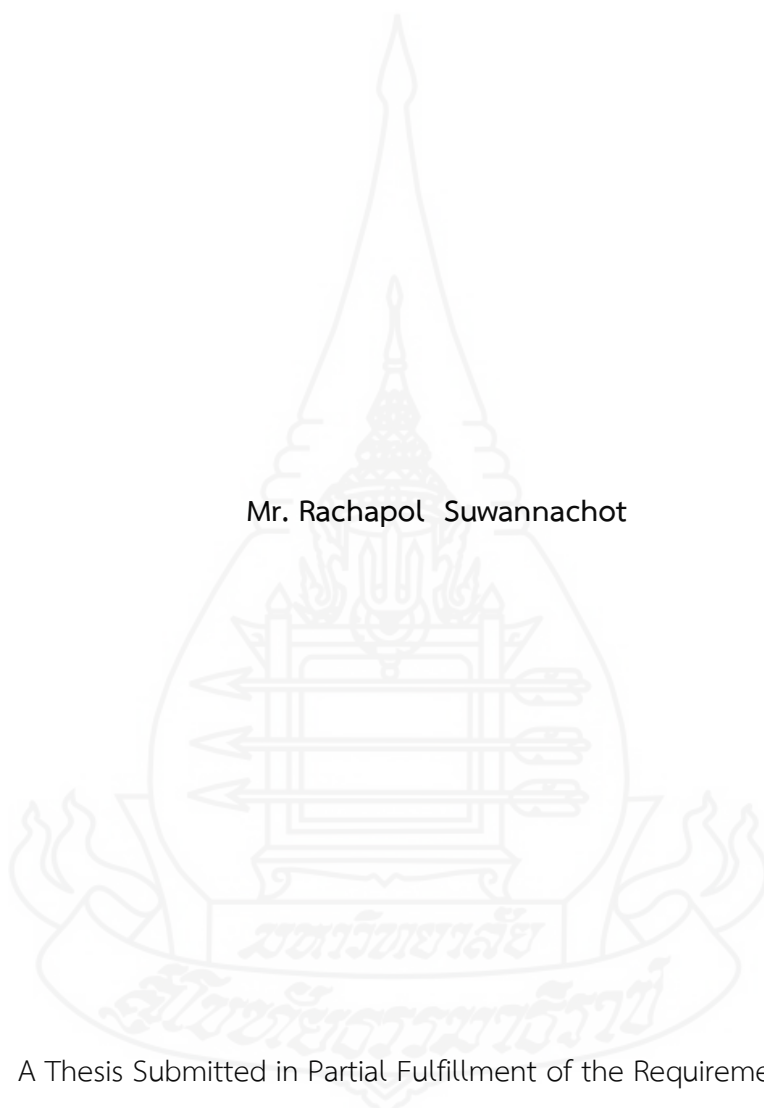# Factor Affected to the Success of ASEAN Children News Centre (CAN)

Mr. Rachapol Suwannachot

A Thesis Submitted in Partial Fulfillment of the Requirements for

the Degree of Master of Master of Communication Arts in

Communication Arts for ASEAN

School of Communication Arts
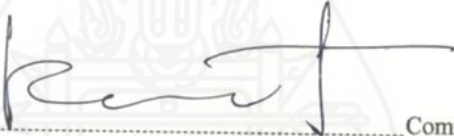
Sukhothai Thammathirat Open University

2019

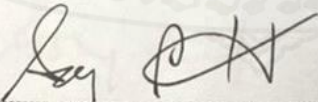|	
Thesis title:	Factor Affected to the Success of ASEAN Children News Centre (CAN)
Name:	Mr. Rathchapol Suwannachot
Major field:	Communication Arts for ASEAN
Faculty:	School of Communication Arts, Sukhothai Thammathirat Open University
Thesis advisors:	1. Dr. Kamolrat Intaratat, Associate Professor
	2. Chantana Thongprayoon, Associate Professor

A Thesis Submitted in Partial Fulfillment of the Requirements for the
Master Degree Program on 24 October 2019

Thesis Examination Committee:

.... Committee Chairperson

(Dr. Ratanasuda Punnahitanond, Assistant Professor)

....Committee Member

(Dr. Kamolrat Intaratat, Associate Professor)

....Committee Member

(Chantana Thongprayoon, Associate Professor)

....Graduate Study Committee Chairperson

(Dr. Somporn Puttapithakporn, Associate Professor)

Thesis title: Factor Affected to the Success of ASEAN Children News Centre (CAN)
Researcher: Mr.Rathchapol Suwannachot; **ID**: 2571500731;
Degree: Master of Communication Arts (Communication Arts for ASEAN);
Thesis advisors: (1) Dr.Kamolrat Intaratat, Associate Professor; (2) Chantana Thongprayoon, Associate Professor; **Academic year**: 2019

Abstract

The research has two objectives 1) to study factors affecting the success of the ASEAN Children News Centre (ACN); and 2) to propose further suggestions to sustain the success of the ASEAN Children News Center (ACN).

This study has used qualitative approach. Key informants composed of one hundred and seventeen. For Focus Group Discussion was one hundred and eight composed with 3 Government Organizations staffs (GOs) the Bangkok Metropolitan Educational Office and 9 from ACN schools network composed of 1 director, 3 teachers, and 5 students. For in-depth interviewed was 9 representatives from all member countries of ASEAN either one teacher or one student. All key informants were purposively selected based on their relevant works, duties, and experiences with all kinds of communication and media for youths and children from all levels (policy to practical levels).

Results were 1) policy & people factor found all ASEAN member countries should have their own tangible and continuous policy to raise more awareness to all their children to recognize how important of ASEAN region besides from each own country then integrated with other member countries; 2) media & activities factor found all ASEAN children should be trained about media literacy, then they can apply to their real uses in their daily life as well as has their own communication channel that link to each other with participatory base collaboration; and 3) management factor found 3.1) Policy management : ACN must take the tangible role to be the communication channel for all ASEAN children to share, to facilitate and create all kinds of collaborations among all ASEAN member countries with its tangible host agency and more professional staffs especially about ICT; 3.2) Place management: Should be able to use all facilities of the host agency and all its networks such as the Bangkok Metropolitan Office, the Ministry of Education, the Ministry of Culture, etc. for any kind of ACN's activities; 3.3) Budget management: Be more tangible and systematic management among all pilot schools as well as all relevant networks both in Thailand and in other ASEAN member countries; and 3.4) Networks management: Should set up clear structure among all networks as well as other relevant partners in working together for ACN both at the country level and at the regional ASEAN levels.

Keywords: ASEAN Communication, ASEAN Children News Centre (ACN), Media Management

ACKNOWLEDGEMENTS

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CHAPTER I

INTRODUCTION

1. Background of the Study

  The integration story of Southeast Asian nations, widely known as "ASEAN" began in 1967 and has since brought about significant changes to the Southeast Asian region.

  For decades, ASEAN has played an instrumental role in maintaining political stability, fostering economic, trade and investment cooperation, as well as facilitating technology transfer and greater mutual understanding among its member nations. It also serve as a cultural melting pot through intra-regional immigration. These have continuously driven forward the ASEAN community, which has a combined population of over 642 millions.

