



Cultivation of 9 Good Values: Review of Knowledge Creation and Research Guidelines on the 9 Good Values of Thai Society in the Future

การปลูกฝังค่านิยม 9 ดี : การทบทวน การสร้างองค์ความรู้และแนวทางการวิจัย
ด้านค่านิยม 9 ดีของสังคมไทยในอนาคต

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Abstract

The objectives of this research article are 1) to study and review the body of knowledge about 9 good values in Thai society; 2) to study the ways to enhance values in Thai society; 3) to cultivate 9 good values in Thai society in the future.

The results showed that:

1. Buriram Province has set up a system of participation in building tools used to work for village / urban community committees, namely the use of the village/community statute of peace, 9 good, and scriptures of creating good future for children to be used as a framework for defining responsibility, a framework for collective action by everyone in the village/community. Because they have a common identity, activities together through activities of family, community, schools, temples, community committees, community members, especially temples that are centers of mind in organizing various activities.

2. Families have an awareness of the 9 Good Constitution, building kinship relationships, every family writing its family tree, teaches children to take responsibility for assigned tasks, knowing their duties, has a good role model, inspiring, loving, bonding in family, community, temples, plays a role in promoting morality and being the center of the mind whether it is belief, ritual, practice every Buddhist holy day of every month, as well as being Center for community activities and be a role model in the community and government organizations in the community.

3. To campaign for the establishment of village banks or other savings groups, encourage the establishment of a cooperative or community shop in

ได้รับบทความ: 3 เมษายน 2568; แก้ไขบทความ: 24 เมษายน 2568; ตอบรับตีพิมพ์: 25 เมษายน 2568

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the village as a center for selling products at fair prices and generating income for members or family in the village and let the village committee determine the rules and regulations for the implementation, promote alternative occupations or supplementary occupations to upgrade community products (OTOP), careers in the market economy, encourage the integration of professional development groups into community enterprises to generate income for families and communities, and create community enterprise networks for product exchange, product processing and mutual learning, encourage organic farming with villagers to reduce the production costs of village farmers, and promote the use of alternative energy and renewable energy for the cost-effective use of fuel materials, promote and establish learning center for the philosophy of sufficiency economy in the village, in addition to the cooperation of communities, temples, schools, local government organizations.

Keywords: 9 Good Values, Knowledge Creation, Thai Society

บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อ 1) ศึกษาบทวนองค์ความรู้เกี่ยวกับค่านิยม 9 ดี ในสังคมไทย 2) ศึกษาแนวทางเสริมสร้างค่านิยมในสังคมไทย และ 3) การปลูกฝังและหาแนวทางการวิจัยด้านค่านิยม 9 ดี ของสังคมไทยในอนาคต

ผลการวิจัยพบว่า

1. บุรีรัมย์ได้วางระบบการมีส่วนร่วมในการสร้างเครื่องมือที่ใช้ในการทำงานให้ กม./กชช. คือ การใช้รัฐมนูญหมู่บ้าน/ชุมชนเมืองสันติสุข ๙ ดี คัมภีร์สร้างอนาคตที่ดีให้ ลูกหลาน นำมาเป็นกรอบกำหนดความรับผิดชอบ หน้าที่ ครอบครัวปฎิบัติร่วมกันของทุกคน ในหมู่บ้าน/ชุมชน เนื่องจาก มีอัตลักษณ์ร่วมกัน มีกิจกรรมร่วมกัน ผ่านกิจกรรมของ ครอบครัว ชุมชน โรงเรียน วัด คณะกรรมการชุมชน สมาชิกชุมชน โดยเฉพาะอย่างยิ่งวัดที่ เป็นศูนย์รวมจิตใจในการจัดกิจกรรมต่าง ๆ การขับเคลื่อนธรรมนูญ ๙ ดีด้วยพลังบาร โดยบ้าน วัด โรงเรียน องค์กรปกครองส่วนท้องถิ่น โดยต้องมีองค์ประกอบคือ ผู้นำดี คนมี ส่วนร่วม มีประเพณีดีเด่น ยั่งร่วมกัน มีจิตสำนึกรักชุมชน

