

*Content Creation and Platform Development for Creating a Good Society
in Lakhok Community, Thailand*

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Abstract

This research aimed to investigate strategies for developing collaboration between a university and communities through digital platforms that recognize the good deeds of community members. The study employed a qualitative research approach, utilizing in-depth interviews, brainstorming sessions, and focus groups. Data was collected from volunteer groups in the Lak Hok Municipality, Pathum Thani Province. The developed platform includes a website, Facebook page, and LINE Official Account to facilitate collaboration between the community and the university in promoting a culture of good deeds. The platform was tested with a sample of residents in the Lak Hok Municipality, divided into two groups: Group 1: Students, staff, and the general public with a volunteer spirit and a commitment to good deeds. Group 2: Small and large businesses in the Lak Hok Municipality that support good deeds. In-depth interviews were also conducted with stakeholders involved in the development of the digital platform. The research findings will be discussed in the next section. The research findings indicate that all three platforms can be effectively utilized to encourage individuals to join volunteer groups and engage in good deeds. The voluntary initiatives undertaken by volunteers fostered collaboration between the university and the community. The "Lak Hok Spirit" Line Official Account serves as a catalyst for creating a society of kindness, selflessness, and mutual support. This transformation was evident in the altered behaviors of community members, including their engagement with news, sharing of experiences, mutual care, acts of kindness, and volunteer work.

Keywords: Volunteer, Digital Platform, User Experience, Good Society

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Introduction

The Lakhok Spirit initiative emphasizes self-improvement and personal well-being, fostering a balanced approach to physical, mental, emotional, and social health. This balanced approach leads to positive thinking, good deeds, honesty, and integrity. It also encourages kindness and support towards neighbors and others, fostering a spirit of mutual aid and community engagement (Kohlberg, 1964). The Lakhok Spirit project aimed to create a platform within the Lak Hok community that fosters a sense of online community and connects individuals through technology and digital platforms. Features aligned with everyday activities were developed to promote and enhance the quality of life for Lak Hok residents and visitors. The project's platform consisted of three main components: Website Platform: A central hub for community information. Facebook Fanpage: A platform for sharing news, updates, and volunteer opportunities. LINE Official Account (LINE OA: Lakhok Spirit): A direct communication channel for community members. The platform was initially tested within the Lak Hok community to encourage participation in various activities and record acts of kindness. Participants earned "Reward Coins" for their good deeds, which could be redeemed for benefits from local businesses. The three platforms were redesigned with a new identity and user experience (UX) to ensure ease of access, modernity, and usefulness. The user interface (UI) was aesthetically pleasing and facilitate seamless interaction between users and the system. Overall, the Lakhok Spirit project sought to foster a sense of community and promote positive values through digital platforms and community engagement.

The three platforms developed for this project served as gateways to showcase the unique identities of Lak Hok which were a neighborhood bordering the bustling metropolis of Bangkok, a gateway welcoming visitors to Pathum Thani, a city of education, a repository of rich cultural heritage, and a diverse and vibrant community. The project aimed to encourage Lak Hok residents to actively participate in the project and utilize the various platforms in their daily lives. It was envisioned that these platforms would become a hub for connecting individuals, supporting and encouraging good deeds within the community, and fostering a spirit of volunteerism. The project believed that these platforms will foster a culture of giving, sharing kindness, and spreading happiness. The accumulated good deeds would not go unnoticed; they could be translated into tangible acts of support through various platform-based activities, such as earning Reward Coins and redeeming them for rewards from local businesses. Ultimately, these activities would serve as catalysts for building a strong and resilient social fabric within the community, laying the foundation for sustainable social capital (Bucher et al., 2021).

This study aimed to achieve two primary objectives: to investigate strategies for fostering collaboration between the university and the community through digital platforms that incentivize and celebrate good deeds, and to develop digital platforms that motivate and recognize acts of kindness among community members. The findings of this research were intended to serve as a roadmap for community management, promoting a society of kindness, selflessness, and mutual aid within the community. The Lak Hok Spirit platform, a computer-based system with user-to-user and user-to-system interfaces, data collection, and management capabilities, served as the foundation for this initiative.

