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INNOVATION DRIVES THE COMMUNITY TOWARDS A DEMOCRATIC INTELLECTUAL SOCIETY OF THE PEOPLE

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Abstract

This study focuses on fostering a democratic intellectual society in Nakhon Pathom Province of Thailand by exploring concepts, accessibility, and strategies for development. The research objectives were to 1) synthesize the concept of a democratic intellectual society, 2) assess the community's level of access to such a society, and 3) develop strategies and innovations to guide communities toward this goal. Key findings identified six elements of a democratic intellectual society: political participation, interest in politics, democratic family structures, faith in democracy, community engagement, and concept refinement. Nakhon Pathom exhibited high understanding and access levels across these dimensions. Three critical factors influencing democracy were identified: political participation, democratic behavior, and leadership, all statistically significant. The study developed eight general guidelines and 67 specific strategies for promoting democracy, achieving a 99.2% expert approval rate. In conclusion, Nakhon Pathom demonstrates strong democratic engagement, with well-defined strategies and innovations providing a clear path for future progress.

Keywords: Innovation, Democratic Intellectual Society, Political Participation, Democratic Behavior, Leadership

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Introduction

On June 24, 1932, Thailand's government transitioned from absolute monarchy to democracy, led by the People's Party (Pathong et al., 2016). The term "democracy" comes from the words the English word "democracy," which comes from the Greek *Demokratia*, which comes from the words *Demos* (people) and *Cratos* (government) (Raksasatt, 2000). Democracy refers to government by the people. Democracy can be divided into two words: "pracha," which means "the people," and "sovereignty," which means "the highest power of the land." It means "the government in which the highest power belongs to or comes from the people" when combined. Democracy has two meanings: narrow and broad. In a nutshell, it means "people have the power to govern themselves". Broadly, it refers to "another way of life with patterns of behavior in politics, economics, society, and culture" (Suphab, 1979). Democracy is faith in human ability, human intelligence in collaboration, human reason, rights and freedom, and equality under the law (Samutwanich, 1989). Therefore, the term democracy is a framework of thought in three states: 1) as a philosophy, theory, or political ideology, focusing on the thoughts, which are the mental karma (results of thoughts) of the country's administrators and all citizens; 2) as a form of governance, which is considered in terms of the structure and duties of the government and the cabinet; and 3) as a way of life, which includes accepting the majority, having a broad mind, having tolerance. It is clear that any form of government that is based on the sovereignty of the people, whether it is a presidential democracy or a parliamentary democracy, is democratic if the highest power to determine the government resides with the people (Nuansakul & Thaweessat, 1996).

As a result, democratic politics emphasizes the public sector's role as the owner of sovereign power. Important principles of the democratic system include the principle that all citizens are the owners of sovereign power, the principle that all citizens participate in politics, the principle that the use of power in the administration of the country must be for the benefit of the majority of citizens, the principle of using reason in decision-making, the principle of relying on the majority vote to find a solution, the principle of accepting the people's consensus. The principle of self-governance allows people in a community or locality to govern themselves because locals understand their problems and solutions better than others (Charoenmuang, 2007). These are the ideal principles for a democratic society. It can be considered a condition that a democratic country aspires to and works tirelessly to achieve.

Because politics has an unavoidable influence on citizens' lives, the next question will likely be, "What type of politics is the ideal form of politics that citizens can access and bring them long-term happiness?"

Humanity strongly desires happiness, peace, and tranquility, both individually and socially. Of course, individual behavior impacts social change and vice versa. Obtaining the desired level of perfection results in changes in both the individual and social dimensions. Physical, verbal, and mental behavior can all reflect an individual's desired state. It may be referred to as "Political Ethics," which has received widespread criticism in politics. Simultaneously, there are various discussions about the ideal desired state for society in the social dimension.

However, Thai democracy is not based on universal principles. It is often discovered to be primarily dictatorial. The civil society process, as expressed, cannot truly develop into democracy. To create a paradigm for developing democracy and civil society into a regime where the people are most important and share the same ideology: "government of the people, by the people, and for the people," entering democratic wisdom (Pathong et al., 2016). However, changing social conditions are partly caused by the actions of important social actors, particularly the political behavior of the public sector. In other words, political behavior is a political expression that will result in political change related to political activities such as voting, participating in campaigns, applying for election, participating in public hearings, participating in political struggles, marching or expressing opposition to the government,

choosing the best political party, the best political ideology, including the behavior of politics. (Sinsawat, 1996) Political behavior is the foundation of democratic development. This is because political actors, particularly politicians and political parties, play important roles in both personal and public spheres that directly impact the country's or political institutions' overall political and social structure. This is because the actions of individual or group political actors influence the country's direction, such as legislation, public policy, and government administration, resulting in prosperity or disaster. Individuals' political behavior impacts people across the country (Kenaphoom, 2017b).

Nakhon Pathom is one of five provinces within the Bangkok metropolitan area. Historical evidence suggests that Nakhon Pathom was the location of a city during the Dvaravati period. It was a hub for the spread of civilization and Buddhism from India. Nakhon Pathom was a prosperous center, home to a diverse population. They made a living by combining their earnings from various occupations, including agriculture and industry. It is also a hub of educational resources, with numerous universities. People are interested in politics because of the province's prosperity and the fact that people from various groups have settled there. The result of knowledge that does not meet the people's expectations of the state, combined with being incited by political influence groups, and from the case of threatening the rights and freedoms of people who are political activists in Nakhon Pathom in 2029, when state officials raided their homes and arrested political activists who were planning to hold political movements on the day of the Siamese Revolution, which will have activities taking place in many.

