhood Watch Program

The neighborhood watch program is not a new crime prevention method. The program has been implemented in many countries such as the United States of America and Republic of Singapore as discussed below.

United States of America

The neighborhood watch program has been implemented nationally in the United States of America since 1972⁹ Three bodies that fund the Neighborhood Watch Program in the US are: (1) the Law Enforcement Assistance Administration, (2) the United States of America Department of Justice, and (3) participating villages and communities in the neighborhood watch program.

The decision to choose the target villages and target communities to join the neighborhood watch program does not depend on the government but rather, the citizens do it voluntarily. These citizens request for the help of police officers and sheriffs to implement the neighborhood watch program in their villages. The trainers and mediators in this activity are either police officials or sheriffs who are responsible for those locations. The meeting places for the citizens and the police are public places, such as churches, public halls, and public schools. During meetings, the program organizers distribute pamphlets and other relevant documents to all the participants to act as guide for the program. The information in the pamphlets and other documents detail how to report crime to the

⁹ James Garofalo and Maureen McLeod. *loc.cit.*

police and how to protect each person and the community from adverse incidences.

It is noteworthy that the community members participating in the US neighborhood watch program already know each other fairly well prior to the implementation of the program. These community members have confidence in each other and rely on the police force even before implementing the program. The main goal of the US neighborhood watch program is to provide information on how to protect the neighborhood and report crime cases rather than to build relations among the neighbors or encourage people to boost their confidence towards the police¹⁰

The Republic of Singapore

The Neighborhood Watch Program began in the Republic of Singapore in 1981. The objectives of the program are to prevent crime and to train Singapore citizens on crime prevention skills. The Singapore Police Force trains the program participants through community meetings on crime prevention. The Singapore Neighborhood Watch Program has four as indicated below. (1) to encourage relationship building among community members, (2) to support citizens in the same residential area to look after each other to prevent crime; (3) to be one of the channels to teach citizens on how to prevent

¹⁰ National Sheriffs Association. *Neighborhood Watch Manual USA on Watch-National Neighborhood Watch Program*. Web. www.usaonwatch.org. January 25, 2013.

crime by themselves; and (4) to instill a sense of social responsibility in members of the community¹¹

Thailand

In Thailand, the neighborhood watch program started in Bangkok in the area of the Fourth Division of the Bangkok Metropolitan Police Bureau in 2008. The objectives of the BNWP are as follow¹²

1. To seek the participation of citizens in preventing and suppressing crime and drugs
2. To strengthen the preventive capacity of residents so that they can help each other and be the “eyes and ears” when some community members are not in their residences
3. To encourage neighbors to report suspicious occurrences such as when there are suspects in the community
4. To create good relationships between the police, the citizens, and the residents within a community
5. To inspire goodwill and social responsibility
6. To eliminate crime and the illegal drug trafficking

The target group of the program is the villages with the high crime rate. Middle-class residents are given the first priority because there are certain dissimilarities in the characteristics of groups with different levels of income.

¹¹ Koichi Miyazawa and Setsuo Miyazawa. *Crime prevention in the urban community*.1995.

¹² Bangkok Metropolitan Police Bureau. *Bangkok Neighborhood Watch Program Pamphlet*. Web. <http://www.thaimetropolice.com/index.php>. April 24, 2013.

Table 1 Community Differences in Characteristics Based on Different Levels of Income.¹³

Level of Income	Characteristic
High	Already have good crime prevention systems in their community. They are also likely to live in neighborhoods far-away from violent criminal elements
Medium	Concern about property values High degree of community pride
Low	Least organized and maintained

As Table 1 reveals, it appears to be more difficult for the low-income groups to maintain and organize their synergies when compared to the middle-income groups. This is because middle-income individuals are naturally inclined to be protective of their communities. On the other hand, high-income groups are more difficult to organize because members of the high-income communities have proved to be successful in demanding and getting better protection from the police and the government¹⁴ Therefore, middle-class residents are the main target group of the Thai Neighborhood-Watch Program. Publicity for this group is easier than for other groups because the middle-class people are community-oriented and are in better contact with each other. The processes of promoting the program are as follows:

1. A superintendent of the Fourth Police Division of the Bangkok Metropolitan Police Butreau brings police officers and the

¹³ George J. Washnis. *Citizen Involvement in Crime Prevention*. 1976.