  Thailand's assumption of the ASEAN chairmanship in 2019 is critical to its role in the region aims to continue the agreement of the 12th ASEAN Summit in Cebu, Philippines, ASEAN leaders have agreed to shorten the time to speed up the establishment of the ASEAN Community shall be completed within five years, by 2015; the integration of the ASEAN Community that community has been divided into 3 different communities such that each congregation has the following goals ("A Reflection on Thailand's ASEAN Chairmanship in 2019", 2020)

  1.1 ASEAN Political-Security Community-APSC aims; to promote cooperation in political and security affairs; to strengthen and maintain the peace & stability of the region; to make each country live together in peace; and can resolve problems and conflicts that are made possible by peaceful means.

  1.2 ASEAN Economic Community-AEC also aims to create ASEAN the same market and production base and to make the movement of goods, services, investment and skilled labor freely.

  1.3 ASEAN Socio-Cultural Community-ASCC aims to enhance quality of life of the population in member countries, the well-being, a good environment, and

a feeling of unity during the enclosing cooperation in six areas as follow; (The ASEAN Secretariat Jakarta, 2016)

1) Development of human resources

2) Protection and social welfare

3) Rights and social justice

4) Environmental sustainability

5) Creation of an ASEAN identity

6) Reduction of the development gap ASEAN Community is a cooperative agreement with the most progressive and the emergence of this community in 2015, also is to have an impact and make a difference in the socio-economic aspects member countries with the most extensive. Communication and ICT has been recognized as one of the tools to link and facilitate among all ASEAN community. The Ministry of Digital Economy and Society has established six strategic areas as follow;

Strategy 1 Economic Change (Economic transformation) is to prepare an appropriate environment to do business in order to attract trade, investment and business creation in the field of information technology and communications;

Strategy 2 The participation of the people and capacity building for the people (People empowerment and engagement) to improve the quality of life through access to ICT thoroughly and evenly at reasonable prices;

Strategy 3 Innovation is to promote information and communication technology industry for the Environment (Green) by using creativity and novelty including the promotion of research and innovation to strive for academic excellence;

Strategy 4 Infrastructure development (Infrastructure development) is the development of infrastructure, ICT to support services, information technology and communications across all communities in the region, including the management and integration of meteorological information warning systems and disaster (Disaster Management) to effectively and timely;

Strategy 5 Human capital development (Human capital development) is the development of human resources with ICT skills and capabilities to support the growth of the ICT industry and help promote other economy industries, and;

Strategy 6 Reducing the digital gap (Bridging the digital divide) is to develop and promote the adoption of ICT to good use on a daily basis to build careers.

Thailand is strategically located at the center of the region. The important question is "How can we benefit from this advantage?" This led to the establishment of 'the Master Plan on ASEAN Connectivity 2025,' which was initiated by Thailand. Likewise, an equally important issue that should not be overlooked is international connectivity and that is why it is important to connect the various connectivity strategies in the region,

In terms of economics, the ASEAN Free Trade Area (AFTA) has driven economic growth and has been further developed into the ASEAN Economic Community or AEC, one of the three pillars of ASEAN.

"In the area of public health, for example, Thailand today enjoys tangible benefits from the close cooperation infighting pandemics with the ASEAN countries and ASEAN+3 countries, which include China, Japan and the Republic of Korea, and has put in place an efficient regional public health early warning system, although many people may not know about this. So far, cooperative projects in various fields among ASEAN members have been further developed and extended".

In terms of Socio–Cultural Community which is under the third pillar of ASEAN Community (ASEAN Socio–Cultural Community: ASCC) with its commitment to lift the quality of life of its peoples through cooperative activities that are people-oriented, people-centre, environmentally friendly, and geared towards the promotion of sustainable development to face new and emerging challenges in ASEAN. The ASCC is committed to opening a world of opportunities to collectively deliver and fully realize human development, resiliency and sustainable development through Member States' cooperation on a wide range of area, including: culture and information, education, youth and sports, health, social welfare and development, women and gender, rights of the women and children, labor, civil service, rural development and poverty eradication,

environment, trans boundary haze-pollution, disaster management and humanitarian assistance. We, as an ASEAN Citizen, do pay more attention on how to groom our children as "A One People" who knows and realize how to survive in multi-cultural society of ASEAN.

ASEAN children and youths is one among the focus group of the ASCC. Various of relevant missions and activities such as the "ASEAN Children Forum" (ACF) serves as official venue for ASEAN children to;

1) Participate in any activity of ASEAN Community since 2015,

2) Express their views and pursue aspirations on issues affecting their lives and other regional issues of their interests, and

3) Cooperate and work together toward contributing to regional development.

Some of the success relevant activities are the ASEAN Children Forums especially the 3rd ASEAN Children Forum which was successfully organized in Thailand under theme of "Voice of ASEAN Children" which children and youths participants can create their own media reflecting their potentiality and capacity. Furthermore, this media and communication activities enable them to communicate their thought to children themselves and to rest of the world. Most importantly, their voices can be heard easily by distributing this video through variety media such as TV media, online media especially all kinds of social media, etc. Undeniably, the power of social media would attract not only children but also all global citizens in this world. ASEAN Children's voice could be heard, eventually.

In Thailand, in partnership with UNICEF Thai Youth News Center (TYN) has established in 30 schools all over the country since 1998. Children and youths' media created and produced by TYN members have been broadcasted via various channels i.e. the national TV channel, local channel, the Public Services TV channel and also online channels. Many awards from all levels have been recognized such as "Best of ASIA" from Japan; "Best of the world" from International Emmy award 2007, New York, USA and etc.

With all the continuous success of Thai Youth News Center (TYN), many of lesson learned and best practices have been scaled up to higher level: ASEAN

Community. So, the ASEAN Children News Center (ACN) has been established aims to develop children and youths' potentiality and capacity in using and creating their own media to communicate their own dignity, their nationality and their own ASEAN Community along with the national and regional policies. ACN has pilot in 9 high schools under the Bangkok Metropolitan Administration under direct link with other 9 schools from 9 countries of ASEAN. Meaning that all ASEAN children and youths' voices could be heard continuously among themselves and even to the other regions and the world.

This is the reason why this study wants to study about all the relevant factors affected to all the current success of the ASEAN Children News Center (ACN) which aims to affecting to all development of ASEAN children and youths to voice their country dignity to the others then finally to all the mutual success of ASEAN Community as planned and aimed together among the ASEAN region.

2. Research Questions

The study of "Factors Affected to the Success of ASEAN Children News Centre" has its research questions as follow;

2.1 What are the factors affected to the success of the ASEAN Children News Center (ACN)?

2.2 What are the further suggestions to sustain the success of the ASEAN Children News Center (ACN)?

3. Objectives

The study of "Factors Affected to the Success of ASEAN Children News Centre" has its objectives as follow;

3.1 To study the factors affected to the success of the ASEAN Youths News Center (ACN);

3.2 To propose further suggestions to sustain the success of the ASEAN Youths News Center (ACN).

4. Research Limitation

The study of "Factors Affected to the Success of ASEAN Children News Centre" will study only among the 9 member countries of ACN in ASEAN but will focus more on ACN, Thailand as its role of founding and located.