2. ครอบครัว มีการสร้างความตระหนักในธรรมนูญ ๙ ดี การสร้างความสัมพันธ์ ทางเครือญาติ ทุกครอบครัวเขียนผังครอบครัวของตัวเอง สอนให้ลูกมีความรับผิดชอบต่องาน ที่ได้รับมอบหมาย รู้จักหน้าที่ของตนเอง มีแบบอย่างที่ดี มีแรงบันดาลใจ มีความรักความ ผูกพันในครอบครัว ชุมชน วัด มีบทบาทในการส่งเสริมคุณธรรมและเป็นศูนย์รวมจิตใจ



ไม่ว่าจะเป็นความเชื่อพิธีกรรม มีการปฏิบัติธรรม ในทุก ๆ วันพระของทุกเดือน ตลอดจนเป็นศูนย์กลางการทำกิจกรรมในชุมชนและเป็นแบบอย่างที่ดีในชุมชน และองค์กรภาครัฐในชุมชน

3. มีการรณรงค์ธรรมนูญ 9 ดี อย่างสมำเสมอ รณรงค์ให้มีการจัดตั้งธนาคารหมู่บ้าน หรือกลุ่มออมทรัพย์อื่นๆ ส่งเสริมให้มีการตั้งสหกรณ์หรือร้านค้าชุมชนประจำหมู่บ้าน เพื่อเป็นศูนย์กลางในการจำหน่ายสินค้าในราคานี้เป็นธรรม และสร้างรายได้ให้กับสมาชิก หรือครอบครัวในหมู่บ้านและให้คณะกรรมการหมู่บ้านกำหนดระเบียบหลักเกณฑ์ในการดำเนินการ ส่งเสริมให้มีอาชีพทางเลือก หรืออาชีพเสริมเพื่อยกระดับสินค้าผลิตภัณฑ์ชุมชน (OTOP)อาชีพเชิงเศรษฐกิจการตลาด สนับสนุนให้มีการรวมกลุ่มอาชีพพัฒนาสู่วิสาหกิจชุมชนเพื่อสร้างรายได้ให้กับครอบครัวและชุมชนและสร้างเครือข่ายวิสาหกิจชุมชน เพื่อการแลกเปลี่ยนผลิตภัณฑ์ การแปรรูปผลิตภัณฑ์ และการเรียนรู้ร่วมกัน ส่งเสริมให้มีการทำเกษตรอินทรีย์วิถีชาวบ้าน เพื่อลดต้นทุนทางการผลิตของเกษตรกรรายในหมู่บ้าน และส่งเสริมให้มีการใช้พลังงานทางเลือกและพลังงานทดแทน เพื่อการใช้วัสดุที่เป็นเชื้อเพลิงอย่างคุ้มค่า ส่งเสริมและจัดให้มีศูนย์เรียนรู้ปรัชญาของเศรษฐกิจพอเพียงในหมู่บ้าน

คำสำคัญ: ค่านิยม 9 ดี, การเสริมสร้างองค์ความรู้, สังคมไทย

1. Introduction

Since Thailand began using the National Economic and Social Development Plan in B.E. 1961, the plan could be created thorough infrastructure development in both urban and rural areas, which is a factor that leads to continued development and expansion in the economic and social system. Especially the progress under the trend of globalization or the world without borders, which causes the expansion of the industrial system, the capitalist system and the advancement of science and technology (Sasin Graduate Institute of Business Administration of Chulalongkorn University, 2010). But in the midst of these changes, it is still found that desired values in Thai society also adhere to important practices, such as loyalty to the monarchy because the monarchy plays a role in the social and living conditions of the population and is also an important institution in building unity and maintaining national independence (Kriangsak Charoenwongsak, 2000). Therefore, the monarchy is the center of mind of all Thai people, respecting and giving importance to religion because the majority of Thai society adheres to Buddhism. Buddhism therefore influences the creation of values regarding belief in the law of karma and as an anchor for the mind. These things are therefore considered important values



of Thai society from the past until now. Nowadays, respecting elders is considered a value based on age and qualifications, or another characteristic is that working for a long time will only be praised as well. The popularity of education is because most Thai people still like to have a high level of education, praising education as a part of life that must be learned throughout life (Chulabhorn Sota, 2000). Education is therefore the key to developing oneself and the nation, as well as being able to create a career and a stable income.