¹⁴ *ibid*

community-relations police team to meet village committees to introduce the neighborhood watch program and announce the objectives of the program.

2. Community-relations police goes door-to-door to promote and introduce the program to the residents in the target village.

3. Program brochures that inform residents on the program are dispatched to each house.

Important Factors in Influencing Program Participation

Prior to implementing this program, publicity is essential for gaining the participation of the target residents. Through public announcements, the program implementers should inform as many residents of the targeted communities as possible about the purpose and significance of community involvement in crime prevention. This would subsequently increase the number of participants in the program¹⁵ Four fundamental solutions that facilitate and encourage community support include; general advertisement, random selection of houses, contacts through service groups, and contacts with crime victims. Additionally, the media can also be used to get community attention by informing people about the importance of the program.

According to Skogan and Maxfield,¹⁶ the reputation of the program is crucial for its popularity. When people feel that this is a very effective program, they will be naturally attracted to the program. Usually, different levels of income influence participation in the program. It is more difficult to organize low-income residents than the

¹⁵ *ibid.*

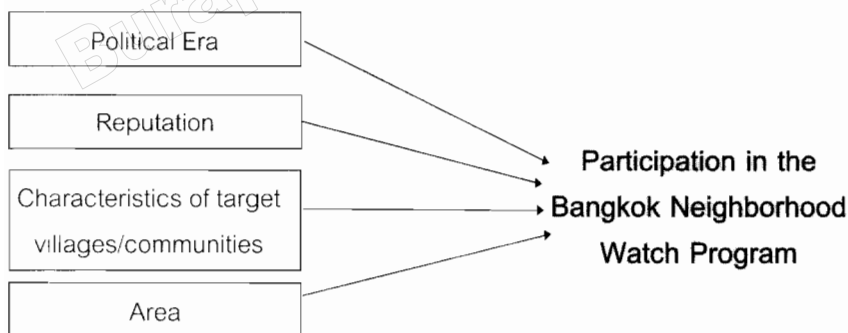
¹⁶ Wesley G. Skogan and Michael G. Maxfield. *Coping with Crime: Individual and Neighborhood Reactions*.1981.

middle-income residents. Likewise, it is often more difficult to get higher-income communities than the middle-level income groups to participate. Most of the empirical studies indicate that the middle and higher income communities rather than low-income communities show higher rates of participation in the program. It can therefore be concluded that people in different locations tend to have different levels of relationship with the police. Hence, the strength of the crime prevention network differs among groups with different levels of income in different areas¹⁷

Methods

In this research, a triangulation method of quantitative and qualitative analyses is employed.

Figure 3. Conceptual Framework of the Study



¹⁷ George J. Washnis. *loc.cit.*; Wesley G. Skogan and Michael G. Maxfield. *loc.cit.*; Dalvon T. Stucky. *Urban Politics, Crime Rates, and Police Strength*. 2005.

As illustrated in Figure 3, this study aims to evaluate the impacts of four factors on the decision of citizens to participate in the BNWP. These factors are publicity, reputation, characteristics of target villages, and areas of the target villages.

Data Analysis and Data Collection

In this study, the method triangulation of quantitative and qualitative analyses is employed to strengthen and confirm the findings. Details of both types of method are described in this section.

Quantitative methods

Quantitative analysis is the main analysis in this study. It follows the conceptual framework to pursue the broad picture of the implication.

The quantitative techniques

For quantitative analysis, two statistical techniques, the test of independency (X^2), and logistic regression analysis were used to understand the implications of the gathered data.

The first technique which is the test of independency (X^2) is the primary step in comprehending the rough evidences of the relationship between a prospective participant's personal attributes and his or her decision to join the program; and publicity attributes and his or her decision to join the program. In this regard, this statistical technique seeks which personal attribute can make a difference on decision to participate in the BNWP. This is the preliminary test and the result from this test is important to supplement in policy implications along with the main finding from logistic regression analysis.

The second technique, which is the main analysis of this study, logistic regression analysis is employed to test whether all the four factors, as shown in Figure 3, have impacts on the citizen's decision to participate in the BNWP. The magnitudes and directions of these impacts are tested by logistic regression. The logistic regression is the main analysis because it can provide the relevant independent variables, which is important and provides necessary information to be extracted for the policy implication and to tailor the policy recommendations.

