

# **The Exploration of Thailand's Referendum of 2016: A Comparison of Case Studies of Students' Behavior and Decision-Making from Faculty of Social Sciences and Faculty of Education within Mahamakut Buddhist University, Thailand**

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## **Abstract**

This research was an investigation of the behavior and decision-making of student who involved in Thailand's Referendum of 2016 and participated in this research's activities for gathering information of the political participation of students within the Mahamakut Buddhist University. The aims of this research were to 1) study the behavior and decision-making of the students involved in Thailand's referendum of 2016, and 2) study the factors affecting the students' decisions related to Thailand's referendum of 2016. Based on group discussion tools of the four sampling groups of students, Faculty of Social Science and Faculty of Education, these four groups can be divided into 2 groups (10 persons for who participated in this Referendum and 10 persons for who did not participate in this Referendum), with the total number was 20 persons. The research findings indicated that the behavior and decision of both faculties' students made their own decision differently. Students from Faculty of Social Science used their own political interests by using the political information through press media and social media. The study of draft constitutional considerations that also affect the decision of students who did not go to take part the referendum. While political interests, political information through social media and knowing the constitutional content affects the students' interests especially in the Faculty of Social Sciences to take part the referendum participation. For the sampling students from the Faculty of Education, their decision has been influenced by accessing the media after the political turmoil and these led to the students' bias and their tiredness of political issues, these decisions also based on their own information. While a group of students from the Faculty of Education went to the referendum as a result of the influence of the dominant parents. However, the power of the parents comes from the good hope that if they do not go to the referendum will result in legal consequences for students lose political rights. In fact, there are no legal barriers to the election. In addition, the living environment and the differences between the study groups did not have any significant impact on student behavior and decision-making. Similarly, the public relations campaign, which emphasized public relations, emphasized the referendum only, could not much affect the student's decision.

**Keywords:** Thailand Referendum, Students, Behavior, Decision

## Introduction

The first referendum in Thailand was initially launched after the coup d'état under the democratically election and the royal monarchy on 24 August 2007. As a result, the implementation of referendum led to the acceptance of the new Thai constitution 2007 among Thai people. Since then, Thai military government have done the coup d'état again and the recent referendum was held on August 7, 2016, where most of the Thai citizens voted for the acceptance with more than 61.35% and 38.65% for unaccepted vote (Elections Commission, 2016). But the latest referendum, the government does not allow the exchange of views between the dissidents and the constitutional supporters. Because of the political altering, the public have received the limited information about the draft constitution as the government allowed. For this reason, the researchers are interested in the phenomenon. This issue also leads to the research questions about the behavioral and decision-making issues related to the referendum of the faculty of social sciences and the faculty of education as follows: 1) How the students from the two selected faculties have their own behavior and do their own decision-making in relation to the recent Thai referendum 2016? And, 2) there environmental or physical factors that affect the decision-making among the students from these two faculties?

Behavior and decision-making in terms of the referendum participation were important to point debates in this research. The achievement of referendum requires the highest political participation which relates to the level of local people participation as the way to resolve all existing conflicts, such as referendum (Burikun, 2009: 21-24). According to the highest level of political participation needed in the Referendum, however, the recent referendum of the people of Thailand can control the decision of the government under the reinforcement the security law or a referendum is just a legitimate petition of the highest law. The referendum was just a decision under the concept of rational-selection (the Rational Choice Theory concept), which Jon Elster has set the hypothesis as "Homo economics or economic man" cannot be separated from reason (rationality). The rationality of these assumptions results in the sub-economists who study the related concept of rational choice in society (Social Choice) and are applied to a range of non-economics such as political science. Both concepts were used to analyze political behavior such as voting in elections and referendum participation including social behaviors, such as the cooperation of people in the society, as well as supporting factors. In particular, the use of the Anthony Downs voting behavior analysis (Downs, 1957), Jon Elster (2014: 80-81) also explains that desires with preferences that consist of a) satisfied with the content and b) satisfied with the pattern as a part of content choice.