As a result of the political phenomenon, people yearn for desirable social characteristics or an intelligent society. An intelligent society adheres to the principle of life as education: education is life, and education produces wisdom, which is knowledge that can be applied to anything (ThaiHealth Promotion Foundation, 2014). Intelligent means seeking new knowledge and adapting to changes in the world and society. Frequently, it should lead or guide the transformation. Seeking new knowledge "must" encourage thinking outside the box and challenging established ideas. The dictionary defines wisdom (Wisdom) in the context of modern social scientists as carefulness, knowledge, intelligence, contemplation, knowing, knowing (the world), composure, and so on. The term "Intellectual Society" refers to the state of society that has evolved toward learning through intelligence, particularly the use of intelligence to know oneself and reality according to the principles of the Four Noble Truths to use intelligence to solve social problems according to Buddhist principles, namely: Dukkha (the presence of suffering or problems), Samudaya (the source of suffering or problems), Nirodha (the cessation of suffering or problems), and Magga (the path to the cessation of suffering or problems) (Inthrawut, 2014).

The desired social characteristics reflect the human race's strong desire for happiness, peace, and tranquility on both an individual and social level. Individual behavior influences social change, which in turn influences individual behavior change. Attaining the desired level of perfection causes changes in both the individual and social dimensions simultaneously. Physical, verbal, and mental behavior can all reflect an individual's desired state. As a result, this research article is a part of research on research on the innovation of driving communities toward a democratic intellectual society of the people of Nakhon Pathom. It is an important strategy/strategy to obtain information and methods for developing democracy for the people of Nakhon Pathom by the principles of democratic governance with the King as Head of State, leading to the development of wisdom and morality through religious principles.

This research has the following main objectives: 1) Research and synthesize the concept of a democratic intellectual society. 2) To investigate the level of access to democratic intellectual society among the people of Nakhon Pathom. 3) To identify strategies for implementing and

developing innovations that will encourage communities to move toward a democratic intellectual society, including educating and empowering the people of Nakhon Pathom.

Literature Review

Innovations that propel communities toward a democratic and intellectual society of the people are critical in building a society with developed knowledge and independent decision-making capabilities. These innovations enhance communities' participation constructively in social and political activities based on true democratic principles. Driving communities toward a knowledge-rich society requires education, community cooperation, social awareness, and opportunities for people to apply their knowledge and skills to solve problems for the greater good. Each concept and theory will contribute to the crystallization of conclusions, resulting in a conceptual framework for research. The concept and theory are divided into four sections:

1) Innovation is defined as a new idea or invention that extends and utilizes existing things to make them more modern by leveraging advances in science and technology to create new forms that are more beneficial with new methods (McKeown, 2008). Every individual or other unit of acceptance in society recognizes innovation as something new. It could refer to something new that no one has ever done before, something new that was done in the past but has been revived, something new that has been developed from something old that already exists, and so on (Rogers, 1983)

2) The concept of community movement occurs when a group of people share common goals, communicate or collaborate, are kind to one another, learn together through actions, including communication, and succeed in achieving those goals. Wattanaputi (1993) defined a community as a group of people who live together in an area and rely on the area's natural resources for survival. Because this group of people lives together and uses resources for production, they have a relationship with one another, community organizations or institutions, and a set of rules. Furthermore, Sanyawiwat (1983) defined a community as a social organization that serves a local area and allows all members to meet their basic needs and solve most of their problems.

3) The concept of an intellectual society, "Udompanya," is derived from two words: "Udom" translates to highest, excellent, abundant, and complete. The term "wisdom" refers to knowledge and understanding that can be applied professionally in any field of study or science. An intellectual society follows the fundamental principle of life, education. Education is life. Education cultivates wisdom, which is knowledge that can be applied to anything (ThaiHealth Promotion Foundation, 2014). Udompanya refers to pursuing ever-increasing knowledge and adapting to global and societal change. Often, it should lead or guide the transformation. Seeking new knowledge "must" encourage thinking outside the box and challenging conventional wisdom (Winijjakul, 2015).

There have been numerous attempts to explain or discuss it within the community of modern social scientists. The dictionary defines wisdom as "carefulness, knowledge, intelligence, reflection, knowing, knowing (the world), prudence," among other things. The term "intellectual society" refers to the state of society that has evolved to learn through intelligence, particularly the use of intelligence to know oneself. The reality of the Four Noble Truths to use wisdom to solve social problems according to Buddhism, which is suffering (the existence of suffering or problems), Samuday (the cause of suffering or problems), Nirodha (the cessation of suffering or problems), and Magga (the path leading to the cessation of suffering or problems) (Inthrawut, 2014).

4) The Concept of Democracy The term "democracy" is derived from the words "people + sovereignty," which corresponds to the English word "democracy," which is derived from the Greek Demokratia, which is derived from the words Demos (people) and Cratos (government) (Raksasatt, 2000). It is a framework of thought in three states: 1) as a political philosophy,

theory, or ideology, focusing on the thoughts, which are the mental karma (results of thoughts) of the country's administrators and citizens. 2) Used as a form of governance, considering the structure and duties of the government and cabinet. And 3) used as a way of life, which includes accepting the majority, being broad-minded, having tolerance, not resorting to violence to solve problems, and being aware of national affairs (Wirasai et al., 1997). Democracy is faith in human capabilities, the intelligence of human cooperation, human reason, freedom and rights, and equality before the law (Samutwanich, 1989). Kenaphoom (2016) divided political behavior in a democracy into three categories: political observer, political participation, and political partnership. This classification considers the level of involvement in political activities, with political partnerships having the greatest impact on political change (Kenaphoom, 2017b).