The National Economic and Social Development Plan No. 12 (2017-2021) is based on the "philosophy of the Sufficiency Economy", which is participation in development and focusing on strengthening the country's development mechanism to have integrated development between agencies based on area as the main focus and placing people at the center of development with the goal of "strengthening and developing people" in a stable, prosperous and sustainable manner. The 12th National Economic and Social Development Plan aims to provide Thai people of all ages with skills, knowledge, abilities, and continuous self-development throughout their lives. There is an important strategy that is a factor supporting the national development strategy, which is to strengthen and develop human capital potential. There are important development guidelines that include changing the values of Thai people to have quality, morality and ethics, discipline, public spirit and desired behavior. Developing people's potential to have skills, knowledge, and the ability to live a valuable life by raising the quality of education and lifelong learning. (Office of the National Economic and Social Development Board, 2017-2021)

For this reason, this research is a starting point for studying the knowledge and reviewing various past research studies related to the form, pattern, and knowledge of the 9 D values in Thai society. To be used as a guideline in determining strategies for research and education on Thai values, consciousness, and wisdom, which will lead to a better understanding of Thai society and to find future research directions related to Thai values. To develop methods for instilling good values, morals and ethics in the population in society and as a guideline for strengthening desirable values for the population widely and thoroughly to develop and build immunity for people of all genders and ages.



2. Objectives of the Research

1. To study and review the body of knowledge about the 9 good values in Thai society
2. To study ways to enhance values in Thai society
3. To cultivate the 9 good values in Thai society in the future

3. Research Methodology

3.1 Research Design

3.1.1 Documentary Research

1) Study and collect information from related documents including books, research reports, meeting reports and other documents based on the concept of cultivating the 9 good values: a review of knowledge creation and research guidelines on the 9 good values of Thai society in the future.

2) Study and analysis of the process of creating elements and indicators for instilling the 9 good values: reviewing the creation of knowledge and research guidelines on the 9 good values of Thai society in the future.

3) Study and analyze the patterns and processes in creating warm families in various forms leading to the cultivation of the 9 good values: reviewing the creation of knowledge and research guidelines on the 9 good values of Thai society in the future.

4) Summary of the results of the study that demonstrate the concept, principles, background, and elements of instilling the 9 good values: review of knowledge creation and research guidelines for the 9 good values of Thai society in the future.

3.1.2 Qualitative Research

1) Visiting 9 areas, 8 districts in Buriram Province, including (1) Ban Na Pho, Na Pho Subdistrict, Na Pho District, Buriram Province (2) Ban Non Samran, Thalung Lek Subdistrict, Mueang Buriram District, Buriram Province (3) Ban Khok Mueang, Chorakae Mak Subdistrict, Prakhon Chai District, Buriram Province (4) Ban Non Somboon, Sakae Subdistrict, Satuk District, Buriram Province (5) Ban Ra Buek Kham, Samet Subdistrict, Mueang Buriram District, Buriram Province (6) Ban Prong Tuek Phatthana, Mueang Fai Subdistrict, Nong Hong District, Buriram Province, (7) Ban Charoensuk, Charoensuk Subdistrict, Chaloem Phra Kiat District, Buriram Province. 8) Ban Sanuan Nok, Sanuan



Subdistrict, Huai Rat District, Buriram Province. 9) Ban Khok Phluang, Nong Bosot Subdistrict, Nangrong District, Buriram Province to use in group discussions, interviews and gathering information from monks, community leaders, local scholars and representatives of villagers in the target areas to obtain information on instilling the 9 good values: reviewing knowledge creation and research guidelines on the 9 good values of Thai society in the future.

2) Interviews, group discussions with representatives of government agencies such as the Provincial Cultural Office, Provincial Buddhism Office, relevant local government organizations in the area to know the guidelines for strengthening values: reviewing knowledge and future research directions on Thai values.

3) In-depth interviews with local scholars and groups of villagers in the targeted community areas.

4) Talking with youth groups and volunteer groups in targeted community areas to find ways to instill the 9 good values: reviewing knowledge creation and research guidelines on the 9 good values of Thai society in the future.

3.1.3 Action Research

Step 1: Participate in the study and analysis of problems with a group of villagers regarding the study of community information in terms of history, society and culture, setting priorities and needs for instilling the 9 good values: reviewing the creation of knowledge and research guidelines on the 9 good values of Thai society in the future.

Step 2: Participate in development planning after receiving preliminary information from the community and using the information to analyze areas in the community through discussion, expressing opinions together to determine policy and project objectives, and determining methods and operational guidelines as well as determining resources to be used for research.