The rational choice theory also believes that human beings can act on the basis of reasoning as a means of action and believe that man is rational. Thus, Human beings are born of reasoning as means of reaching the end or self-interest or the actions of man. They all aim to respond to the goals they want or expect. Whether it is rich or poor, it is no different, as in economics because we do business for profit at the same time, in politics, we are candidates for MPs hoping for a position. In sociology, we take part in social activities in the community because we want to have a social status or in international politics, the state policies are held for the preservation of national interests (Harsanyi, 1986: 82-85).

In addition, the media is an important part of student behavior and decision-making. Political communication is the political, social, and political linkage between the people and the government through intermediaries or intermediaries. Links often appear in the form of speech, stereotypes, values, and symbols. It is the medium of political communication that leads to image or identity (McNair, 2000: 4-6). Especially the public policy communication

to the public. Proposing government policies to the public. Public relations or campaigning for the people to come to the referendum, etc. The media is a very important mechanism in the presentation of information. When the media is important like this. In some cases, it may be noted that the role of the media in the issue of political choice is if the media is not impartial. Some media can only serve as a good reputation for the government and political parties. At the same time, it serves to destroy political parties or political parties.

In the study of Thai referendum behavior, we often find the use of quantitative research models and the use of public samples. Qualitative work and the study of student participation are interesting issues, and the research team needs to study to fill in the academic findings. These findings can be used to improve and develop programs and activities to promote political participation in universities.

Thailand after the change of rule from absolute monarchy to democracy, the first referendum was held in the government of General Surayud Chulanont in 2007 and latest on August 7, 2016. As a result, the military government of general Prayut Chan-o-cha have publicly called for a referendum to ask for approval or disapproval to legitimize the government. However, questions for public opinion through this referendum in order to seek one of the most suspicious aspects of society. During the referendum, the law enforcement was enforced and the lawyer with the referendum on the draft constitution of 2016 and will be released according to the announcement of the Kor-Sor-Chor (Sawangarom, 2017:73-74). Meanwhile, the government has been instrumental in raising the awareness of the information and content of government bodies through various media such as teacher A, teacher B, teacher C and disseminates. Understanding the content of the draft constitution and the strategy for knocking on the door of the people to raise up their participation. In addition, the Ministry of Interior asked for the assistance of village headmen and the heads of state throughout the country to publicize the content of government-issued scripts through voice and line radio. It also has a press release. The song was sung by a famous artist who sang and composed songs about the constitution and referendum (TCIJ, 2016), which resulted in a referendum of 61.35% and 38.65% It is interesting that the government is trying to publicize the referendum using only information that the government wants to reach out to the people. Disagreements contrary to government demands are limited by law and the NCB declaration, which is different from the first referendum in 2007. There are areas where the parties who contend with the constitutional content can campaign more freely than the last referendum.

The phenomenon of referendum above, this research is based on the interest in political participation of Thai students as the future hope of Thailand. The referendum on 7 August 2016 is a major political phenomenon. The researcher selected only the students of Faculty of Social Sciences and Faculty of Education with the highest number of students with the similar ratio. In spite of these two, there are many non-Buddhist students compared to other faculties. The study of behavior and decision-making about referendums allows us to know behaviors such as political interests. Education, living environment influential factors that affect the decision to go out and not. as the result of the sampling groups who went out and who did not go out to participate the referendum. The researchers will bring these findings into a policy proposal to develop projects and activities related to political participation for students. Community and family of students require the correction of their understanding and realization the duty of democracy citizens, participation, and the election will happen in the future.