From what has been said, it is clear that some concepts and theories see the importance of innovation as new concepts or new inventions that extend and utilize existing things to make them more modern, using the concept of driving the community from any number of people having a common purpose that allows all members to achieve most of their basic needs and be able to solve most of the problems in their respective communities. The key point is that the concept of an intellectual society will focus on the state of society that has evolved toward learning through intelligence, particularly using intelligence to know oneself and reality, which will lead to the desired democratic concept that all races seek.

Methodology

In this article, the author gathered related concepts and began to develop the content into a conceptual framework from the study of phenomena (Kenaphoom, 2014) by analyzing the context of the research area. Then, it was developed using a variety of methods, beginning with the rational thinking method, followed by a pilot study in the research area, which involved developing the conceptual framework from grounded theory, reviewing related literature to determine the appropriateness of the content, and verifying the conceptual framework's credibility by integrating various methodologies (Kenaphoom, 2017a). The researcher divided the research method into three phases, as follows:

Phase 1 involves researching and synthesizing the concept of a democratic intellectual society. This is qualitative research. Data is collected through document analysis, in-depth interviews with 18 key informants, content analysis techniques, and descriptive presentation.

Phase 2: Investigating the level of access to democratic intellectual society among the people of Nakhon Pathom. This quantitative study uses a rating scale questionnaire to collect data from a sample group of 530 people selected through systematic random sampling with a quota. Data were gathered using a questionnaire. The instruments were developed and tested by presenting the questionnaires that the research project advisors had reviewed to five experts who evaluated the appropriateness of the language used and the validity of the instruments' coverage of the research's goals and content. Finding the index of consistency (Item Objective Congruence, or IOC) took into account the coherence between the objectives and the questions. The IOC formula is as follows (Thaweerat, 2000). Subsequently, the expert-reviewed questionnaires, which contained items with an average IOC of .80, were tested on 30 members of the public who were not part of the research sample group and who shared traits with the sample group. Using the Cronbach's Alpha Coefficient method, alpha coefficients were found to be 0.955. Data were analyzed using descriptive statistics such as frequency distribution, percentage, mean, and standard deviation, as well as inferential statistics such as skewness, kurtosis, Pearson correlation coefficient, confirmatory factor analysis (Dhamrongpanit, 2012), and structural equation modeling (SEM) analysis using ready-made programs (Raengsungnoen, 2011).

Phase 3: Presenting and bolstering communities toward a democratic intellectual society of the people of Nakhon Pathom and figuring out how to apply and develop innovations to push communities toward such a society. This is a mixed-methods study. The target sample consists of 12 qualified individuals who were carefully selected. Data was gathered through group discussions and content analysis techniques and then presented in a descriptive manner, critiqued, and confirmed the use of innovation to drive communities toward a democratic intellectual society, as well as the creation of innovation to drive communities toward a democratic intellectual society of the people of Nakhon Pathom. 20 experts confirmed the research model over three rounds of questionnaires. Percentage, median, mode, and interquartile range were calculated using a ready-made program.

Results

Phase I Research Findings: Research and Synthesize the Concept of a Democratic Intellectual Society

The following are the results of the study and synthesis of the concept of democratic intellectual society, which is related to the creation of innovations to drive communities towards democratic intellectual society among the people of Nakhon Pathom:

- 1) Development of political participation, comprising six major issues: 1) Reforming education management at all levels to ensure comprehensive learning coverage. 2) Campaigning to increase awareness or positive attitudes toward democracy. 3) Fostering a participatory culture among the public. 4) Promoting and supporting political activities through civil society organizations. 5) Creating and expanding channels for the public to express their political opinions. 6) Recommendations for increasing political participation.
- 2) Promoting political interest, comprised of four major issues: 1) Offering knowledge and comprehension of politics in a democratic system. 2) Applying Buddhist teachings to foster citizenship in a democratic system. 3) Promoting positive attitudes toward democratic politics. 4) Recommendations for promoting political interests.
- 3) Strengthening the democratic family, which includes three major issues: 1) Encouraging and supporting civil politics, 2) Promoting democratic political values, and 3) Recommendations to Strengthen the Democratic Family.
- 4) Promoting faith in democracy includes four major issues: 1) The country's leaders' or administrators' accession to power must be legitimate. 2) The use of administrative power must be based on the rule of law and justice. 3) The state will work to improve the quality of life for citizens. 4) Recommendations for increasing faith in democracy
- 5) Moving the community toward a democratic intellectual society, which consists of five major issues: 1) A democratic intellectual society. 2) Creating a democratic intellectual society within the framework of Thai society. 3) Establishing a democratic intellectual society. 4) Trends and Directions for Utilizing a Democratic Intellectual Society. 5) Recommendations for a Democratic Intellectual Society.
- 6) The concept of a democratic intellectual society comprises five major issues: 1) Moving the community toward a democratic intellectual society. 2) Access to a democratic intellectual community. 3) all sectors' practices move the community toward a democratic intellectual society. 4) Fostering a democratic intellectual community. 5) Recommendations for moving the community toward a democratic intellectual society.