The Concept of Volunteerism, Motivation, User Experience, Innovation Adoption and Technology Use

The Concept of Volunteerism: Volunteerism is a civic virtue that contributes to a strong and resilient society capable of addressing its challenges. It encompasses citizens' awareness of societal issues, their desire to help their communities, their belief in their own abilities, and their collective action to address problems in accordance with established guidelines. This approach fosters responsible citizenship, characterized by an understanding of both rights and responsibilities, as informed by social theory, developmental psychology-based theories of personal morality, and Buddhist principles. Volunteerism, characterized by a strong sense of civic duty, stems from an individual's recognition of their own worth and their belief in their ability to make a positive impact on society. This commitment extends to various spheres, including social assistance (helping people and animals), environmental protection, energy conservation, and more (Aggeldis et al., 2016). Volunteers are not driven by self-interest but rather by a desire to make a difference and contribute to positive change. They embody a positive and proactive mindset, actively seeking opportunities to participate and contribute to societal betterment. In essence, volunteers exhibit a genuine willingness to assist others, demonstrating a profound sense of civic responsibility and compassion (Bandura, 1977).

The Concept of Motivation: Motivation is an internal driving force or stimulus that prompts individuals to engage in desired behaviors to fulfill their needs. It encompasses both intrinsic and extrinsic factors. Intrinsically motivated individuals exhibit a genuine willingness to engage in activities, driven by a desire to achieve their goals and personal satisfaction.

The Concept of User Experience (UX): User Experience (UX) encompasses the overall experience a user has when interacting with a product, service, or system. It extends beyond the digital realm, encompassing all aspects of the user's journey, from initial awareness to ongoing use. UX design aims to create meaningful and positive experiences that enhance user satisfaction, loyalty, and overall success.

Concepts and Theories on Innovation Adoption and Technology Use: Rogers & Shoemaker (1971) define consumer acceptance and use of IT (Information Technology) as the mental process of individuals that begins with awareness of a new innovation or technology and culminates in the open adoption and use of that technology.

Adoption is a mental process (Process) that occurs within an individual, starting with hearing about the technology and ending with its acceptance and use. This process is similar to the process of learning and decision-making (Decision Making). The innovation adoption decision-making process is divided into 5 steps: *Stage 1: Awareness (Knowledge)* The Awareness stage is the initial step towards innovation adoption or rejection. It involves gaining familiarity with the innovation and its relevance to one's profession or activities. While the information may be incomplete at this stage, it can trigger curiosity if the innovation aligns with existing practices or addresses relevant challenges. This curiosity can lead to further exploration and potential adoption. *Stage 2: Persuasion (Interest)* In the Persuasion stage, individuals transition from initial awareness to a heightened interest in the innovation. They actively seek out more information, demonstrating a growing engagement with the technology. This stage involves a deeper exploration of the innovation's details, potential benefits, and applicability to their needs. *Stage 3: Decision (Evaluation)* The Decision stage marks a critical point where individuals weigh the pros and cons of adopting the innovation. They carefully evaluate the potential benefits and drawbacks, considering the

impact on their existing practices and potential challenges. This stage is distinguished by the need for reinforcement, seeking external validation or confirmation of their decision. *Stage 4: Implementation (Trial)* The Implementation stage involves actual testing of the innovation in a real-world setting. Individuals typically start with a small-scale trial to assess the innovation's effectiveness and alignment with their expectations. This stage is characterized by a focused search for specific information related to the innovation's application and potential challenges. *Stage 5: Confirmation (Adoption)* The Confirmation stage marks the final step in the adoption process, where individuals fully accept and integrate the innovation into their practices. This decision is based on the positive outcomes and perceived benefits experienced during the trial stage. However, the emergence of new information that contradicts existing assumptions or expectations can potentially lead to a rejection of the innovation.