Sampling Method for quantitative analysis

Quantitative data is collected through questionnaires from middle to high-income Bangkok residents. The sample consists of four hundred individuals from the research population chosen via the cluster sampling method. Specifically, the cluster sampling method is employed in this study because it is not difficult to retrieve the complete list of Bangkok residents, which classify residents based on income level in the province database. Thus, cluster sampling is definitely the best option to employ in this research.

In this regard, Bangkok Metropolitan is divided into nine clusters. These nine clusters have been assigned a police division under the Bangkok Metropolitan Police Bureau.¹⁸ The random sampling on the target residents are drawn from each mentioned cluster. After sampling, 52.5 percent of the sample was female and 47.5 percent was males. In this research the gap between the genders is insignificant.

¹⁸ Bangkok Metropolitan Police Bureau's responsible area is divided into nine areas. Each police division under the Bangkok Metropolitan Police Bureau takes responsibility to work on their tasks.

Qualitative methods

For qualitative analyses, the data was generated from two sources which are the focus group and documentary analysis. In the focus group, chief and twenty community-relation police officers are asked questions at Wangthonglang police station for one hour. For documentary analysis, content from documents regarding the United States of America Neighborhood Watch Program and the Bangkok Neighborhood Watch Program are retrieved via relevant official websites and the Neighborhood Watch Program handbooks.

Focus Group

A focus group of the community police can provide great insights, as they are the real implementers who face challenges when promoting the BNWP. The focus group can contribute in details on how the community relation police have done their jobs in publicizing the BNWP and what the response from target residents is. In addition, this method can indicate that the program implementers understand correctly about what citizens need or do not want by comparing results from logistic regression and findings from focus group. The focus group method is applied by gathering 15 program implementers for their viewpoints on increasing program participation.

Comparison and contrast

Secondly, documentary analysis is employed by using the "comparison and contrast" approach. In this regard, information retrieved from all relevant documents is analyzed by comparing the process of promoting the neighborhood watch program in the United

States of America and Thailand. The comparison and contrast based on the documentary analysis can provide lessons both pros and cons from the US neighborhood watch program. These lessons can fulfill the gaps and support the improvement in promoting the BNWP in another dimension.

Results

There are two components of data analysis in this research, quantitative and qualitative analyses. These two analyses can strengthen the findings from this inquiry in order to tailor the right policy recommendations to improve the BNWP publicity in short term. Results from both analyses are as follows.

A. Quantitative Analysis

For quantitative analysis, there are two parts to the test on the samples, which are test of independency between the two categorical variables (χ^2) and logistic regression analysis.

A1. Test of Independency between two categorical variable (χ^2)

In the test of χ^2 , there are two tests which are (1) the decision to participate in the BNWP and target residents' personal attribute and (2) the decision to participate in the BNWP and publicity attributes.

A1.1 Test of independency between the decision to participate in the program and personal attributes

One reason for the χ^2 test in this research is to distinguish whether there is a relationship between the decision of a citizen to participate in the program and his or her personal attributes.

Distinguishing which personal attributes are significant related to decision to participate in the BNWP is valuable in term of contributing to policy implication and policy recommendation. The results of the first independent test of categorical variables are shown in table 2.

Table 2 χ^2 Test on personal attributes.

Personal Attribute	Pearson χ^2	P-value
Gender	11.3272	0.001
Age	8.0957	0.151
Area	58.7580	< 0.001
Education	12.5697	0.083
Occupation	10.7800	0.214
Income	3.6595	0.599

The null hypothesis of χ^2 is that two variables are independent from each other, whereas the alternative hypothesis of χ^2 is that two variables depend on each other. According to table 2, there are three personal attributes where the P-value is less than or equal to 0.10, including gender, $p < 0.01$; area, $p < 0.01$; and education, $p < 0.10$. This means that the different categories within these three attributes have significant differences in terms of the decision to participate in the BNWP at 90 percent confidence level. As such, males and females significantly differ in their decision to join the program. Secondly, citizens who live in different areas, based on each police station's area of responsibility, tend to have significantly different decisions regarding participation in the program. Lastly, residents with different levels of education tend to have significantly different decisions for participation in the program.

A1.2. Test of independency between the decision to participate in the program and publicity attributes

Another interesting perspective is to perceive that different types of publicity can make a difference on decision of target residents to participate in the BNWP or not. In this matter, test of independency is employed. Information from this test can provide policy implication and tailor policy recommendations to improve the BNWP publicity as well

Table 3 χ^2 Test on Publicity Attributes.