This research is to investigate behavior and decision. Including the environmental factors that affect the referendum of students. By using qualitative research model. The study indicated that the behavior and decision of the students in this study, the two students decided for different reasons. Faculty of Social Sciences uses political interests. Political information through media and constitutional studies in deliberations that affect the decision not to go to

the referendum. While political interests, political information through social media and knowing the constitutional content through the media affects the cut of interest to the referendum of the Faculty of Social Sciences. For the students of the Faculty of Education, the influence of the media in relation to the political turmoil has made students biased and tired of politics. The content of the constitution through the media until the decision to go out for the referendum participation while a group of students from the Faculty of Education went to the referendum as a result of the influence of the dominant parents. However, the power of the parents comes from the good hope that if they do not go to the referendum will result in legal consequences for students lose political rights. In addition, the living environment and the differences of the faculties are not significant for student behavior and decision making. Similarly, the public relations campaign, which emphasized public relations, emphasized the referendum only, could not much affect the student's decision. this study the researcher uses qualitative research. First, the student's political behavior influenced decision-making on August 7, 2016. The research team identified four issues in the study. Political Attention and Political Perception of Students A study of the constitution, the study and referendum, and the rational decision. The above issues are the result of the literature review. In addition, the research team has also added other issues to the controversy over the student's political behavior. The second is trying to find answers on environmental issues such as the housing environment. The campaign of state agencies and the effects of the media. Which factors affect the referendum? The environment in which the referendum occurs is as follows. The campaign of government and it's the media. The answer is systematic. And it is an empirical fact from the two research problems mentioned above. It will help us understand more about the referendum behavior of students. The researcher was able to analyze the theory, summarize it and publish it in the last sequence. To meet the above-mentioned research.

## **Literature Review**

Review of literature and related research, the researcher found that influential factors related to public referendum decision at the referendum in 2007 are related to the acknowledgment of the contents of the 2007 draft constitution from various media and public relations process factors in public relations. This is a quantitative research that selects 400 people in Lamphun province and the research tool was a questionnaire, only statistically significant data is available (Somboonsod, 2009). In addition, work on the voting behavior of voters the researchers found that the voting behavior of 18-19-year-old in Nakhon Ratchasima was based on sociological factors such as occupation, education, family income. Voting affects most. This research is a quantitative study (Pipitarungsri, 1997). Another research related to the referendum was found. The content of the 2007 constitution is one of the factors that make people feel that it is difficult to perceive or understand. The draft constitution is relatively long, very detailed. Most people cannot have enough time to understand it (Kulwutthipongsak, 2008). Although the government is now open to the debate, the pros and cons freely and when it comes back to the draft constitution of 2017. The researchers found that the government could not open public space for the public to debate the content of the Constitution freely. It is difficult for the public to understand the contents of the draft constitution.

Moreover, there are the other influential factors that affect the use of student rights related to non-specific occasional electoral studies. This research will focus on the overview of the election rights, the purpose is to study political participation. In the election rights of the students of Chiang Mai University, the influential factors affect their decision-making on the election of Chiang Mai University among the students while investigating the existing problems and obstacles. In the Implementation of Students' election Rights of Chiang Mai

University, the researcher collected the data from 155 samples randomly from the population of students in Chiang Mai University by using a questionnaire. The statistics used for data analysis were the percentage and mean, findings were shown that the most respondents used to vote in the northern Thailand, gender and income levels were used. Rarely affects the rights to vote with the close value, this may be due to the relocation of the student's home. Influential Factors affect the rights to use the most is the reason of social psychology in terms of personal factors and political and legal factors. At the moderate level and in most of the problems and the barriers that are most valuable in each aspect are the applicants lacking the required knowledge. Feeling boring of politics and often elected as their tired of being bored and ignored about the politics (Thararudee, 2012). In addition to the study of the students' behavior in the referendum participation, there are campaigns that try to offer referendum by the people to strengthen the citizenship can be directed to the political direction itself as the ways to ease the decision-making of the local people, MPs or governments that are against the will of the people, such as the proposed amnesty law, lead to a major political crisis before the coup in 2014 (Tangthavorn, 2016).

Finally, the research on the Thai referendum participation and Thai students' behavior, we often find the use of quantitative research models and the use of public samples. Qualitative work and student education are interesting issues, and the research team needs to study to fill in the academic findings. These findings can be used to improve and develop programs and activities to promote political participation in universities.