5. Definition Terms

The study of "Factors Affected to the Success of ASEAN Children News Centre" has its definition terms as follow;

5.1 ASEAN Children News Centre (ACN) means the Centre where all children and youths from 9 member countries (Thailand, the Philippines, Indonesia, Malaysia, Vietnam, Myanmar, Laos, Brunei, and Cambodia) gain all empowerment relevant to media and communication activities as well as contribute their voices to other both inside and outside their own countries mong ASEAN Community;

5.2 Member countries of ACN means children and youths from 9 member countries: Thailand, the Philippines, Indonesia, Malaysia, Vietnam, Myanmar, Laos, Brunei, and Cambodia who participate and contribute their media and communication to develop their own countries as well as the whole ASEAN region;

5.3 Success factors means factors that affected to any success of the ACN 1) policy & people factors, 2) media & activities factor, and 3) management factor;

5.3.1 Policy & people factors means relevant policies from GOs, NGOs, POs, BOs as well as other relevant agencies as well as vision, mission, and strategies of all those agencies relevant to ACN;

5.3.2 Media & activities factor means media literacy which composed of their access, analyse, and utilize to vice out their dignity of their own countries; and the "Activities" mean media and communication activities i.e. media camp, media project, media study trip as well as others relevant.

5.3.3 Management factor means ACN's management: vision, mission, policy; and ACN's networks and others.

6. Benefits from the Research

The results from this study will be benefited to all relevant countries as follow;

The lesson learned and best practices can be learned, shared and scaled up to other member countries of ASEAN;

6.1 The results will help strengthening the sustainability of CAN in all 9 pilot countries;

6.2 The overall success and achievement of all children and youths across ASEAN region.

7. Research Framework

| 1. Policy & People Factors:
    1.1 Relevant policies from GOs, NGOs,
        POs, BOs;
    1.2 Vision, Mission, Strategies |

| 2. Media & Activities Factors
    2.1 Media: Media literacy
    2.2 Activities: Media camp, Media project,
Media Study trip |

| 3. Management Factors
    3.1 ACN's management: Vision, mission,
policy;
    3.2 ACN's networks |

The Success of ACN: ASEAN Youths News Centre
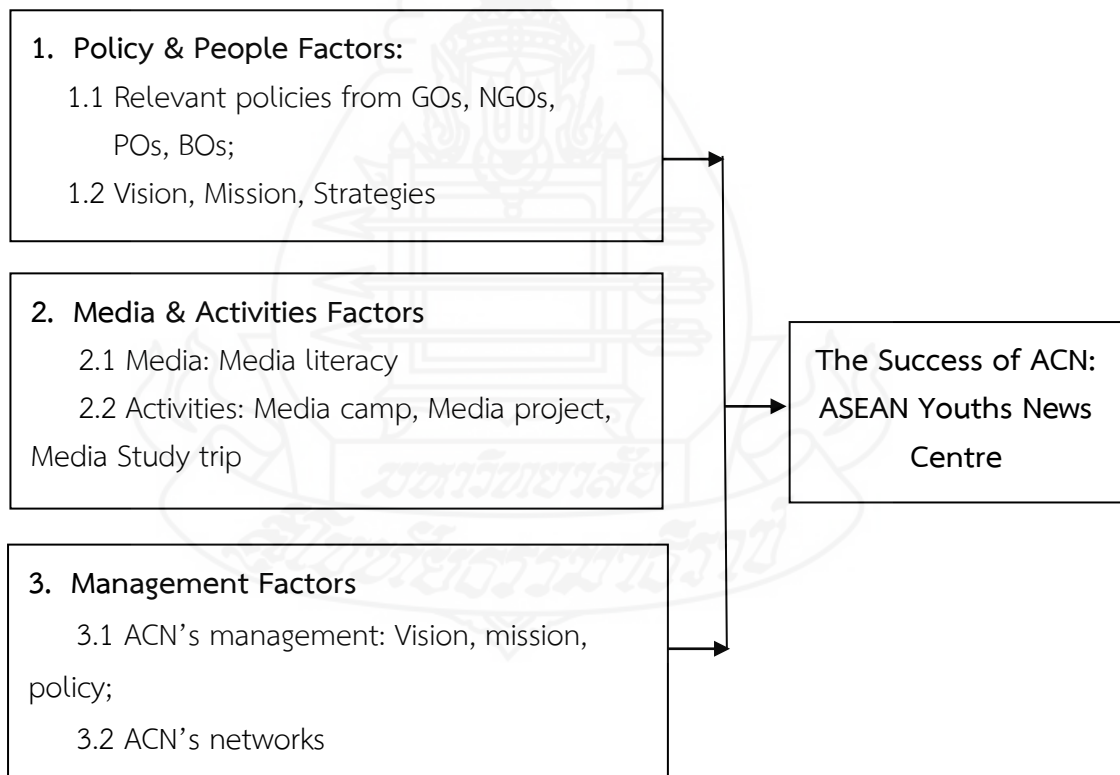
Picture 1.1 Research Framework

CHAPTER II

LITERATURE REVIEW

The research of "Factors Affected to the Success of ASEAN Children News Centre" has reviewed some of the relevant literatures as details;

1. ASEAN Background
2. Communication and Media in ASEAN
3. Children and Youths Media
4. Media Organizational
5. Relevant Researches

1. ASEAN Background

ASEAN was born in 1967 ASEAN united Indonesia, Malaysia, the Philippines, Singapore, and Thailand to try to reduce regional hostilities and to fight the potential threat of communist-led insurgencies at the height of the U.S. war in Vietnam (Ginsberg, 2009). The five founding members sought a community to promote political and social stability amid rising tensions among the Asia-Pacific's post-colonial states. In 1976, the members signed the Treaty of Amity and Cooperation, emphasizing ASEAN's promotion of peace, friendship, and cooperation to build solidarity. At present, the era of globalization causes a change in the direction of new from the original. Association of Southeast Asia beginning in July 2011 by Thailand, Malaysia and Philippines have jointly established a volunteer association or Association of Southeast Asia to the economic, social and culture cooperation rights, but only 2 years of operation, it must be stop because of the inverse of the political international Indonesia and Malaysia. (Albert, & Maizland, 2018) Southeast Asian Studies though a historical and interdisciplinary approach. The results show that Southeast Asia has long been of interest to outsiders, however, it clearly emerged and developed as an academic specialty during the Cold War Period in order to serve the United States politico-economic interests. An obvious example related to this is the expansion of

Southeast Asia Studies Centres and curricula in many leading universities throughout the United State. Interestingly, in the case of Thai society, Southeast Asian Studies has been strongly and continuously and continuously influenced by western academic patterns but its content status has also been modified for the emergence of ASEAN community. Nevertheless, the direction of Southeast Asian Studies both in the global and the Thai context has been gradually changed through the mixing of knowledge from the disciplines of "Global Studies" and "Area Studies". This transformation will continue to be of interest in the future (Heryanto, 2002).