This research aimed to develop content and a platform to foster a community of good deeds in Lak Hok Municipality. The focus was on the process of conducting volunteer activities through an online platform to establish guidelines for promoting good deeds within the Lak Hok community (Lakhok Spirit). The platform aimed to create an atmosphere and relationship where everyone in Lak Hok would be connected through technology that aligns with everyday activities. Data collection methods include in-depth interviews which was conducted with volunteer groups in Lak Hok Municipality, Pathum Thani Province, brainstorming sessions was held to gather ideas and suggestions from volunteer groups, and the focus group discussions which was conducted to explore experiences related to volunteer activities and the proposed platform.

University and Community Collaboration

This research explored guidelines for fostering collaboration between universities and communities through a digital platform that incentivized and recognized good deeds. The researcher initially experimented with three platforms for the first volunteer project at Rangsit University's community vaccination center: Website Platform, the central hub for community information. Facebook Fanpage Platform and LINE Official Platform: LINE OA: Lakhok Spirit, the central hub for news and volunteer activities. The study identified three groups of participants: the Volunteers (individuals who contribute to the community and can earn Reward Coins), Administrators (Admins can award Spirit Coins to volunteers), and Businessmen (those who want to support the project and volunteers). The project attracted a significant number of volunteers, including students, staff, and residents of Lak Hok Municipality, Pathum Thani Province. This inspired Rangsit University to develop guidelines for a livable community that emphasizes self-improvement and promotes personal well-being in terms of physical, mental, emotional, and social balance. The university believes that self-improvement leads to positive thinking, good deeds, and honesty. True good deeds should benefit others, fostering a spirit of mutual support and interdependence. The use of the platforms in this activity was limited to disseminating information to volunteers participating in daily activities. The research team conducted daily outreach during the 168-days operation of the vaccination center.

The introduction of the three platforms to volunteers was achieved through an exhibition titled "Lakhok Spirit," which showcased the functions and roles of each platform. The project launched by Rangsit University presented the platforms as a model for serving as a medium for information dissemination, public relations, content sharing, news, and announcements in a publicly accessible format, connecting the educational institution and Lak Hok

Municipality, Pathum Thani Province. The researcher planned to open up opportunities for students, staff, and the general public to participate by organizing activities and projects to invite volunteers to join forces for good deeds. The Lakhok Spirit platform could be used to connect activities and projects to motivate those with a desire to volunteer. The researcher analyzed that volunteers developed positive thinking and a sense of participation, leading to positive changes. In other words, those with volunteer behavior and public spirit tend to help others, which aligns with the research objective of exploring ways to foster collaboration between universities and communities through digital platforms that incentivize and recognize good deeds. The researcher believed that creating volunteer activities and projects would promote good deeds under the Lakhok Spirit concept, which aimed to establish in this community as a place of mutual support, coordination, and shared commitment.

Development of a Digital Platform

The researcher experimented with creating a Line Official Account (Line OA) named "Lakhok Spirit" with the intention of using technology and digital platforms to promote good deeds and provide incentives in an engaging manner. The researcher utilized the Line application and piloted the concept and process at the vaccination center, targeting volunteers who wanted to receive something in return for their assistance and encouraging community participation in various activities and projects. By promoting vaccination services to the community, the researcher aimed to incentivize volunteers to participate in the desired behavior of getting vaccinated. The experiment involved disseminating information on the platform, which instilled confidence in volunteers to avail of the services and showcased the positive impact of volunteer work. The researcher concluded that developing the platform as a communication tool and incentive to recognize good deeds within the community would have a positive impact on community development efforts.