## Research Methodology

In this research, the researcher used qualitative research with only students of the Faculty of Social Sciences and Faculty of Education at the bachelor's degree who are eligible for the referendum and who do not exercise their right to a referendum on August 7, 2014. These two faculties have held the highest number of students with the similar size. Additionally, these two faculties are also a group of non-Buddhist students who have held their voting rights with higher number than Faculty of Humanities and the Faculty of religious and philosophy which majority of students are monks and nuns as shown in the following table.

**Table 1** Population in this study

<b>Faculty</b>	<b>Number</b>
Faculty of Social Sciences	535
Faculty of Humanities	94
Faculty of Religion and Philosophy	116
Faculty of Education	516
<b>Total</b>	<b>1,261</b>

Source: Academic Service Center (2017)

Table 1 shows the numbers of students of each faculty within the Mahamakut Buddhist University as follows: Faculty of Humanities 94 persons/ people from Faculty of Religion and Philosophy 116 persons/ people from Faculty of Education 516 persons/ people from Total population 1,261 persons/ people from the total number (Academic Service Center, 2017)

**Sampling:** The selection of the sample, the convenience of sampling technique was used to select the sample (convenience sampling) that was dependent on the ease of access. Under the limit of budget, time and cooperation of the informants, the researchers tried to select the samples to meet the research objectives fully because of the sampling size of qualitative research has no fixed number. The researchers have considered the appropriateness and

adequacy of information, the gathered data were collected from the sample quota of 5-5-5-5 by the convenient method, which consisted of students who is a local people and none of them are monk, and their age are above 18-years-old. The total number of student was 20 persons who were recruited in this research, there were 10 students who participated in the referendum (5 persons from the Faculty of Social Sciences and 5 persons from Faculty of Education) and there were 10 students who did not participate in the referendum (5 persons from the Faculty of Social Sciences and 5 persons from Faculty of Education). The researchers and the field collectors have planned to collect data for getting the useful and in-depth information with the sample within the university and data were recorded by the field collector to process their recording function.

**Research instrument:** This study uses focus groups research tools (focus group) to meet the useful findings of the research objectives and covered research questions. The questions were divided into two parts: the first part is the behavior and decision of the students involved in the referendum such as What are the political interests and perceptions of the students? Did the study team affect the decision? and the second part, the environmental factors that influence the decision of the student referring to the referendum are the living environment such as Does the campaign of the government affect the decision? How much influence does the media have?

## Results

Based on the study of political behavior and political perception of the students from two faculties, the researcher found that: The Faculty of Social Sciences is interested in politics and political perception by following up on current media such as television and online media such as social media. The groups that did not go to the referendum received more political news than those who did not go to the referendum. Specifically, social media, such as political pages, both support the military government and the anti-government coalitions. In other news, Matichon and Thairath said that the group has been in the referendum for political news in social media such as Facebook. The access to political information through the media is a factor that influences the political behavior (Somboonsod, 2009). On the other hand, the Faculty of Education students are not very interested in politics. Most of the participated referendum groups will be politically perceived through social media while searching on their Facebook, but they access to political information is accidental when seeking information related to teacher recruitment or relevant regulations. The behavior of political interests is not very just as the group did not go to the referendum to receive political information by chance from Facebook, the students were bored of political news because of the political turmoil before the coup. 2014 Political behavior and political perception of students can be summarized as follows.

**Table 2** Behaviors of political intention and political perception of the sampling students

Sample Groups	Political interests	Ignore politics
The students from the Faculty of Social Sciences who went out to the referendum.	There are political interests through media exposure in secondary media such as Facebook.	
The students from the Faculty of Social Sciences who did not go out for the referendum.	There are political interests through a variety of channels such as television, webcasts, social media.	

**Table 2 (Con.)**

<b>Sample Groups</b>	<b>Political interests</b>	<b>Ignore politics</b>
The students from the Faculty of Education who went out to the referendum.		Politically uninterested but can be politically perceived by social media coincidence.
The students from the Faculty of Education who did not go out for the referendum.		Politically baffled and politically perceived through social media.