ASEAN Community is a cooperative agreement with the most progressive and the emergence of this community in 2015, also is to have an impact and make a difference in the socio-economic aspects member countries with the most extensive. The deal is supreme which is supposed to be paying attention and consider the various details of this community as well. In the establishment of the ASEAN Economic Community (AEC) is a draft or blueprint, which is an integrated plan for economic performance to achieve the following four aspects;

1) To make ASEAN a single market and production base. There will be a movement of goods, services, investment and skilled workers are more liberal capital movements was scheduled to be the country's original ASEAN 6 countries (i.e. Thailand, Malaysia, Indonesia, the Philippines, Singapore and Brunei) gradually reducing or eliminating trade barriers to non-tax (non-tariff barriers) to disappear and marketing services sectors with investment liberalization by 2015;

2) Strengthen capacity in economic competitiveness of ASEAN with a focus on policies that will promote economic integration. Competition policy Consumer protection Intellectual property rights, tax policy and infrastructure development finance, transportation, information technology and energy;

3) Economic development through equitable by promoting the development of small and medium-sized enterprises (SMEs) to reduce the gap of economic development between member countries;

4) Integration into the global economy ASEAN economic policy coordination with countries in other regions to achieve economic cooperation, such as the preparation area. FTA with ASEAN dialogue partners is encouraged to create a

network in the field. Production and regional distribution linked to the global economy and etc.

Operations to move goods freely have set up guidelines for example;

1) Member States will have to reduce tariffs on imported goods than 8,300 items to 0 percent with the exception of some products that have been designated as sensitive products (sensitive list) or the very sensitive (highly sensitive list) to protect local manufacturers in the country;

2) The liberalization of trade in services. Member States will have to reduce the barriers to entry to the market. For all service branches and all forms of service. The group covers 12 sectors or professions, communications, construction, distribution, education, environment, finance, health, transportation, tourism, recreation, computer, telecommunications and other fields such a beauty spa, etc. In 2010, the precipitation is carried out before the 4 branches of the Computer health tourism. And air transport by giving investors a stake of more than 70 percent and ASEAN has clear limitations to enter the market;

3) Liberalization of investment ASEAN. ASEAN must treat investors as well as their investors. ASEAN Investment Agreement or the ASEAN Comprehensive Investment Agreement, which includes the major investments such as investment promotion, facilitation liberalization to invest and investment protection covering manufacturing, agriculture, fisheries, forestry, mining, and related services;

4) The liberalization of the capital AEC will have the opportunity to have a combination of financial and capital markets to facilitate trade, investment and capital flows in the region increased.

2. Communication and Media in ASEAN

The current condition of the world social globalization is changing fast and furious in all aspects of social, economic, political and technology as a result of the development of information technology. And the change in world political economy. As a result, countries in the world to rely on each other as well as linking to each other. The world has a vast back into the territory of the countries that are

far apart can communicate with each other within a fraction of a second, like a village (Global Village). Virtual has kept dissolving all into a borderless world. This is the biggest change in the history of globalization that affected to all levels including ASEAN.

Globalization has meant distribution interconnected world of information for news, information, knowledge, and even culture. The other word of globalization is also called as the "international community" or "The Global Village" where all people can perceive and affected by what is happening fast and even real time now (Intaratat, & Lomchavakarn, 2009). Arising from the development of information systems, telecommunications fast among all globalized society via all kinds of information society without borders. The development and the dramatic changes in ICT (information, communication and technology) has linked all the countries closer together. The world has become a small village in the form of global link. All levels of culture and its values have spread widely throughout the world. This led to the evolution of the global system to be the globalized world where humans can cross national borders; can be linked through time and space by using information communication technology (ICT) as a tool to communicate over all the borders including ASEAN. Some of the relevant aspects are as follow;

2.1 ASEAN Communication and Education Aspects

ASEAN Communication plan has been designed aims to facilitate, to manage, and to achieve all levels of mutual understanding among ASEAN. If the people of each member country can communicate with well understood, the activities among all ASEAN member countries can be of significant benefit for every country. Using all types of media especially ICT or digital media is very necessary and very important to all ASEAN member countries. Communication and media especially the digital media strategy is a must to be used to facilitate all ASEAN member countries to be "ASEAN One Community" because there are various factors needed to be linked, shared and collaborated among all the ASEAN member countries especially in communication and education. Communication and education have an operating mechanism including sectoral meetings at senior officials' level and the Council of Ministers and the ASEAN Socio-Cultural Community

to achieve ASEAN caring and sharing. The Declaration Cha Am-Hua Hin on strengthening cooperation in education. Emphasized the role of education in building the ASEAN Community by the year 2015, comprising three pillars as follows;

2.1.1 Role in political and security pillar

Support, understanding and awareness about ASEAN Charter, more over the course of ASEAN charter School and published in the local language of the nation in ASEAN to focus on the principles of democracy even more. Respect for human rights and values in ways that support peace in the school curriculum. Understanding and awareness in cultural diversity Regional traditions and beliefs among teachers trained exchange program and the establishment of basic information online about this equip school leaders are meeting regularly as the basis for an exchange of views on various issues in the region. Capacity building and networking including recognition of the existence of the school, Southeast Asia (Southeast Asia School Principals' Forum: SEA-SPF).

2.1.2 Role in economic pillars

The development of local skills development of each member to help support towards the conduct of skill in ASEAN support driven by the students, for the better by developing a list of regional information and education to the country. ASEAN members providing support mobility of skilled labor in the region through the mechanism of regional cooperation among ASEAN member states, which will be conducted in parallel with efforts to protect and improve the standards of education and professional development, professional standards on the basis of talent in the region by focusing support human resource development in order to compete in both regional and global levels and to satisfy the needs of the industrial sector in coordination with the framework of the ASEAN Labour Ministers.

2.1.3 Role in social and cultural pillars

Content development in the ASEAN for the school to serve as a reference for training and coaching of teachers offer a degree program in the university culture, ASEAN, ASEAN proposed a national language. A foreign language elective in school support regional projects focused on promoting awareness of the youth awareness about ASEAN endorsed the existence of other initiatives such as the

ASEAN Schools Tour ASEAN student exchange program ASEAN Youth Cultural Conference Youth Summit ASEAN university students. The ASEAN University Network and youth speech contest Support lifelong learning in ASEAN countries. By supporting education for all people held a meeting of ASEAN to promote research, education, research and development cooperation in the region provide a forum for researchers from member countries to exchange views on issues and matters related regional support, understanding and awareness of awareness of the issues and stories about the environment in the region by integrating the curriculum in schools. And awards Green School ASEAN in ASEAN day celebration in school and consider the establishment of a regional development fund education to ensure that they receive adequate financial support to operations. It is, as has been suggested assignment to. Organization of the ASEAN sectoral Ministerial and ASEAN continue to follow this mission by providing guidance and support 5-year plan of ASEAN on the subject of education.