Publicity Attribute	Pearson χ^2	p-value
Type of publicity media	25.6319	0.001

The χ^2 test in table3 indicates that the type of publicity attribute is significant at the 99 percent confidence level, $p < 0.01$. Basing on this observation therefore, differences in the types of publicity media tend to shift the decision of the prospective participants of the BNWP. Nonetheless, the difference of each type of mass media to broadcast publicity messages can contribute more layers of implications, but some important information still need to be completed. In this regard, logistic regression analysis is employed to cover the gap of this curiosity.

A 2. Logistic Regression Result

Tests of independency as mentioned are the preliminary test. It is beneficial to eliminate irrelevant predictors. However, it cannot inform the whole story. To perceive more details about key predictors affecting the decision of citizens to join the BNWP, logistic regression takes a huge role in this research.

For the sake of significant impact testing, logistic regression is employed to see whether the identified factors are important in directing the prospective participants to the BNWP. The results of logistic regression are displayed in table 4 below.

Table 4 Logistic Regression with Exp. (β)

Decision to participate in the program	
Exp. (β)	
Frequency of hearing about the program	1.32*
Gender	0.42***
Trust in the benefits of the program	1.25***
Income	1.23
Type of publicity media	1.44**
Level of crime rate	1.02

*p < 0.10. **p < 0.05. *** p < 0.01.

According to Table 4, the logistic regression equation (odd-ratio) is as follows.¹⁹

$$\Pr(\text{decipar} = 1)$$

$$1 - \Pr(\text{decipar} = 1)$$

$$= \beta_0 + 1.32 \text{ publicityfreq} + 0.42 \text{ gender} + 1.25 \text{ cihelpci} \\ + 1.23 \text{ income} + 1.44 \text{ mediatype} + 1.02 \text{ crimelevel}$$

¹⁹ Definition of each variable:

* "decipar" is decision to participate in the program. "publicityfreq" is frequency of hearing about the program. "gender" is gender. "cihelpci" is trust in the benefits of the program. "income" is income. "mediatype" is type of publicity media. And "crimelevel" is level of crime rate.

The logistic regression with an odd ratio expressed the effects of each independent variable on the dependent variable. In this case, the “decision to participate in the program” is the dependent variable. Analysis with the logistic regression model revealed four predictors, which have P-values less than 0.10: frequency of hearing about the program; gender; trust in the benefits of the program; and type of publicity media.

The interval scale variables of frequency of hearing about the program and trust in the benefits of the program have positive signs. There are two important implications of this finding. Firstly, the frequency of the citizens hearing about the program has a higher likelihood of them deciding to participate in the program. Secondly, the trust the citizens have in the benefits of the program is directly proportional to their likelihood of deciding to participate in the program. Trust in the benefits of the program is critical as it represents the reputation of the BNWP in protecting the society from crime.

In addition, there are two predictors for the categorical variables, which are gender and type of publicity media, both of which are significant at the 95 percent confident level. Probabilistic analysis after running the logistic regression analysis is necessary to consider these two predictors.

Table 5 Probability of the Perception of Importance about the Program between the Genders

Gender	Probability
Female	0.76
Male	0.59

As indicated in Table 5, females perceive the BNWP as more important than males: 0.76 versus 0.59, respectively. Hence, this can contribute to the further strategy in maintaining gender that favors the program and increase gender, which favors the BNWP less than the former.

Additionally, Table 6 displays the probabilities of each type of media that promote the BNWP. The media type with the highest probability of attracting prospective participants in magazine at 0.74. The second and third media types with the highest probabilities of gaining participants are newspaper and television at probabilities of 0.70 and 0.68, respectively. This implication also contribute to the another dimension of public relation strategy to choose the right media to reach target residents and gain more participants of the BNWP in the future.

Table 6 Probability of Gaining Participation by Each Media Type

Publicity media	Probability
Flyer and Brochure	0.60
Television	0.68
Radio	0.61
Newspaper	0.70
Magazine	0.74
Walk and knock	0.61
Other types of publications	0.67

B. Qualitative Analysis

To strengthen the findings, employing qualitative analysis is necessary in this research. In this case, there are two parts to the qualitative analysis and they include focus group and documentary analysis.