A study of the constitution or reading of the contents of the constitution is necessary before the referendum can be considered or dismissed to understand the behaviour and decision of the students from two faculties to understand the content of the Thai constitution, which will be difficult for the people or students. The content of the 2007 Thai constitution is one of the factors that make people feel that it is difficult to perceive or understand. The draft constitution is relatively long, very detailed, and most people cannot have enough time to understand it (Kulwutthipongsak, 2008). Although the government is now open to the debate, the pros and cons freely in line with the earlier draft of Thai constitution 2013. The researcher raised this issue to study with students from both faculties. The researchers used the basic content of the draft constitution, such as the origin of the prime minister. In the transitional provisions and authority of Independent Organizations, the results of the study found that the Faculty of Social Sciences studied the draft constitution of the non-referendum group, most of which had read the constitutional content. The students in this group are aware of important issues such as the coming of the Prime Minister, the use of outsiders, the nomination of political parties to serve as prime ministers, while the members of the Faculty of Social Sciences who go to the referendum know the content of the Constitution partially. Social media through the posts and news of Facebook users. The student body did not read the draft constitution. But some of the drafts of the constitution were passed through social media, especially those who did not go to the referendum. There are only a small minority of people who are aware of the content of the draft constitution. However, access to the draft constitution in 2016 is difficult without an internet system. At that time, government agencies had limited edition of the constitution and the public could only access the website of the responsible agency. Contrary to the draft constitution of 2016. However, the drafting of the Constitution remains a problem for the people and for the students, who are not seriously interested in politics. A study of the constitution or reading of the contents of the Constitution can be summarized as follows.

**Table 3 The Study of The Draft of Constitution or the Reading Content of The Constitution**

<b>Sample Groups</b>	<b>Study of Draft Constitution</b>	<b>Know some constitutional content from the media.</b>
The students from the Faculty of Social Sciences who went out to the referendum.		Never read the draft constitution but know the content from social media.
The students from the Faculty of Social Sciences who did not go out for the referendum.	Read the draft constitution and know the essence, such as the origin of the Prime Minister.	

**Table 3** The Study of The Draft of Constitution or the Reading Content of The Constitution

<b>Sample Groups</b>	<b>Study of Draft Constitution</b>	<b>Know some constitutional content from the media.</b>
The students from the Faculty of Education who went out to the referendum.		Never read the draft constitution but know little about content through social media.
The students from the Faculty of Education who did not go out for the referendum.		Never read the draft constitution but know the content from social media.

In the sampling groups, the researchers found that the students of the Faculty of Social Sciences were more interested in politics after their studies because there are many courses related to politics. In addition, the political discussions conducted by the faculty and the university often have a direct impact on students' behaviours and interests. Students have political information that can be analysed and criticized for political phenomena and the referendum is one of the political phenomena that took place after the coup for two years. This information directly affects students to make a political decision to go to the referendum or not. Meanwhile, after studying in this faculty, it was found that they have less political behaviour because they do not have many courses or activities related to politics. There are only courses in law. Political data came from the media by accident, while keeping up with the news and regulations related to teacher placement tests. However, also, the Faculty of Education has made this group of students behave more politically, even slightly.

The researchers found that all social science students lived with their families in semi-urban areas in Phutthamonthon District, Nakhon Pathom province that the political space offers a variety of information. In the area of the party for Thailand and the Democrat Party, it was found that both groups have different environments. So, even though the environment is complex, it cannot affect the decision to go out or go to the referendum. The researchers also found that the majority of the sample went to the university and they made their decision for not going to the referendum based on their families in the Phutthamonthon area, Nakhon Pathom Province. Based on the results of the research, the findings have shown that living in university dormitories was a factor contributing to the sample of the Faculty of Education participating in the referendum.