The following diagram depicts the study and synthesis of the concept of a democratic intellectual society among the people of Nakhon Pathom:



Figure 1 Depicts the research and synthesis of the concept of democratic intellectual society among the people of Nakhon Pathom

Phase 2 Research Results: A Study of the People's Access to a Democratic Intellectual Society in Nakhon Pathom

1) Understand the Concept of an Intellectual Society: The second phase of the research revealed that the people of Nakhon Pathom had the best overall understanding of the concept of a democratic intellectual society (mean = 4.49). When each aspect was considered, it was discovered that all were at a high level, ranked from highest to lowest as follows: understanding of a democratic intellectual society (mean = 4.13), democratic ways (mean = 4.11), being a political observer (mean = 3.95), political participation (mean = 3.89), and political partnership (mean = 3.76).

2) Factors Influencing Democracy in Nakhon Pathom: Overall, the factors influencing the people's democracy in Nakhon Pathom are high (mean = 3.72). When each aspect was considered, it was discovered that all aspects are at a high level, ranked from highest to lowest as follows: belief in political efficiency (mean = 4.02), faith in politicians (mean = 3.88), devotion to political parties (mean = 3.84), the role of community leaders (mean = 3.74), talking about politics (mean = 3.63), assisting with campaign advertising (mean = 3.60), election public relations (mean = 3.57), and being a member of an organization (mean = 3.63).

3) Development of a Democratic Intellectual Society for the People of Nakhon Pathom: Overall, the democratic intellectual society of the people of Nakhon Pathom is developing well (mean = 3.93). When each aspect was considered, it was discovered that all aspects are at a high level, ranked from highest to lowest as follows: Phra Sri Ariya Maitreya's society (mean = 3.96), the intellectual society (mean = 3.96), the democratic dharma (mean = 3.94), the utopian society (mean = 3.90), and the Yoniso Manasikara democracy (mean = 3.89).

4) Analysis of Causal Factors Influencing the Development of a Democratic Intellectual Society for the People of Nakhon Pathom: The overall influence of the causal factors affecting the development of the democratic intellectual society of the people of Nakhon Pathom, with statistical significance at the 0.01 level, ranked from most to least, is as follows:

4.1) Understanding the concept of democratic intellectual society (PDW) has an overall influence on the development of democratic intellectual society among the people of Nakhon Pathom, with an overall influence coefficient of 0.646.

4.2) The factor of democratic political behavior (NDF) has an overall influence on the development of Nakhon Pathom's democratic intellectual society, with a coefficient of 0.451.

4.3) Political leadership (PLF) has an overall influence of 0.380 on the development of Nakhon Pathom's democratic intellectual society. Figure 2 shows more details.

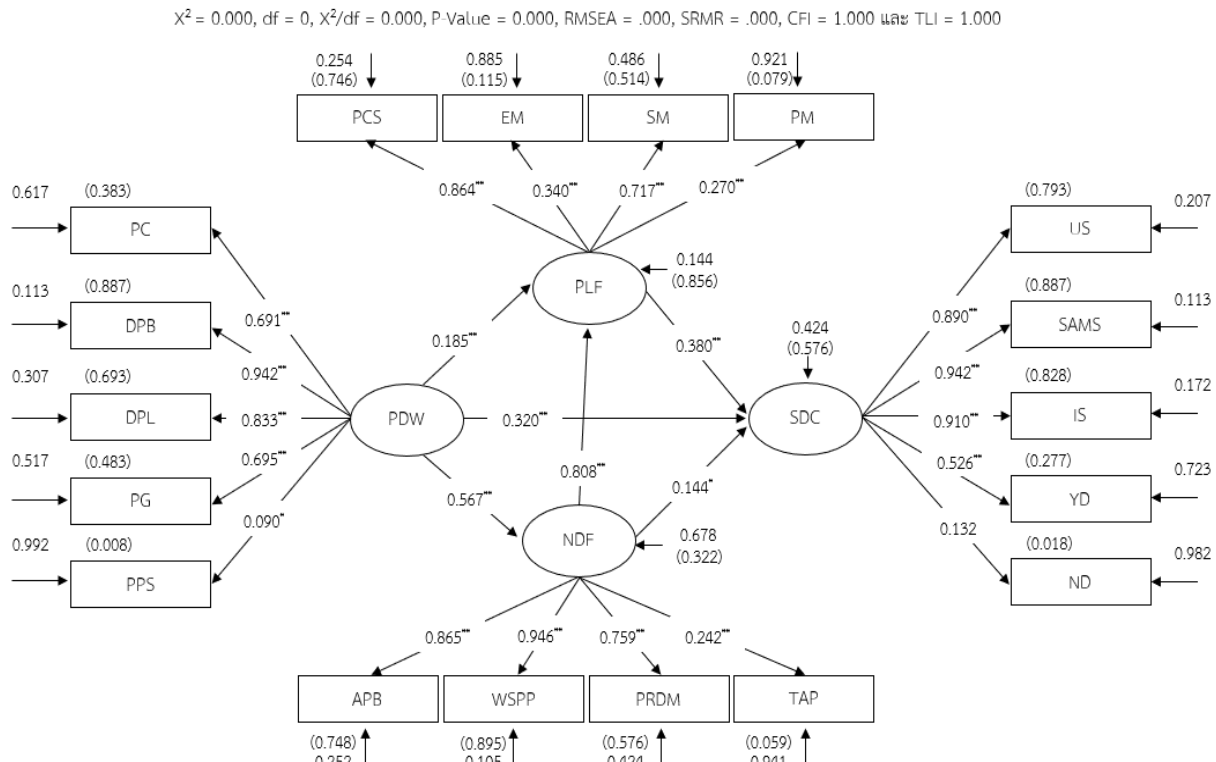


Figure 2 Depicts a structural equation model of the factors influencing the formation of a democratic intellectual society