Some of the relevant policies both in communication and education aim to strengthening ASEAN Community are as follow;

2.2 ASEAN Communication Aspects

Some of the key relevant issues are;

2.2.1 ICT Management perspective to ASEAN

From the use of ICT especially the digital media trends survey of Thailand made it clear that Knowledge and skills on the use of digital media is very important in modern times. Because in every field, it is necessary to use this to learn, work, do business etc. For each activity, such as the Political and Security activities, Economic, Social and Cultural are required to use digital media to assist in the implementation of it. Another important thing is to teach individuals the digital literacy. To avoid the loss of money that may be physical, psychological pain from deception in digital media. The benefit of information and data in digital media People in Asian countries, it is common to be able to efficiently and cost effectively.

2.2.2 ICT for ASEAN One Community

Thailand government policy has focused on the preparation of Thailand to ASEAN in the year 2015 by the national development strategies to build

and strengthen the economic, social and cultural affairs and International Economics including preparation of all sectors of ASEAN in the year 2015. For the action plan is to achieve the ASEAN Community by the Ministry of Information and Communication Technology or ICT. It has established six following strategic areas.

Strategy 1) Economic Change (Economic transformation) is to prepare an appropriate environment to do business in order to attract trade, investment and business creation in the field of information technology and communications.

Strategy 2) The participation of the people and capacity building for the people (People empowerment and engagement) to improve the quality of life through access to ICT thoroughly and evenly at reasonable prices.

Strategy 3) Innovation is to promote information and communication technology industry for the Environment (Green) by using creativity and novelty including the promotion of research and innovation to strive for academic excellence.

Strategy 4) Infrastructure development (Infrastructure development) is the development of infrastructure, ICT to support services, information technology and communications across all communities in the region, including the management and integration of meteorological information warning systems and disaster (Disaster Management) to effectively and timely.

Strategy 5) Human capital development (Human capital development) is the development of human resources with ICT skills and capabilities to support the growth of the ICT industry and help promote other economy industries.

Strategy 6) Reducing the digital gap (Bridging the digital divide) is to develop and promote the adoption of ICT to good use on a daily basis to build careers.

The action plan to achieve the ASEAN Community's ICT Ministry herein guidance to agencies and governments and relevant private was conducted within the ASEAN Telecommunications and Information Technology conference and ASEAN including coordination and oversight of projects and activities. Information and Communication Technology Master Plan of ASEAN and under the framework of ASEAN cooperation involved. The action plan will be reviewed every year for updates and

additional projects/ activities. There may be a need to set up to meet mission readiness towards the ASEAN Community in Thailand" (The Association of Southeast Asian Nations, 2015)

Ministry of ICT has established the National ICT Strategy and strength (Thuvasethakul, & Koanantakool, 2002) as follow;

Strategy 1) Create a competitive advantage to out-income countries.

Strategy 2) Decrease the differences and creating equal opportunities society.

Strategy 3) Build environmentally friendly.

Strategic 4) Modify the administration with good governance for balancing and system administration. Under the strategic national approach to issues related to the preparation of the ASEAN community.

The mission of the Ministry of Digital Economy and Society related to the 3 Pillars of the ASEAN Community. Including to all kinds of services in moving freely which the related service is computer services and telecommunications services the development of information technology infrastructure and e-commerce, promoting the use of ICT among disadvantaged children and women, including the management of disasters and involved in the security of information or "Cyber Security".

2.3 ASEAN Education Aspects

Some of the key relevant issues are;

Policy 1) For educated news information and their attitudes about ASEAN to raise awareness and prepare credentialed teachers and educational personnel, students and the public to step into the ASEAN Community by the year 2015.

Policy 2) The development of students and the public to have the right skills and to prepare the pace of ASEAN such as knowledge of English. A neighbour language Information technology Skills and expertise to adapt and change in line with the industry and increasing the chances of finding a job for the people as well as the planned production capacity.

Policy 3) Develop policies to promote renewable educational standards of the students and teachers in the region as well as to provide for the recognition of academic qualifications together in ASEAN promoting cooperation between various institutions and youth exchange Development of distance education. This helps support the education of a lifetime. Promoting and improving education, vocational education and professional training. In both upstream and downstream and to promote and enhance cooperation between institutions of member countries of ASEAN.

Policy 4) To prepare a policy to liberalize education in ASEAN for the ASEAN Economic Community, a step class the mutual recognition education talent development experience in various fields to support the liberalization of education, coupled with the liberalization of labor mobility.

Policy 5) The Youth development mission as a key resource in advancing the ASEAN community.

3. Children and Youths Media

With the advent of the internet, the online world quickly became inhabited by people expressing all sorts of interests, even those considered taboo or controversial. With one click of the mouse, introductions could be made and conversations started without ever meeting someone face-to-face. Users quickly embraced this new way of meeting others free from constraints of time, distance, gender, or age. As in real life, individuals with shared similarities began gathering in virtual meeting spaces to socialize. Not unexpectedly, youth were the fastest adapters of this new social media, aided by their capacity to adapt to technology with minimal effort. Social media can help adolescents to combat loneliness, establish intimacy, and maintain relationships.

Habbo and Friendster both originated as gaming-based platforms with a social networking component, connecting those with a love of video games. Along with other increasing digital media: Skype, Facebook also launched shortly after. By the time Tumblr, Pinterest, Instagram, and a variety of fan fiction sites were launched around the world to create and share content for their fandoms. Youths tend to

gravitate toward platforms that enable constant, live communication. Adolescents spend a great deal of time creating and propagating material about their favorite fandoms, in the form of memes, video clips, screen captures, blogs, vlogs and etc.

YouTube spawned new types of entertainers, many of whom are teenagers creating their own contents. Content often consists of as live gameplay, reactions to show episodes, and fan videos for their favorite romantic pairing (known as "One True Pairing" or OTP). Tumblr and YouTube give those same creators a voice and a chance to make fans of their own, people who admire the content they create and share their interests. Twitter offers an even more expansive reach for adolescents. Not only does it allow for the same creative freedom and social connection, it has also become the platform with which youth effect change. Although the idea of real-life politics might be intimidating or overwhelming for teens, they can participate in activism through Twitter.

Although the internet has reduced the social isolation and encouraged communication for many, it comes with it its own unique problems. Within fandoms have fought with each other and even among themselves. The anonymity of social media enables some users to spout vitriol or eschew civil behaviour with little fear of consequences. This phenomenon is likely why online interactions are associated with higher frequencies of verbally aggressive behaviours than traditional communication. These behaviours may manifest in cyber bullying, also called "trolling" or "flaming"; often targeting individuals who are prominent fixtures within those fandoms. Social media platforms are unable to monitor every message posted by their users, contributing to the belief that there are no true consequences for these misbehaviours. This can be dangerous when youths apply those same aggressive attitudes within their real-life interactions.

Use of digital media (e.g., text messaging, email, Facebook, Twitter, Skype, photo and video sharing, and other forms of digital communication) has skyrocketed in recent years in ways that are dramatically shifting how and when young people connect with their friends and family members. The expansion of both the forms of and access to social media has challenged staff in youth serving programs to create policies that are responsive to the affordances of these ever-changing forms of

communication, while also guarding against unforeseen risks and unintended negative consequences to program participants. For youth mentoring programs, which seek to foster close, enduring, growth-promoting relationships between youth and adults, social media use and its associated challenges are particularly salient. Some of the dominant digital media in all kinds affected to youths and children are; (Subrahmanyam, & Greenfield, 2008).