The research found that it could be beneficial if students registered for activities and projects of various faculties and colleges and utilize the Line OA, such as organizing events, inviting volunteers, and accumulating reward coins for good deeds. Volunteers could receive coins and accumulate them as merit medals through the LINE Official Account (LINE OA) platform, serving as a Lakhok Spirit (Lakhok Spirit) model. The advantages include a widespread reach because almost every phone runs on Android or iOS operating systems, and most people can install the Line app, making it easy to receive motivational information for good deeds. In addition, it promotes effective communication. Volunteers can receive information and interact through chatbot and broadcast messages, a suitable approach for modern communication (Dieteren, 2011). It also increases volunteer engagement. The platform encourages volunteers to register and participate in volunteer activities. It promotes a positive attitude towards technology among the Lak Hok Municipality community. Community Building: It connects community members to participate in shared experiences and record their good deeds to earn Spirit Coins, which can be redeemed for benefits from local businesses (Hart et al., 2015).

The researcher also developed a system to address errors encountered by volunteers, admins, and businesses. All these groups can view their accumulated coins in real-time, and admins can manage the back-end system, including adding Spirit Coins to members and displaying their score levels to encourage further good deeds. The system also includes business information, including visual reality displays, discounts, and Google Map locations. Users can contact admins for system support and membership management. The researcher acknowledged that further research is needed based on the results of expanded volunteer

activities and projects to refine the platform and explore more suitable approaches for community engagement, information dissemination, and activity formats that motivate participation. The ultimate goal is to establish guidelines for fostering a community of good deeds, selflessness, and mutual support, driven by changes in community members' awareness, experience sharing, care for one another, volunteerism, and ultimately, elevating their civic consciousness to contribute positively to their community, society, and nation (Wehrich and Koontz, 1993).

Testing and Refining the Digital Platform

Following the creation and development of the three digital platforms, the researcher conducted testing and refinement of both the system and the platforms' overall appearance. For the website (www.rsu.ac.th/lakhok), the researcher presented the project information under the name "Lakhok Spirit" through the project's main website under the "Lak Hok Development Center" project. Initially, on the website, Lakhok Spirit was one of the menus called "Society" to publicize the project and invite students, staff, community members, and interested citizens to visit and scan the QR Code to register as project members. There were steps for applying for membership to the project for those interested to follow. In addition, it was also linked to various playlist to the YouTube channel.

For the LINE Official Account Lakhok Spirit, the researcher refined the User Experience (UX) for LINE OA: Lakhok Spirit, focusing on visual design, accessibility, and user interaction. To enhance the user experience on the LINE Official Account (LINE OA) Lakhok Spirit, the researcher implemented several visual design improvements, redesigned menu icons and layouts for better aesthetics and usability, with better logo to solidify brand identity. The enhanced user experience on the LINE Official Account (LINE OA) Lakhok Spirit offers distinct functionalities for different user groups. Volunteers can view their profiles, Spirit Coin balance, and transaction history. Businessmen can manage their store information including visual reality displays, discounts, location (Google Map), and point redemption terms. Admins can access member data, engage in direct communication, update information, promote offers, and recommend stores. The LINE Official Account (LINE OA) Lakhok Spirit was designed with the following overall principles in mind: modernity (aligning with contemporary design trends and user expectations), real-world applicability (designed for practical everyday use), accessibility (catering to users with diverse abilities and needs), ease of use (featuring straightforward registration, navigation, and problem-solving), and self-service support (empowering users to resolve basic issues independently).

For the Facebook Fanpage, to promote community collaboration, the Facebook fanpage received a visual and content makeover. The visuals now emphasize Lak Hok's community identity and showcase collaboration between residents and Lakhok Spirit, depicting Lak Hok as a thriving and interdependent community. Content enhancements highlight volunteer groups and participating businesses, pin important news for maximum visibility, and share inspirational stories of residents doing good deeds. This enhanced Facebook fanpage aims to foster a sense of community, promote collaboration, and inspire positive action among residents.