Phase 3: Presenting and Bolstering Communities toward a Democratic Intellectual Society of the People of Nakhon Pathom through the Application of Innovations and the Creation of Innovations to Drive Communities toward a Democratic Intellectual Society

1) From the focus group discussion of experts with direct experience (The Critical Incident Technique) and those involved in driving the community towards a democratic intellectual society, 12 persons/persons, guidelines for applying innovations to drive communities towards a democratic intellectual society and creating innovations to drive communities towards a democratic intellectual society, including presenting and strengthening communities towards a democratic intellectual society of the people of Nakhon Pathom, 8 areas, 67 developments.

1.1) Developing confidence in politicians includes eight development approaches: 1) Improving work efficiency, 2) Fostering honesty and transparency. 3) Improving communication and public outreach, 4) Promoting ideological and value connections, 5) Developing crisis response plans, 6) Media support and public awareness, 7) Analyzing the impact of democracy and the political system, and 8) Creating personal profiles and public images.

1.2) Developing belief in political parties includes ten development approaches: 1) creating clear ideology and policies, 2) building party credibility, 3) creating work for the public interest, 4) developing capable and honest party leaders, 5) connecting with the people, 6)

developing the ability to solve social problems and crises, 7) promoting communication and political marketing, 8) creating an image of history and past achievements, 9) support from members and the voter base, 10) creating a transparent democratic system and elections.

1.3) Developing belief in political efficacy includes ten development approaches: 1) Improving the effectiveness of policies and administration; 2) Increasing transparency and accountability; 3) Increasing compliance with political promises; 4) Stabilizing the political system 5) Increasing public participation in the political process; 6) Improving responsiveness to public needs. 7) Increasing the role of the media and government communications; 8) Promoting solutions to corruption problems; 9) Expanding crisis management capabilities; 10) Highlighting accomplishments in development and innovation.

1.4) The development of political membership includes eight development approaches: 1) raising awareness and motivation, 2) encouraging participation in activities and decision-making, 3) developing skills and leadership, 4) strengthening shared ideology, 5) promoting networking and relationships, 6) fostering transparency and accountability within the organization, 7) increasing membership diversity, and 8) communicating effectively.

1.5) Development of Election Public relations consists of eight development approaches: 1) Utilizing digital and online media. 2) Participation by local citizens 3) Utilizing data and statistics. 4) Data is transparent and neutral. 5) Raising awareness about the significance of elections. 6) Making content appropriate for target groups. 7) Monitoring distortions of information. 8) Public relations using traditional media

1.6) Development of a Political Campaign Advertising assistance consists of nine development approaches: 1) Utilizing digital media and technology. 2) Storytelling and generating emotions. 3) Creating the image and brand for candidates. 4) Making content appropriate for target groups. 5) Advertising in traditional media. 6) Ad budget management. 7) Monitoring information distortions. 8) Utilizing influential individuals. 9) Using interactive advertisements.

1.7) The development of political dialogue includes eight approaches: 1) Fostering a culture of constructive dialogue. 2) Utilizing accurate information. 3) Improving attentive listening abilities. 4) Encouraging the widespread expression of opinions. 5) Creating platforms for diverse dialogue. 6) Promoting rational criticism. 7) Managing conflicts through dialogue. 8) Sharing political knowledge

1.8) The development of the role of community leaders in politics involves six approaches: 1) Strengthening the community, 2) Raising political awareness, 3) Serving as a representative of the people 4) Creating community networks. 5) Developing policy guidelines for participation 6) Promoting Responsibility

2) Outlining and supporting the community's transition to a democratic intellectual society for the people of Nakhon Pathom, as well as evaluating and confirming the application guidelines for community innovation to stimulate innovation and the community's transition to a democratic intellectual society.

The confirmation of the model from the subject matter experts (Critical Incident Technique) 20 models, 3 rounds, the results of the confirmation of the model are as follows:

Round 1, experts support the development model (99.20 percent) in all 8 areas and 67 development guidelines.

Round 2, experts have consistent opinions on the development model in all 8 areas and 67 development guidelines, with a median value (Med.) of 5.00 for all development guidelines, which is the most consistent criteria, and an interquartile range (I.R.) value between 0.00-1.00, which is in line with the acceptable criteria that experts have consistent opinions (Consensus) (I.R. ≤ 1.50), This demonstrates that experts hold consistent views on both the application of innovations to encourage communities to join a democratic intellectual society and the

development of innovations to do so, including educating and empowering communities in Nakhon Pathom to join a democratic intellectual society.