B1. Focus group

Perspectives and information from experienced program implementers are very important in grasping the feedback from the implementers who are the community relation police officers. This is because they play an essential role in pushing the program forward. During the focus group meeting, two points of interest were extracted from the conversation with the program implementers. The two points were how to invite prospective participants to the program and challenges in inviting prospective participants. Topics and details of relevant and important information are provided as follows.

B1.1. How to invite prospective participants

According to plan of experienced BNWP implementers, three steps are required to invite the target residents. Firstly, the program implementers have to request for an informal meeting with the target village committees. In this meeting, the program implementers must explain the process of implementing the BNWP to the village committees. This process is required not only to educate the community members about the importance of the program but also to persuade them to join the program. Secondly, the program implementers will walk around and knock on the doors of each resident in the target community to explain the importance of the program and invite the residents. This process takes about two weeks prior to the

implementation of the program. Finally, the program implementers will give publicity brochures to each house. All of these activities are geared towards publicizing the program.

B1.2. Challenges in inviting prospective participants

During the process of promoting the program in the target communities, many obstacles that are categorized into five issues as discussed below confront the program implementers:

1. Ignorance of high-income residents who claim that they already have a good protection system, such as security guard service and CCTVs
2. Lack of social responsibility
3. Minimal support from the private sector
4. Lack of publicity manpower
5. Budget inadequacy

Budget is crucial in promoting the BNWP however; a small budget limits the scope of the publicity of the program.

B2. Comparison and Contrast between the US and Thailand

Learning lesson from pioneer is always valuable. Even if different environment has different settings, it still contributes great information to another setting. The strategy to increase the number of program participants is quite different in the US and in Thailand because of the different cultures and contexts. In the US, this program has been implemented nationwide contrary to Thailand where the neighborhood watch program has been implemented only in Bangkok. Furthermore, strategies to gain participation are very different in these two countries. In the US, the citizen is the initiator of the program whereby the US citizens request the contribution of the program implementers, such as sheriffs and police officers, in terms of the

provision of information on how to prevent crime. In the contrary, in Bangkok, Thailand, the program implementer is the one that initiates the program and invites the citizens to join. The methods of promoting the program are also different in the two countries. For instance, in Bangkok, Thailand, there is the least Internet publicity, whereas in the US, there are websites promoting the program. Lastly, the budgets devoted to promoting the program are vastly different. In Bangkok, Thailand, the main source of funding is the police station while in the US there are three funding sources including which include the Law Enforcement Assistance Administration, the U.S. Department of Justice, and community members. The BNWP should find a way to raise its budget to counter the difficulties and improve the program. In fact, there are a number of solutions to enhance the BNWP and especially its publicity. However, the BNWP is impossible to be improved without enough funding from different security bodies.

Discussion and Policy Recommendation

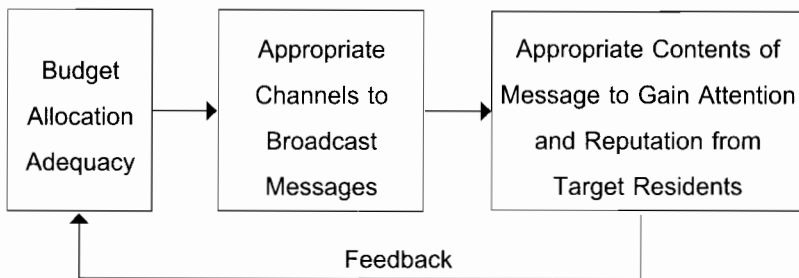
The evidences are analyzed both quantitatively and qualitatively in this research to provide many insights. Quantitative analysis provides a broad perspective, whereas qualitative analysis delivers details to help fill the gaps of information gained from the quantitative analysis.

With respect to personal attributes, different genders make different decisions about joining the BNWP. Specifically, females tend to participate in the BNWP more than males. The level of education matters as well. Additionally, at first glance, different levels of crime in each area seem to be important in deciding to join the program; however, after considering other factors, the issue of the crime levels does not seem to have a major impact.