The evaluation of the digital platforms showed positive impacts in several areas. The use of the Lakhok Spirit digital platform increased project awareness and participation among target groups in Lak Hok Municipality, Pathum Thani. This was achieved through various means of information sharing: print media, exhibitions, launch events, social media, and community

outreach activities. The Lakhok Spirit digital platform promoted collaboration between Rangsit University and the Lak Hok community. This collaboration resulted in a stronger community identity, exemplified by joint research for social good, the development of community development standards, increased interconnectedness between community activities, and the development of demand and supply within the community, ultimately strengthening ties between the university and the community and improving overall development outcomes. The Lakhok Spirit digital platform streamlined user experience by leveraging technology familiar to students, faculty, and the community. While the platform caters to the tech-savvy community, those without smartphones might require alternative access methods to fully benefit from the Lakhok Spirit project.

Conclusion

In summary, this research project investigated the development of the Lakhok Spirit digital platform and associated content. This platform aimed to cultivate a culture of volunteerism within the Lak Hok Municipality by motivating and engaging volunteers in community service activities. The platform facilitated volunteer involvement in the "Lak Hok Volunteer Center for COVID-19 Coordination and Monitoring" project led by Rangsit University, which provided support to residents in Lak Hok and Muang Ek Districts with assistance from the Provincial Administrative Organization of Pathum Thani and Lak Hok Municipality. The Lakhok community has roughly 7,000-8,000 families, and the project aimed to establish a volunteer network offering support to residents across various roles, such as screening, hospital contact, consultation, ambulance transportation for patients, and food support during quarantine. The project found that volunteers demonstrated a strong sense of willingness and dedication to helping others, motivated by a desire to contribute to the community without personal gain. This aligns with volunteerism theories that emphasize the importance of a civic-minded citizenry actively engaged in addressing societal issues, having faith in their collective capabilities, and working together to find solutions, ultimately fostering a more robust and resilient community.

This research project investigated the Lakhok Spirit digital platform and associated content, designed to cultivate a culture of volunteerism within the Lakhok Municipality. The platform aimed to motivate and engage residents by connecting them to community service activities. It consisted of three key components: a central information website, a Facebook Fanpage for news and volunteer opportunities, and a LINE Official Account for direct communication. Piloted in the Lakhok community, the platform facilitated volunteer experiences by connecting residents and enabling them to track their contributions with "Reward Coins" redeemable for local business discounts. These user-friendly platforms fostered a sense of community and provided convenient access to information, connection with others, and contribution tracking. Ultimately, the project aimed to create a sustainable model for promoting volunteerism and social cohesion. By providing a platform for engagement and recognition, it encouraged individuals to contribute to their community and build a stronger society. The researcher believes the Lakhok Spirit platform can be adapted by other communities seeking to promote volunteerism and social engagement, fostering a culture of giving and positive change.

To maximize the benefits of this study, it is recommended that community members in Lak Hok access the LAKHOK SPIRIT website (www.rsu.ac.th/lakhok) and utilize its resources. The website offers a wealth of information, including news, announcements, public sharing of knowledge and content, and community updates. This readily available information can

guide residents in their daily lives, providing insights into Lak Hok Spirit, local resources, housing, job opportunities, well-being, and education. In addition, the community members can connect with each other through the Lakhok Spirit Facebook fanpage (<https://www.facebook.com/LakhokSpirit>). This platform provides a space for volunteers, entrepreneurs, businesses, and other interested individuals to exchange experiences, offer mutual support, and collaborate on community initiatives. The fanpage, under the Lakhok Spirit project, shares news, announcements, and information about upcoming events, fostering community awareness and engagement. The project aims to strengthen relationships among community members, businesses, and relevant organizations. Those community members who join the LINE Official Account (LINE OA) Lakhok Spirit can receive news and updates through regular broadcasts. Additionally, they can earn Spirit Coins by participating in community activities and redeem these coins for discounts on services from participating local businesses. Unlike traditional loyalty programs, Spirit Coins have no expiration date, allowing members to redeem them at their convenience. This encourages community engagement, fosters a sense of connection, and promotes economic support for local businesses.

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