In government before the referendum, there are extensive campaigns, especially the election committees. The government and the university have also campaigned for people and students to vote for the referendum in the community around the campus. Campaigns and public relations are considered as a factor in the referendum process that affects public perception and public decision making (Somboonsod, 2009). The government's campaign made the two students aware of the referendum day and highlighted the preparation for the referendum. A single set of data has led to bias and suspicion about the content and content of the constitution. The government is trying to keep it. The Bunchanon (2016), which is against their information, is one of the reasons for the failure of the Social Sciences students to go to the referendum. However, the government's public relations campaign can make all students aware of referendum information. It does not affect the decision directly.

In addition, the media is increasingly important especially political communication about the public policy of the government to the people. The proposed policy of the political party to the people. The media are also an important mechanism in presenting information. When the media is important like this. In some cases, it may be noted that the role of the media in the issue of political choice is if the media is not impartial. Some media can only serve to create a positive image for the government. At the same time, it destroys governments or political



parties. The researchers found that the media plays an important role in student behaviour and decision-making. Especially the influence of new media such as social media, which can create public space for users to exchange free political opinions. And social media can stream the issues quickly. As a result, users are more aware of the issue than the mainstream. But in that angle. The mainstream media in television and social media are vague and blocking government information. And the news is not impartial. This finding makes it possible for the Faculty of Social Sciences to know a variety of information. The information can be taken into consideration as a result. How to go to the referendum? And this political information is an important reason that influences the decision of the Faculty of Social Sciences. Meanwhile, the influence of the media, especially the online media, has influenced the decisions of the students of the Faculty of Education. This group of students is only aware of political information by accident. Getting important information to make a decision is not enough. Even if the group does not go to the referendum, they will be bored. But this political boredom is the result of the influence of the media, which shows that the media also influences the student's decision. Political boredom is also a reason in the rationale that students of the Faculty of Education do not go to the referendum, although the use of this reason is different from that of other media influences. The influence of the ruling élite dominates the student's decision to go to the referendum. By the influence of this parent himself. Demonstrate the use of parental information in the referendum as a result of the referendum. If not done, the order may affect the student body. And the power that can overwhelm this decision is the power that can give you the penalty. Even such a statement may come from the good hope of not allowing the underworld to lose some political rights. In fact, a referendum is just a right, not a duty, such as a legitimate election, to lose some political rights. So, do not lose any political rights when not going to the referendum.

## Conclusion

The results of the study on behaviors and decision of the students of the Faculty of Social Sciences and Faculty of Education showed that Students of the Faculty of Social Sciences, who have gone out of the referendum and have not gone out for a referendum, are politically interested. In particular, those who did not go to the referendum found that they were watching television news. News Including social media that focuses on using Facebook as the main political news track on pages that support the government. And the anti-government. As well as access to news in the newspaper, such as Matichon online state online, while the students who go to the referendum often access the political information through social media. The news is often visited and commented on the political comments in the posts on Facebook. The researcher cannot know the political inclination through these threads. However, the political interest of the students in the Faculty of Social Sciences also came from the study of political and political theories that made the students more interested in politics, but not so much. While faculty members are less interested in politics than the Faculty of Social Sciences the courses in the course are not straightforward. There are only courses related to law. The political perception. For students, faculty of education often receive accidental political information through access to information and announcements about the criteria and admissions of professional teachers and related law.

The study of the draft constitution will be difficult for students and the public because the draft constitution is relatively long, very detailed and most people cannot have enough time to understand it (Kulwutthipongsak, 2008). However, most of the non-referendum students studied and read the draft. Students who do not go to the referendum on all social sciences will be aware of important content that is different from the 2007 constitution, such as the new election system. The source of the Prime Minister, and knowing this information is also a factor that students take into consideration on the basis of rational choice. Taking political

data through political interest and the content of the constitution is an important part of decision making. In addition, referendum scholars and non-referendum faculty members access constitutional content through social media. This content is from the Facebook news post with a brief summary of the content and can be used as a reasonably selective information only for students in the Faculty of Social Sciences. Meanwhile, the students from the Faculty of Education goes out to the referendum knowing little of the constitutional content through social media. It was clear that the students from Faculty of Social Sciences were more interested in politics because they have attended many courses related to politics. In contrast to the Faculty of Education without a direct political discipline and there are only legal courses that are related to politics.