Round 3, experts had consistent opinions on development models in all 8 areas and 67 development approaches, with a median (Med.) of 5.00 for all areas, a mode (Mo.) of 5.00 for all areas, and an interquartile range (I.R.) of 0.00 to 0.75. This demonstrates that experts have consistent views on how to use innovation to drive communities toward a democratic intellectual society and how to create innovation to drive communities toward a democratic intellectual society, including presenting and empowering communities in Nakhon Pathom toward a democratic intellectual society.

Details are shown in Figure 3.

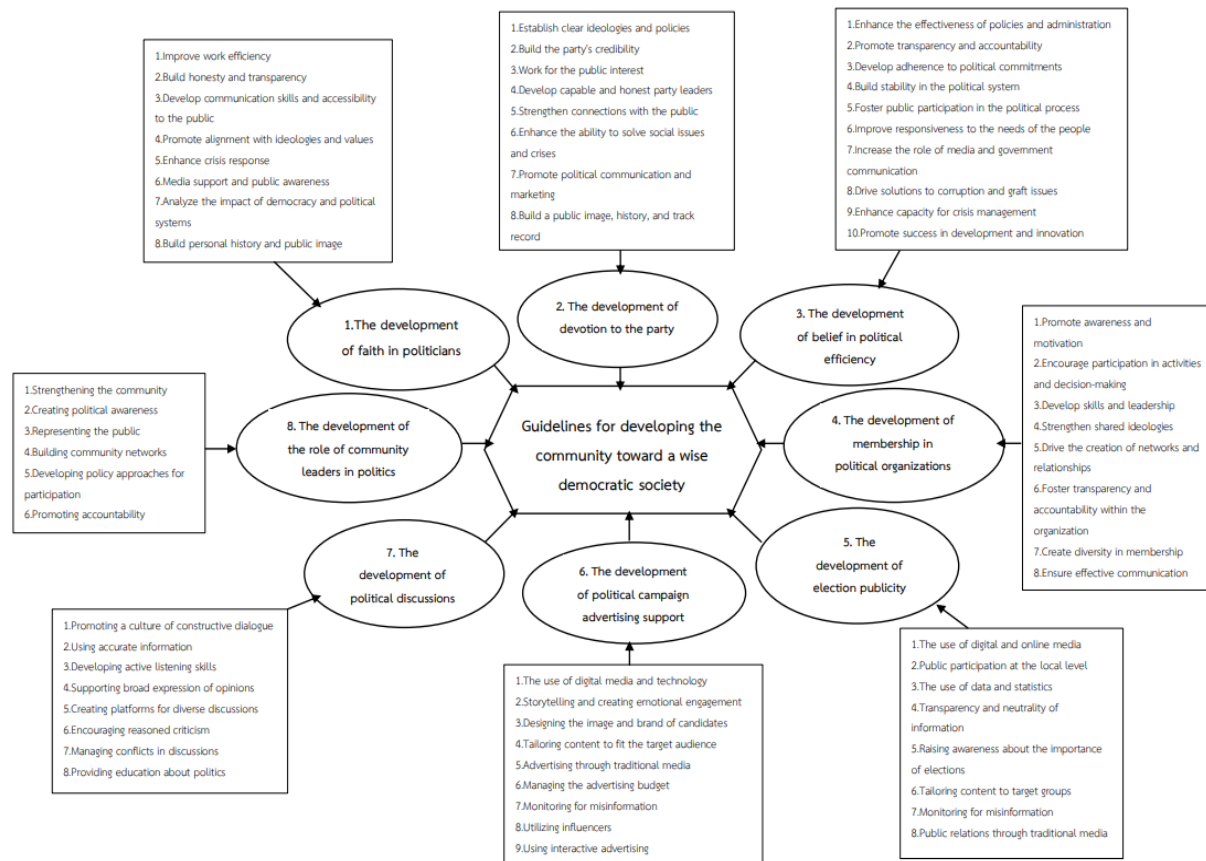


Figure 3 Shows the application model of innovation to drive the community towards a democratic intellectual society and the creation of innovation to drive the community towards a democratic intellectual society, including presenting and strengthening the community towards a democratic intellectual society of the people of Nakhon Pathom

The diagram shows that the application of innovation to drive the community towards a democratic intellectual society in Nakhon Pathom has been developed in eight areas, totaling 67 approaches, all to strengthen the community in terms of politics and public participation, namely:

- 1) One of the most important factors is building trust in politicians, which includes increasing work efficiency, honesty, transparency, communication skills, crisis response, and creating a positive public image. This is done to ensure that the public can truly trust politicians.
- 2) Another important dimension is building trust in political parties by emphasizing clear ideologies and policies, party credibility, and the development of capable and ethical party leaders. A more transparent electoral system is another factor that contributes to the stability of a democratic regime.

- 3) Building public confidence involves improving policy and administrative efficiency, increasing transparency in the workplace, resolving corruption issues, and managing crises.
- 4) Another important issue is to increase membership in political organizations, with a focus on promoting public participation in the political process, developing leadership skills, building networks, and effectively communicating within the organization so that members can play an important role in societal development.
- 5) Developing election public relations plays an important role in raising awareness about the importance of elections, with digital media, local participation, transparent data and statistics, and traditional media serving as the primary tools for creating public understanding.
- 6) In terms of campaign advertising, strategies such as the use of digital media, image design, budget management, and interactive advertising all contribute to increased campaign effectiveness.
- 7) Constructive political discussions and conflict resolution are critical approaches to fostering an open-expression culture. Accurate information and attentive listening help to make political conversations more effective.
- 8) Community leaders play a crucial role in politics, emphasizing community strength, political awareness, representation, and responsibility. All of these approaches seek to equip communities with the knowledge, skills, and potential to solve problems, resulting in the development of a strong society with genuine public participation in a democracy.