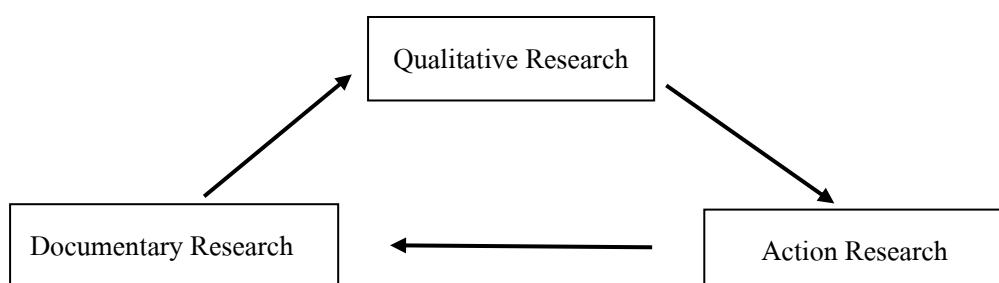
Step 3: Participation is the participation of the people in the development process or operational steps according to the research plan that has been laid out. This step is the step in which people participate in creating community space for the community by supporting funds, materials, equipment, and labor, including participating in administration, coordinating and requesting outside assistance in case of necessity.



Step 4: Develop and organize a workshop on cultivating the 9 Good values: reviewing knowledge creation and research guidelines on the 9 Good values of Thai society in the future together with experts and communities in the target areas.

Step 5: It is participation in monitoring and evaluating research operations and results of development from the implementation until it has achieved its objectives or there are no obstacles or limitations. However, to immediately solve various problems and take mistakes as lessons for further action, opening up the opportunity for the people or villagers involved to participate in the target group areas in the community both in terms of creativity and joint conservation will be the foundation for sustainability of development.

Figure 1: Shows the research design of the study



3.2 Research Tools

The implementation of the said research project emphasizes the study of participation in collecting data in the area, including interviews, focus group to carry out activities between communities with the following important tools:

1. Interview: The researcher used unstructured interviews to understand lifestyles. They provide important information on various issues. Participating in the field and conducting unstructured interviews will allow the researcher to gain more truthful information. The researcher will prepare broad questions in advance with important content such as:

- 1) What is the knowledge about the 9 good values in Thai society?
- 2) What are the strengthening values, reviewing knowledge and research methods in the area of 9 good values in Thai society?



3) What the cultivation and research guidelines for the 9 good values of Thai society should be in the future?

- 4) What are the benefits of following the 9 good principles?
- 5) Others (if any).

2. Focus Group: Key informants in 9 community areas in 8 districts include monks or religious leaders, government administrators/local leaders, community representatives/local philosophers/academics, and youth groups and volunteer groups working in the Santisuk community area. In small group discussion, it is a conversation that can occur in general without specifying the location, such as a discussion with a group of villagers in a learning center or in a temple, a discussion with a group of administrative leaders with important content such as:

- 1) What is the knowledge about the 9 good values in Thai society?
- 2) What are the strengthening values, reviewing knowledge and research methods in the area of 9 good values in Thai society?
- 3) What the cultivation and research guidelines for the 9 good values of Thai society should be in the future?
- 4) What are the benefits of following the 9 good principles?
- 5) Others (if any).

3. Participant observation: The researcher participates in activities organized in the community, such as activities according to various festivals such as Songkran traditions, etc., which are both pre-arranged and un-arranged activities.

4. Use of photography tools: Using photographs as a slide to serve as a guideline for study.

5. Audio tapes: Used to interview community leaders and related parties to help record discussions that are important issues for the purpose.

6. Organizing a training workshop (Kanchana Kaewthep: 2011) to develop the curriculum together with experts by inviting leaders from all 9 places in the target group to participate in training activities to develop the skills of community leaders in instilling the 9 good values: reviewing, creating a body of knowledge and research guidelines on the 9 good values of Thai society in the future by framing a set of activities.