Table 2.1 Digital Media and Youths

Name	Description
Anime	Japanese animation. The most accepted use of the term is to describe any animation originating from Japan. Some will use it to describe animation that is Japanese inspired, but this can head to intense debate.
Comics	The world of comic entertainment moved beyond the physical comic book. In addition to electronic publishing, many comic stories are retold in cartoons, video games, television series, and movies. There are comic fans who have never bought a comic book.
Cosplay	A mix of costuming and light role playing first popularized in Japan. It has grown to become a common feature of fan conventions worldwide.
Fanfiction	Fan-created works based off existing literary properties, which are then shared among fans. One of the best-known works coming out of the fanfiction world is Fifty Shades of Gray, which was inspired by the Twilight series.
Fantasy	Entertainment focused on magical and mythical elements. High fantasy tends to involve clear acts of magic and fantastical beasts and epic battles of good and evil. Low fantasy involves tales that could almost be set in real history, with a very light imprint from magic, and characters that are often morally gray. The Lord of the Rings is an example of high fantasy, whereas A Game of Thrones fits in as low fantasy.
Flik	The folk music of conventions. Songs often have a parody quality, and use lyrics referencing sci-fi and fantasy.

Table 2.1 (Continued)

Name	Description
Horror	Representations in literature, television, and movies. Zombies and post-apocalyptic representations tend to be popular.
Manga	Japanese comic books. Genres geared toward boys, girls, men, and women exist. Manga is read from right to left, and top to bottom, reversing the typical left to right pattern found in Western comics.
Paranormal	Interest in spirits and paranormal investigation. This can include fictional representations, like the X-Files, or how to conduct paranormal investigations, like those on reality TV.
Science	Robotics, rocketry, space exploration, the Internet, and hacking lend themselves to discussion at geek conventions.
Sci-Fi	Science fiction. The fandom around science fiction is the oldest of the geek genres, and established conventions and fanzines that were the primary social outlets for geeks before the Internet. Star Wars, Star Trek, and Doctor Who remain some of the most beloved franchises.
Tabletop games	A wide collection of gaming styles that are typically played among a small group of friends, and often have complex game mechanics. Role-playing games, like Dungeons & Dragons, are perhaps the most well-known subgenre of tabletop gaming.
Video games	Any form of electronic gaming ranging from apps on smart phones to well-known console games to multiplayer games on a personal computer. In addition to gaming consoles like the PlayStation 4, Xbox One, and Nintendo Switch, PC gaming is very popular, with Steam serving as one of the largest distribution platforms.

Table 2.1 (Continued)

Name	Description
YA Lit	Young adult literature. Fiction geared toward younger readers, thus carrying some social stigma for adult fans. The Harry Potter series, and Hunger Games are well-known examples.

Sources: Subrahmanyam, K., & Greenfield, P. (2008). Online communication and adolescent relationships, *The Future of Children*, 18(1), 119-146.

2.4 Youth Mentoring and Digital Media Use

Digital media offers significant opportunities for engagement and connection between mentors and youth, but it can also pose potential risks. For example, texts, Facebook messages, and the like, make it easy for mentors and youth to stay in touch on a day-to-day basis and directly communicate with one another in ways that can nurture the development of the relationship by fostering feelings of connection and also help to sustain it over time. Use of digital media between mentors and mentees may allow for greater ease in coordinating meetings and staying in contact, even in the face of changing schools, addresses, and phone numbers. Some adolescents may also feel more comfortable disclosing feelings or personal information via social media rather than in person (Subrahmanyam, & Greenfield, 2008).

Youth mentoring relationships, once largely considered to be one-to-one relationships between youth and adults that were cultivated through in-person meetings or activities in the community or at school, now take a wide variety of forms with some relationships taking place solely through digital forms of communication. Whatever forms these relationships may take, the interpersonal connection that develops between the mentor and youth remains at the heart of the mentoring process.

At the same time, social media use can pose risks to developing mentoring relationships. It raises significant concerns about safety, privacy, as well as

the potential for sharing inappropriate information and blurring relationship boundaries. For example, deciding whether to become friends over Facebook is not always a straightforward choice, as mentors must then consider carefully the content they post and the potential impact on their mentee. As a Facebook friend, mentors may also view content that raises ethical dilemmas, such as what to do if they view a post by their mentee that shows the mentee engaging in some type of risky behavior.

Not surprisingly, in an earlier national survey of mentoring programs conducted in 2010, mentoring program staff reported that mentors and mentees were using an array of social media, particularly email and text messaging. Yet few guidelines exist to help mentors and youth to navigate these forms of communication beyond brief tip sheets e.g., Social Networking Tips for Mentors, Mentor Michigan) or general advice (Manza, & Patrick, 2012). The approaches that programs are taking to social media use in mentoring relationships as well as how its use may influence relationships remain largely unknown.

4. Media Organizational

Social media as the current media that keeps increasing dominantly in all kinds of organizational communication because social media currently have great influence on how information is obtained and exchanged. Thus, companies need to develop new approaches in organizational communication, while social media can become significant tools of organizing communication. The question is whether conceptual models of implementing social media can be identified within the organizational communication so that they should focus on the communicational needs of the organization (Badea, 2014).

Kaplan, & Haenlein (2010) believe that social media represent a group of internet-based applications which rely on ideological and technological principles of Web 2.0 and allow the creation and exchange of user-generated content. We might say that Web 2.0 enables the transition from the web in which one reads to the web in which one writes/reads, a web full of user-generated contents that allows the use of applications accessed by users who utilize a computer connected to the Internet. According to O'Reilly (2006), the definition of Web 2.0 is: "Web 2.0 is the business

revolution in the computer industry caused by the move to the Internet as a platform, and an attempt to understand the rules for success on that new platform."

Insidedge (2007 cited in Burton, 2006) referred to social media as "me" communications, challenging communicators to use them to stimulate employee engagement, provide relevant information and find the insights and problems of employees. This means a shift in the professional's role from the mere dissemination of information to opening for dialogue, the elimination of the notion of control, careful listening to the other in conversations, straight forward communication and transformation of managers into basic communicators. Berger (2008) also argues that social media means new electronic communication channels based on the virtual environment: blogs, podcasts, wiki encyclopedias, chat rooms, discussion forums, RSS feeds, websites, social networks such as MySpace or Second Life and other dialogue-generating media.

Social media revolutionize communication and reconfigure the old S-M-C-R model of internal communication. New media increase the volume, speed and daily flux of communication, connecting people, giving them a voice and stimulating discussions on shared interests. In this context, the issue of positioning social media within the communication strategy is being raised. Many specialists place the use of the new media within the application mechanism of public relations. These aim primarily to transmit information in order to facilitate communication and mutual understanding among various institutions and various audience types.

The new breakthroughs of social media and technical applications create new opportunities for public relations experts. Thus, modern communication techniques can reach to increasingly larger audiences much faster. An interesting approach of social media role in public relations belongs to "online public relations may be defined as the meeting point of communication between an organization (companies, public agencies etc.) and its online readers (network users)". In this sense, the Internet is a support which is naturally integrated into the strategic communication planning of organizations.