Conclusion and Discussion

The research on the innovation of driving the community towards a democratic intellectual society of the people of Nakhon Pathom has yielded the following three issues for discussion:

1) A democratic intellectual society. The study and synthesis of the concept of a democratic intellectual society revealed six issues that serve as guidelines for defining a democratic intellectual society. This could be because the concept is an innovation, a new idea, or a new invention that modernizes and extends existing things by leveraging scientific and technological advancements, as well as changing economic, social, and political environments, to create new forms with greater benefits. Successful innovations can help to generate economic and social value (Wonglimpiyarat, 2015). This is consistent with the research of Chumnasaew (2016), who researched research results that found that the core competencies of Thai citizens under a democratic regime found that the approach to creating and developing citizenship under a democratic regime must focus on creating "people" to be "citizens" because "people" with quality will lead to sustainable national development by emphasizing the process of creating and developing people at all. It must begin at the family, community, and societal levels to raise citizenship awareness and foster a culture of citizenship in communities and societies. The state must also create space for a learning society by establishing guidelines, policies, and strategies promoting citizenship.

2) Access to the democratic intellectual society of the people of Nakhon Pathom discovered that all variables had a statistically significant impact on the development of the democratic intellectual society of the people of Nakhon Pathom. The study utilized empirical data from Nakhon Pathom's democratic intellectual society to establish a research conceptual framework based on Kenaphoom's grounded theory (2015). It is necessary to collect relevant concepts that will help to develop the content into a conceptual framework by studying phenomena and analyzing the context of the research area. Then, starting with rational thinking methods, use a pilot study in the research area to develop a conceptual framework from grounded theory, as well as in-depth interviews with people with experience in the field of democratic intellectual society (KM). Then, a review of related literature was conducted to determine the relevance of the content and to examine the conceptual framework to make it more reliable by incorporating various methods that are consistent with the concept of political management. When

considering the research findings, it was discovered that the causal factors that influenced the development of a democratic intellectual society among the people of Nakhon Pathom found that all variables had an overall significant influence at a statistical level .01, ranked from most to least, with statistical significance at a level of 0.01. The influence coefficients are listed below, from highest to lowest: 1) Understanding the concept of democratic intellectual society (PDW) has an overall influence on the development of democratic intellectual society among the people of Nakhon Pathom, with an overall influence coefficient of 0.646. 2) The factor of democratic political behavior (NDF) has an overall influence on the development of Nakhon Pathom's democratic intellectual society, with a coefficient of 0.451. 3) Political leadership (PLF) has an overall influence of 0.380 on the development of Nakhon Pathom's democratic intellectual society. This is consistent with Koonnala's (2020) research on the role of citizens in a democratic regime among high school students in Lamphun. It was discovered that 1) the average level of awareness of citizens' roles under a democratic regime among high school students in Lamphun was high. 2) Factors influencing the role of citizens under a democratic regime of high school students in Lamphun revealed that respect for the principle of equality had the greatest impact on the role of citizens under a democratic regime of high school students. 3) Guidelines for creating awareness of citizens' roles under a democratic regime should require schools to focus on teaching and organizing learning activities to truly create awareness of such roles, particularly in the areas of self-responsibility and self-reliance, which should be emphasized by providing opportunities for students to express their intellectual roles in the family, school, community, and other settings. However, according to the research of McLellan & Youniss (2003) and Bekkers & Wiepking (2011), parents influence citizenship, particularly education level and participation in volunteer activities. In other words, parents with a higher level of education will have more political and civic knowledge, which they can pass on to their children. Furthermore, parents who participate in community volunteer activities will be able to encourage their children to participate in such activities as well as instill a sense of citizenship in their children from an early age.

3) The researcher has developed application guidelines for innovation to drive communities towards a democratic intellectual society, as well as the creation of innovation to drive communities towards a democratic intellectual society of the people of Nakhon Pathom, using a three-step development model that begins with studying and synthesizing the concept of a democratic intellectual society related to the research topic. It is a study of the people of Nakhon Pathom's access to a democratic intellectual society, as well as the causal factors influencing the development of a democratic intellectual society, through the examination of documents, concepts, theories, and related research.

Following that, the researcher used statistically analyzed causal factors affecting educational management to create a development model through focus group discussions, which was then confirmed by subject matter experts (Critical Incident Technique). Phase 3 research results revealed guidelines for applying innovation to drive communities toward a democratic intellectual society, as well as creating innovation to drive communities toward a democratic intellectual society of the people of Nakhon Pathom, with eight areas and 67 development guidelines. It is the use of factors influencing the development of the people's democratic intellectual society to determine activities to obtain development guidelines that are beneficial to the development of the people's democratic intellectual society in Nakhon Pathom, which is consistent with Ravanavik's (2022) research into management innovations for community participation in local development. The goals are twofold: 1) to investigate the process, components, problems, and barriers to management innovation for community participation in local development, and 2) to investigate management innovation for community participation. This is a qualitative study using the following research methods: 1) analysis of documentary data, 2) in-depth interviews, 3) focus group discussions with practitioners and locals, and

participatory observation of 45 informants. The study's findings revealed that management innovation for community participation in local development has significant social costs as a driving force for community participation, such as group formation, networking, coordination both inside and outside the community, community power building, and economic and societal improvements. Management innovation for community participation, formal and informal leaders have visions for solving problems in all dimensions, integrating into management, resulting from mutual trust, emphasizing the use of community resources to create innovations, joint thinking, joint action, and joint planning in the community, and participatory and non-participatory administration. The Subdistrict Administrative Organization in each area provides opportunities for people to participate in community development, both directly and indirectly, in a transparent and verifiable manner until success is achieved and ready to be a good, sustainable example.