3.3 Data Collection

1. Study and collect documents, knowledge sets, and backgrounds regarding concepts, principles, and coexistence of communities, educational institutions, and temples.
2. Studying the activity development process, supporting factors for enhancing the coexistence of communities, educational institutions, and temples by strengthening the principles that make Thai society live happily together.
3. Integration of knowledge on inculcating the 9 good values: Review of knowledge creation and research guidelines on the 9 good values of Thai society in the future.
4. Developing a process regarding factors supporting family living together in the community using the 9 good principles as a link and driving force for the community using analysis of phenomena occurring at the community level.
5. The researcher collected data by interviewing a sample group of 9 locations in 8 districts in Buriram Province. In the interviews, the researcher collected data according to the specified day and time frame and organized training to develop family leadership skills in instilling warm values with the principles of the 9 good principles, opening the forum for the discussion on cultivating the 9 good values: reviewing knowledge creation and research guidelines on the 9 good values of Thai society in the future.
6. Prepare summary results from research and compile knowledge and ideas regarding the cultivation of the 9 good values: reviewing the creation of knowledge and research guidelines on the 9 good values of Thai society in the future.
7. Organize a forum to return information to the public at Buriram Sangha College, Mahachulalongkornrajavidyalaya University and closed the project according to the 2021 budget within the specified time frame.

3.4 Data Analysis

1. Conduct a study of the local context, emphasizing the participatory process of those involved in conducting the research.
2. Summarize and present the results obtained from document and field studies, from interviews and then analyze according to important points. That is, network building activities, formats and cultures that focus on



bringing analytical results to disseminate to society, both the public and private sectors, and stakeholders at various levels.

3. Analyzing the cultivation of the 9 good values: reviewing the creation of knowledge and research guidelines on the 9 good values of Thai society in the future by using relevant theoretical principles, it leads to the creation of criteria for unity of practice.

4. Summary of research results and recommendations.

4. Research Results

From the various data analysis, the researcher, therefore, summarizes the findings according to the following objectives of the study:

4.1 Review knowledge about the 9 good values in Thai society:

1) Common identity: There is a common identity whether it is building a house, food to eat, way of life, traditions, rituals and beliefs. 2) Joint activities through family or community activities: Whether it is activities to think together, do and learn together to promote and strengthen the community. It consists of the process of promoting and supporting communities to learn, exchange experiences and beliefs from the past to the present for development. It relies on the cooperation of all sectors, including community leaders, government agencies, municipalities, schools, temples, community committees, community members, especially temples that are the center of mind for organizing various activities. 3) Driving the 9 Good principles with the Power of Bowon by houses, temples, schools, and local government organizations, the elements are good leaders, people who participate, have traditions that hold together and have a sense of love for the community.

4.2 Strengthening values, reviewing knowledge and research guidelines on the 9 good values in Thai society: 1) Family: awareness of the 9 constitution principles is created, kinship relationships are created, every family writes its own family tree, and children are taught to be responsible for assigned tasks. It knows one's duties, having a good role model, being inspired, having loved and family ties. 2) Community: Village committees, home guard leaders, and home guard committees are established in accordance with the law. There is a village committee office and a home protection committee office as appropriate. The process involves setting up a village committee for



children and youth to allow youth to participate. It is a parallel director in the operations of the village committee so that it can effectively take over the development of the village in the future (succession system). 3) Temples have a role in promoting morality and being a center of the mind, whether it is beliefs in rituals, practicing Dhamma every Buddhist holy day of every month, as well as being a center for community activities and being a good example in the community. 4) Government organizations in the community: Educational institutions play a part in inculcating the 9 good values in creating a learning process for the community. There is an extension of local wisdom with modern technology that the community can use to create economic value and generate income for the community. There is encouragement to disseminate knowledge, new information that is necessary for living in the modern world.

4.3 Cultivation and finding guidelines for research on the 9 good values of Thai society in the future: There should be a regular campaign for the 9 good Constitutions. There is a campaign to establish a village bank or other savings group, and to encourage the establishment of a cooperative or community store in the village as a center for selling products at fair prices and generate income for members or families in the village. The village committee shall set rules and regulations for promoting alternative occupations or additional occupations in order to raise the quality of community products (OTOP), economic and marketing occupations.

5. Discussion of Research Results

Cultivation of the 9 Good Values: Review of Knowledge Creation and Research Guidelines on the 9 Good Values of Thai Society in the Future, the results can be discussed as follows:

Driving the 9 Good constitutions with the power of Bowon by homes, temples, schools, local government organizations, and the elements must be good leaders, people who participate, have traditions that hold together each other, and have a sense of love for the community consistent with Kittipong. Kiatwatcharachai, Jeera Prateep and Isares Sansaneewittayakul (2019) studied the development of city constitutions towards strong, sustainable communities: a case study of the peaceful Village Constitution 9D, Buriram Province. The results of the research found that the form of the Citizens'



Constitution of Buriram Province, called the "Santisuk Village 9 good Constitution", has applied concepts from teachings in Buddhism and other religions together. Especially the idea of "do good, avoid bad, fear sin" and was influenced by the concepts of civil society and direct democracy. It focuses on practical implementation at two levels, both at the individual level and at the organizational level. It is ratified in the village for peaceful coexistence. As for success factors in creating a strong, sustainable community citizen constitution, it was found that leadership factors and village committee factors played the most important roles.