Social media alongside public relations within the integrated organizational communication elements revealed that around 50% of organizations worldwide use social media for internal communication. Although many authors and practitioners

support the importance of these communication channels in the process of genuine and informal interaction with employees, the study shows, nevertheless, that a small percentage of respondents certify to the efficaciousness and efficiency of these channels. It is precisely why public relations specialists will equably use old and new media, depending on the objectives proposed and means (financial, technical, of competence) available. At the same time, the new communication technologies bring along, besides their numerous advantages, unexpected challenges as well, therefore the preparation of online messages should involve a much more elaborated and applications.

Interestingly, communication and organizational specialists have also benefited from the opportunities this forum offers. They endeavor to exploit every bit of this space as an alternative path through which to connect with and thus reach out to individual employees, and sometimes even groups, and provide them with alternate sometimes even more exciting opportunities against conventional means to communicate and collaborate with each other. Social media is often defined along the lines of any website or application that enables users to engage in social networking activities such as creating, sharing or interacting with information (Piskorski, Eisenmann, Chen, & Feinstein, 2011).

The surge in the development of the new technological platforms within the 'social media' space such as search engines, next-generation mobile communication devices and their correspondingly sophisticated interfaces, expanded person-to-person communication spectrums, and a plethora of the next generation of 'online social networking' platforms have all contributed to the construction of a much more encouraging and engaging space for organizations, affording them improved and enhanced access to employee-generated content.

These efforts usually complement how organizations strategize ways of leveraging knowing and learning. How social media knowledge and learning benefits affect organizational performance. The study focuses on one particular KM system, that is, communities of practice- (CoP) based discussion groups (DGs). We measure the degree to which CoP-based DGs can exploit the potential of social media and further develop the organization's knowledge base. CoP-based DGs can now benefit

greatly from social media-based two-way communication channels that are much more effective and personal. Both the instantaneity of two-way social media communications and the directionality of CoP discussions make an organization's DGs an ideal candidate for investigating KM systems. Our conceptual framework essentially builds on the notion of two-way social media communications, where both employees and organizations gain from the new emerging technological landscape as when they engage in more frequent and direct communication.

Consequently, we can not only quantify the actual benefits of both KM systems and technology, but also discern the more relevant type of information mechanism that affects organizational performance (Goh, Heng, & Lin, 2013; Wu, 2013).

5. Relevant Researches

The research of "Factors Affected to the Success of ASEAN Youths News Centre" has some relevant researches as follow;

Davis (2012); Subrahmanyam and Greenfield (2008) and Turkle (2011) have explored technology and digital media use in peer relationships and to a lesser extent, in family relationships e.g., few studies have examined how digital modes of communication are being used in formal mentoring programs. As such, youth mentoring programs are tasked with creating policies around the use of social media in mentoring relationships with little research or best practices to guide them. Many studies represents an initial step towards filling this gap by investigating the use of digital media in youth mentoring relationships. Within this context, a survey with mentoring program staff and volunteer mentors in an effort to document program policies for digital media use and to examine associations between digital media use and mentoring relationship characteristics, including quality and duration of relationships, as well as benefits and challenges encountered.

Young people today have grown up with digital communication "digital natives" and their usage rates reflect this. A recent survey of social and digital communications use by 1030 adolescents ages 13 to 17 found that 90% had used

some form of social media, with texting (87%), social network sites (e.g., Facebook; 83%), email (77%), and instant messaging (63%) representing the most common formats (Common Sense Media, 2012). Other recent studies have shown that 78% of adolescents in the United States own a cell phone, with a slightly lower percentage (62%) of lower-income youth owning cell phones. While voice phone calling has decreased among adolescents, text messaging has increased. Older adolescents, especially girls, are the heaviest users of texting among teens, and Black teens showed the highest increase compared to White and Latino teens. Adolescents' preferences for how they communicate have implications for how mentors and youth might connect and communicate with one another.

Previous research has demonstrated that young people tend to use social media to maintain already existing off-line relationships. A study of 251 adolescents indicated that adolescents primarily use social networking sites to connect with people they know offline and demonstrated moderate overlap in closest online and offline friends, suggesting that social media is used to strengthen offline relationships (Reich, Subrahmanyam, & Espinoza, 2012).

Additionally, a study of 110 college students, comprised of mostly Latina/OS and Asians/Asian-Americans, revealed that students tend to use social networking sites to keep in touch with and make plans with family and friends. Thus, it is likely that youth would be drawn towards using social media to complement face-to-face interactions and maintain connections in mentoring relationships as well.

Nisar, Prabhakar, & Strakova (2019) has studied about "Social media information benefits, knowledge management and smart organizations". The power of knowledge has become an important resource for organizations to develop expertise, solve problems, increase organizational learning, and initiate new situations for both the individual and the organization now and in the future. The amplified velocity and dynamic nature of the new economy, partnered by substantial advances in technology, has created an incentive for many organizations to reconcile and utilize their knowledge in order to generate value over a sustained period of time. The effective utilization of a firm's intangible assets has also functioned as a

catalyst for creating a competitive advantage over other organizations operating in the market.

Corso, Martini, Pellegrini, Massa, & Testa (2006) state that informal and formal channels, such as the intranet or corporate portals, should be employed to help access this knowledge. Against this background, we reflect on the recent surge of Internet-based technologies that have created a revolution in the way we communicate with each other. The proliferation of social media usage within society has permeated organizations both formally and informally. A range of technologies from blogs to social networks have extended the reach of the digital revolution to the organization, creating challenges and opportunities that are expected to be compounded over time as social media is further integrated into the organizational landscape. While previously seen as a platform for establishing a convenient link with friends and family across the world, today social media has grown beyond a space for just personalized interactions it has transformed into a professional space running alongside the personal space.
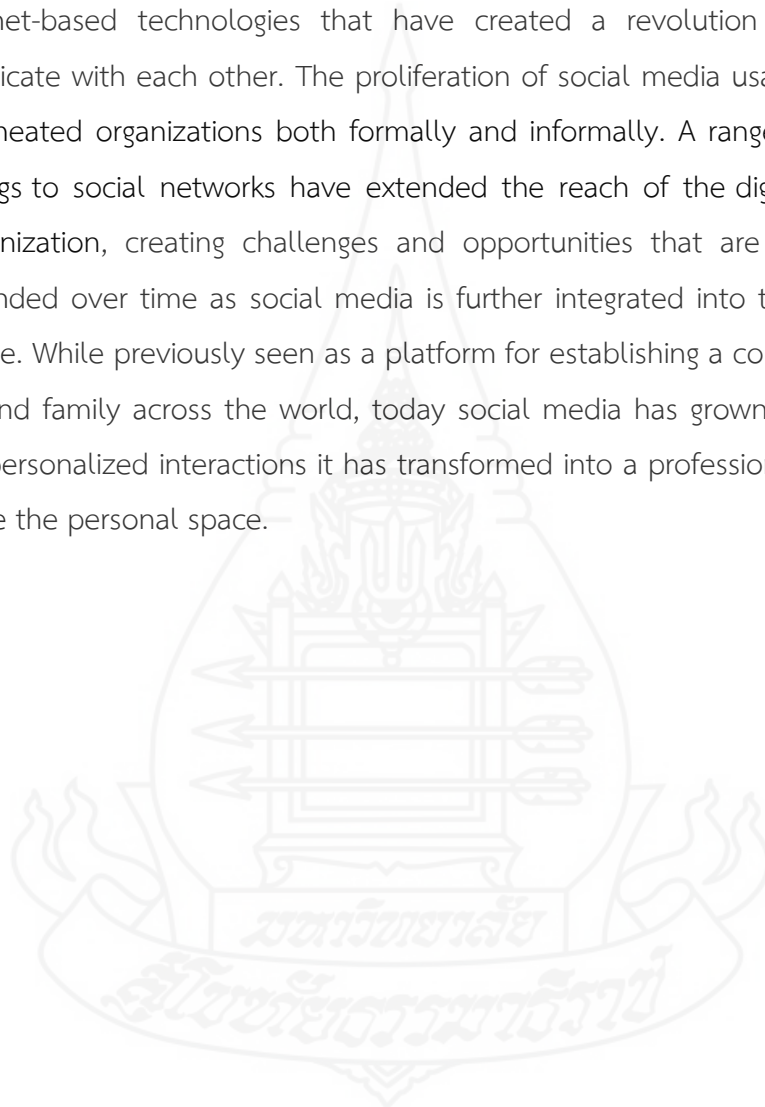
CHAPTER III