Publicity attributes are also vital for the decision to join the BNWP. The frequency of media broadcasting and types of publicity media can shift the target of the residents' decision to participate in the BNWP. Media broadcasting has a great impact because the more the citizens hear about the program, the greater their chances of supporting and participating in the program. In terms of media use, the three most effective publicity types are magazines, newspapers, and television. However, in the past and present, the most utilized methods inviting prospective participants differ in terms of effective strategies. Walking to meet each village member is the least effective way in gaining support and participation from the target residents. One of the reasons this method is utilized is that there is inadequate funding for the promotion and implementation of the BNWP. According to the findings, modification of the publicity routine is necessary to be improved and so the number of participants will increase.

According to findings from the triangulation of quantitative and qualitative research methods, policy recommendations are as follows.

Figure 4 Recommendations in BNWP publicity improvement cycle



1. Lack of enough budget is the main obstacle of program implementers. It obstructs the publicity options of the BNWP to be only walk-and-knock method and through YOUTUBE channel. Findings from this research asserts that there are other types of publicity that is more effective than walk-and-knock method, but funds from only the police stations themselves is not enough to employ the other means of media publicity. In this matter, government should increase the budget allocation for implementing BNWP and Bangkok Metropolitan Administration, which are the organization serving Bangkok citizens, not only have to put BNWP into their agenda but also should allocate its budget and contributing in promoting this program.

2. Pattern and frequency of media are the keys to access and urge target residents. The problem is that they do not hear about the BNWP regularly enough. In addition, during the day, community relation with the police officers promotes this program by "walk-and-knock", the majority of the house owners and members are not home. Moreover, although house members receive flyers in their mailboxes, they consider it as their irrelevant issue. Therefore, using the right channel to broadcast message from program implementers to reach target citizens is necessary in this regard. According to the research findings, magazine is the best channel to send message from the implementers to target residents. According to results from this research, middle-income residents respond to the message via magazine better than other channels. Furthermore, newspapers are also another great channel next to magazine option. Finally, if budget allocation is enough, television is the third choice to broadcast the publicity; however, it is much less efficient than the former two due to its high cost. Hence, allocating most of the funds to magazine and

newspaper is the most efficient and effective means to gain more target residents to participate in the BNWP.

3. Appropriate content is one of the key to draw attention successfully from target citizens and communities. One of the highest priorities in designing the content of messages to be broadcasted is to build trust in capacity of police, not only in the capacity of protecting citizens but also in the capability to be the bridge community members themselves. Another essential component in the content of the message is that the message must be targeted to group who is less interested in the BNWP. According to the research findings, 76 percent of female is interested in the program, whereas 59 percent of male is interested in the BNWP. In this regard, the difference between these two groups is significant at 99 percent confidence level, according to the preliminary test. Hence, designing the right content to the male group is necessary to gain more support from them. However, females who are already the supporter of the program should not be ignored. They instead need to be reinforced to urge them to change status from the "participants" to the "supporters". Therefore, customizing the message to each gender group or designing the message to fit both gender with good combination of persuasion can build up the new participation and maintain the supporters.

4. Overall, feedback is also an important component. Feedback can provide the dynamic picture of the progress in the BNWP's publicity improvement. Perceiving that the publicity improvement is on the right track is necessary to spend budget wisely, which makes BNWP publicity improvement efficiently and effectively. Hence, processing and progressing along with another four recommendations as discussed can definitely provide higher opportunity to gain more BNWP participation in the nearest future.

Conclusion

This study is the first evaluation of the debut of the neighborhood watch program in Thailand. Participation is essential in achieving the objectives of the program. However, a limited budget reduces the likelihood of gaining adequate participation in the program by target groups. A small budget translates into limited possibilities of publicizing the program. Hence, the best approach for the responsible organization of the BNWP is to maximize its budget spending and change the means to publicize as mention in recommendation section. Lastly, a detailed plan of budget allocation and a cost-benefit analysis of budget spending for the BNWP promotion would be interested for future research.

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Notes

1. Bangkok is divided into nine area of responsibility under the Bangkok Metropolitan Police Bureau.
2. Research population is made up of residents who live within the area that is under the care of the Fourth Police Division, Bangkok Metropolitan Police Bureau. The validity of the number of samples was compared using the Krejcie and Morgan table.
3. Documentary analysis is presented using the “comparison and contrast” methodology.

4. Personal attributes in this study include gender, age, police station, education, occupation, and income.

5. Each area is separated based on each police station's area of responsibility.

6. Details in the brochure concern the invitation to the event, its date, and location.

7. Support through work force, funding, and other kinds of support

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