Living overall environment of the students can be found that all social science students who lived with their families in the Phutthamonthon area, Nakhon Pathom Province, they held a political space between the Thai Democrat Party and the Democrat Party for their political discussion, However, it cannot affect the decision of the students from Faculty of Social Sciences. University Residence who did not go to the referendum with their families in Phutthamonthon District, Nakhon Pathom Province and no political space which also shown that Living in a dormitory reflects the referendum over family accommodation.

The government's campaign is to publicize a referendum through a variety of media, including government agencies such as the University. On the other hand, this rigorous campaign under the control of the military government has resulted in the students of the Social Sciences who do not go to the referendum and who do not want to go to the referendum. For the sapling students from the Faculty of Education, government campaigns have little effect due to lack of access to mainstream media. There will only be a university campaign highlighting the earlier day of the referendum and the campaign of government agencies that provide the related information only one side. This is why the sample of the Faculty of Education decided not to go to the referendum.

Media is the medium that can influence the political decision. Most of the faculty members of the Faculty of Social Sciences are influenced by the media who influence the decision-making process and do not go to the referendum. In particular, social media can open the way for users to express their opinions, which can often lead to political instability and to some political consequences. In addition, social media itself influenced the decision of the sample to go to the referendum and news websites are one cause for students who do not go to a regular and diverse follow-up referendum, but the researchers cannot conclude how much the media is politically inclined. But the influence of those media can also be important political data for decision-making of the students from Faculty of Social Sciences and Faculty of Education The researchers found that media exposure, especially social media, had an effect on the perception of political coincidence. This is not the main cause that influences the decision of the students of the Faculty of Education to go to the referendum. Conversely, the media has influenced the students' decision-making for not going to the referendum. The news of the media in 2014, it was a bit of a political story, but it also showed the violent activities over the politic atmosphere. As a result, the sampling students held their biased and politically boredom attitudes. The access to media is one of the factors that affect the rational choice of students who do not go to the referendum.

Finally, what is interesting is that the students of the Faculty of Education who went to the referendum have rationally chosen to refer to the influence of the parents. This parental power is significant to the student's decision and because of that power also affect the decision-making of the students. However, the understanding of their parents about not going to the referendum, it will be a cause of these students to lose some political rights. In fact, the referendum does not have any legal effect or invalidate it because it is not a general election that is a duty of Thai citizens. However, the dominance of the rulers, though, is an important

cause in the rational choice of academic students to decide on a referendum. The influence of the media and the campaign of government agencies, especially the campaign activities of the university, is a secondary factor that can highlight the important information about referendum dates and evidence.

## Discussion

From the above conclusion, the researchers found that the behavior and decision-making process of the students from two faculties did not follow the assumptions which were set. The decision of these sampling students was based on different reasons. In particular, the students of the Faculty of Social Sciences went out for a referendum because of their political interests and their knowledge of the constitution through social media. At the meantime, the students from the Faculty of Education who went to the referendum because of their own rational choice of the influence of the rulers who could convince the students' decision, despite their political ignorance and the content of the draft constitution as just a little. This finding also in line with research by Kulwutthipongsak (2008). The results of the study found that the content of the draft constitution was difficult to understand because the content of the constitution was very long.

On the one hand, the students of the Social Sciences who did not go to the referendum were the result of political attention through the mainstream media and social media and constitutional study than other groups. While academic students who did not go to the referendum were the result of bureaucratic inefficiencies and prejudices against politics, consistent with the findings of Thararudee (2012) study, political in return, the students of the Faculty of Education who did not go to the referendum were aware of the content of the Constitution through the online media despite their political disregard. Finally, this research can be discussed under the concept of rational choice theory. The key factors that can be taken into consideration in the human needs or actions are the ones that respond to the goals. The decision to issue or not issue a referendum.

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