6. Suggestion

Cultivation of the 9 Good Values: Review of Knowledge Creation and Research Guidelines on the 9 Good Values of Thai Society in the Future: There are suggestions as follows:

6.1 Research should be conducted to monitor and evaluate the performance of the 9 good village constitution networks in order to achieve continuous strength and sustainability.

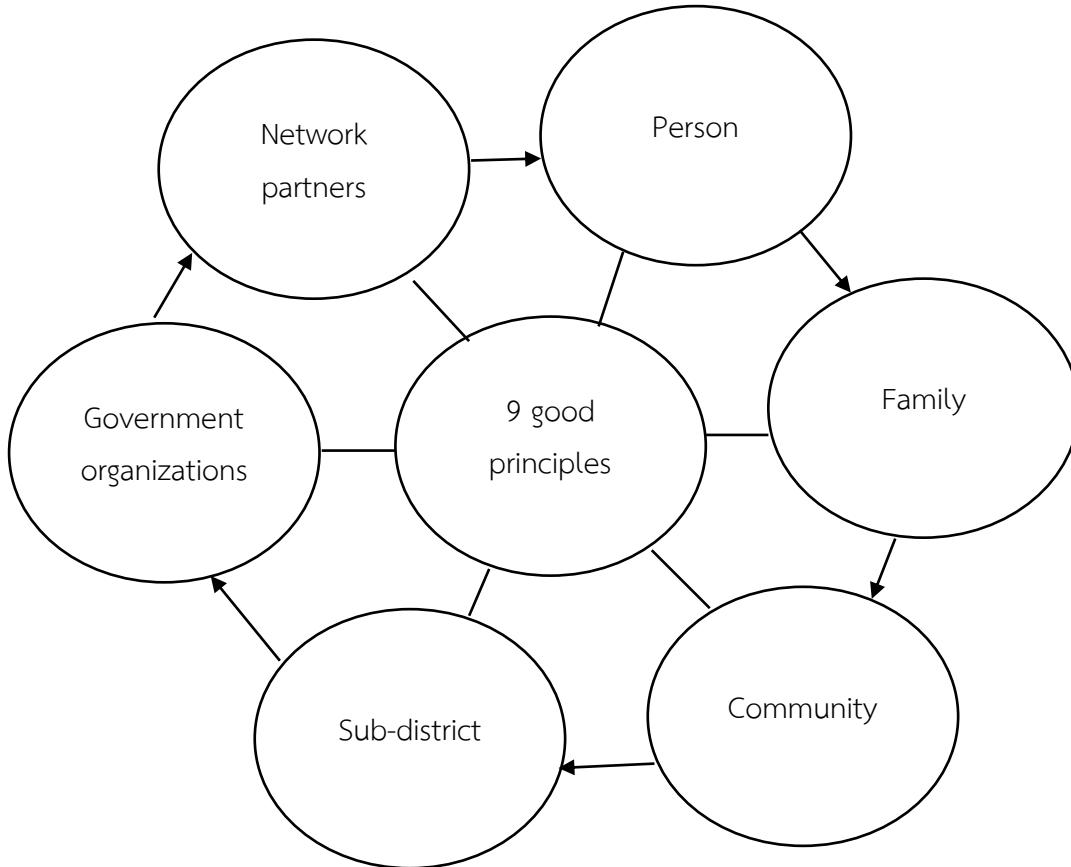
6.2 There should be participatory action research in the application of technology in line with the development of the 9 good networks in order to create social value in Buriram Province.

6.3 There should be research into the process of creating the 9 good network development tools in order to create social value in Buriram Province according to international principles to become concrete. And there is a push to apply it to operations in various organizations in order to develop human capital potential in every aspect.



7. Knowledge Received

From analyzing the data, it can be summarized as the following diagram:



7.1 Model of developing writing skills by using English parallel structure

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