Furthermore, when 20 experts (Critical Incident Technique) confirmed the model in all three rounds, the research results revealed that in the first round, experts agreed with the development model (99.20%) in all 8 areas and 67 development approaches. In the second round of confirmation, experts gave consistent opinions on the development model in all 8 areas and 67 development approaches, with a median (Med.) of 5.00 for all development approaches, the most consistent criterion. The interquartile range (I.R.) was 0.00-1.00, indicating that experts have consistent opinions (Consensus) ($I.R. \leq 1.50$). In the third round of confirmation, experts' opinions on the development model were consistent across all development approaches, with a median (Med.) of 5.00 and a mode (Mo.) of 5.00 for all areas. The interquartile range (I.R.) value is between 0.00 and 0.75, indicating that experts have consistent opinions on the application of innovation to drive communities towards a democratic intellectual society, as well as the creation of innovation to drive communities toward a democratic intellectual society of the people of Nakhon Pathom. This is also consistent with Charoenrat's (2019) research into the development of contemporary democratic innovations for the greatest benefit to the people. People worldwide are increasingly disengaged from formal democratic processes and representative democracy. However, studies of democratic innovations abroad have found that more people are participating in informal democratic processes, indicating that faith in democracy as a governance system that benefits the people remains strong. This study on the development of contemporary democratic innovations for the maximum benefit of the people seeks to investigate and collect mechanisms and processes in Thailand that improve people's participation in a meaningful and profound way, to broaden the imaginative space of political parties, civil society, and government agencies in applying such democratic innovations to their work to improve people's participation.

Recommendations Based on Research Results

- 1) Community education and learning should be developed by promoting community education that emphasizes creating knowledge and understanding about democracy, rights and duties of citizens by organizing learning activities through accessible media.
- 2) Local political participation should be promoted by creating spaces and opportunities for citizens to participate in the political decision-making process by organizing discussion forums or meetings that allow citizens to participate, express their opinions, and monitor the operations of various agencies.
- 3) Community leaders should be developed by promoting leadership development for community leaders in terms of transparent and fair work, promoting understanding of democracy, organizing training, and developing communication and management skills for community leaders to be good representatives of the people and work effectively.
- 4) The use of technology for communication should be promoted by promoting the use of social media and information technology to communicate political information and provide knowledge about democracy.

- 5) A political culture that emphasizes participation should be created by supporting mutual learning and creating a political culture that is open to expressing opinions.
- 6) Trust in political institutions should be strengthened by establishing mechanisms to monitor and evaluate the operations of government agencies and politicians at the local level to create trust and transparency in the political system.
- 7) A sustainable economy and society should be promoted by developing local economies through policies and projects that support people in the community to have stable careers and incomes.

Applying Research Results Recommendations

- 1) Developing faith in politicians by creating honesty and transparency in their work will help build trust from the public and society.
- 2) Developing faith in political parties creates clear ideology and policies as an important foundation in determining the direction of political parties that must adhere to approaches and principles that benefit society. Building the party's credibility is, therefore, something that should be given importance.
- 3) Developing belief in political efficiency because transparency in work allows for verification and makes the public confident that leaders are responsible for their duties.
- 4) Developing membership in political organizations should promote awareness and motivation as an important first step in stimulating individuals or members of the organization to feel involved and ready to work for the set goals. Participation in activities and decision-making will help everyone feel part of the process and be able to express their opinions and play a role in determining the direction of operations.
- 5) Developing election public relations should use digital and online media as important tools in the present era that help distribute information quickly and reach a wide range of people.
- 6) Developing political campaign advertising, especially storytelling, and creating shared emotions that play a role in connecting with the public audience.
- 7) Developing political discussions should promote a culture of constructive discussions, which is important in creating an open society that respects different opinions.
- 8) Developing the Role of Community Leaders in Politics Strengthening the community should be an important foundation for developing a stable and sustainable society. Promoting political awareness will help people understand their rights and duties, as well as gain knowledge about the political process. Being a representative of the people, therefore, plays an important role in reflecting the voices and needs of the community, enabling representatives to truly work for the people's benefit.

Further Research Recommendations

In the next research on innovations to drive communities towards a democratic intellectual society of the people of Nakhon Pathom, the following recommendations should be considered:

- 1) In-depth studies should be conducted on the needs and problems of people in each community to develop innovations that meet the needs and are consistent with the context of each area.
- 2) A study should be conducted on creating networks between communities to exchange knowledge and experiences in developing democratic innovations, which will help strengthen communities.
- 3) A study should be conducted on using technology and digital media to create awareness and communicate information so that people can access necessary information quickly.
- 4) A study should be conducted on a clear evaluation system to monitor the progress and impact of the innovations used to improve and develop them continuously.
- 5) A study should be conducted on support from the business sector and civil society organizations in cooperating in developing and implementing various innovations.

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