RESEARCH METHODOLOGY

The research of "Factors Affected to the Success of ASEAN Youths News Centre" has used the qualitative method as follow;

1. Key Informant

29 Key informants in this research have classified base on the type of organizations and all its relevant details i.e.

Government Organizations (GOs): 3 from the Bangkok Metropolitan Educational Office; 8 ACN schools network's representative (1 Director, 2 teachers, and 5 students); and 18 representatives from 9 member countries of ASEAN (1 teacher and 1 student from each country).

2. Research Tools

Research tools is the semi-structure interview for the Focus Group Discussion (FGD); and the in-depth interview for the selected representatives from each agency and from each Member country of ASEAN.

3. Data Collection

Focus Group Discussion (FGD) and online interview among the selected representatives from each agency and from each Member country of ASEAN.

4. Data Analysis

Descriptive analysis with narration was used for data analysis.

CHAPTER IV
RESULTS

The qualitative study of "Factors Affected to the Success of ASEAN Children News Centre" has studied by using the focus group discussion among 29 key informants classified base on the type of organizations and their relevant functions about the "ASEAN Children News Centre" (ACN). And in-depth interview from the 10 representatives from member schools. Findings are as follow;

Findings from the focus group discussion among 29 key informants classified base on the type of organizations and their relevant functions about the "ASEAN Children News Centre" (ACN). Key informants are from: the Government Organizations (GOs): 1 from the Bangkok Metropolitan Educational Office; 8 ACN schools network's representative (1 director, 2 teachers, and 5 students); and 18 representatives from 9 member countries of ASEAN (1 teacher and 1 student from each country).

1. Results found factors affected to the success of the ASEAN Youths News Center (ACN)

Results found factors affected to the success of the ASEAN Youths News Center (ACN) has classified as follow;

1.1 Policy & people factors means relevant policies from GOs, NGOs, POs, BOs as well as other relevant agencies as well as vision, mission, and strategies of all those agencies relevant to ACN. The studied factors are 1) Relevant policies from GOs, NGOs, POs, BOs; and 2) Vision, Mission, Strategies. Findings are as follow;

1.1.1 Relevant policies from GOs, NGOs, POs, BOs found the overall findings as follow;

"Should have a very clear supportive policy for ACN. Then ACN can facilitate all youths in ASEAN region starting from Thai youths to create all kinds

of creative contents to help strengthening each own country and the whole ASEAN gradually and finally"

"All ASEAN member countries should have their own tangible policy to raise more awareness to all their youths to recognize how important of ASEAN region besides from each own country"

"All ASEAN member countries should has the collaborative policies among themselves in designing the ASEAN Youths Media and Communication Academy to be used among themselves to train, to empower about creative media and communication especially about ICT, social media, life skills, ASEAN heritages from each own country as well as the whole ASEAN heritages, how to communicating out to share as well as learned from the others"

1.1.2 Vision, Mission, Strategies about ACN found the overall findings as follow;

"ACN is taking its tangible role as one among the communication channel for all ASEAN members countries to share and care and link among all resources for each own and their own development as a whole. Because Communication and media is very important for this ASEAN region because it is taking role as the key link to all ASEAN member countries which can facilitate all well devilment among all the whole region"

"Creative Communication and media especially ICT & social media can facilitate and create all kinds of collaborations, negotiation among all the ASEAN member countries. This is very important regional issue because youths is the present and future of their own country as well as their own ASEAN region"

"If all ASEAN members countries can link and share among each other, it would be very benefited to all sectors both at the present and in the coming future, all ASEAN youths and people can access to each other, share and learn among themselves. This will finally create the sustainable development among all the region"

1.2 Media & Activities Factors means media literacy which composed of their access, analyse, and utilize to vice out their dignity of their own countries; and the "Activities" mean media and communication activities i.e. media camp, media

project, media study trip as well as others relevant. The studied factors are 1) Media: Media literacy; and 2) Activities: Media camp, Media project, Media Study trip. Findings are as follow;

1.2.1 Media: Media literacy found the overall findings as follow;

"All youths should be trained about media literacy, and then they can apply to their real uses in their daily life"

"All ASEAN youths can have their own Youths News channel to share and work among themselves. "ASEAN media and news as well as all kinds of key information from each country should be more shared and communicated"

1.2.2 Activities: Media camp, Media project, Media Study trip findings as follow;

"Should be more ASEAN media that can serve real needs of youths and the general people according to the 3 pillars of ASEAN"

"Should open more chance for all ASEAN youths to contribute with own media then sharing among the ASEAN region. Peer, alumni and volunteers should be more promoted then all groups as well as all sectors can contribute their own activities with CAN and ASEAN region as a whole"

1.3 Management Factor means ACN's management: People, Budget, Policy, Place, and others; and ACN's networks and its management. The studied factors are 1) ACN's management: Vision, mission, policy, and 2) ACN's networks. Findings are as follow;

1.3.1 ACN's Management: People, Budget, Policy, Place, and others findings as follow;

1) People Management

"Should have the tangible host agency then having tangible organizational chart of ACN then all staffs, partners, networks, as well as all kinds of volunteers can do their best contribution as well as doing all kinds of effective collaboration and communication"

"Should have more professional staffs as well as professional supportive staffs and volunteers especially about ICT and social media because this

expertise needed to be updating all the time, then all youths could be trained in what is really needed and practical"

        2) Budget Management

"The host agency should have the tangible policy to support enough budget for all fundamental equipment for professional media production as well as their fundamental management. And also at least once a year activity among all ASEAN member countries"

"Can should be autonomous, dynamic but still under the umbrella of the host agency then ACN can generate and seek any kind of appropriate funding to sustaining their own activities as well as their members and network activities both in the country and in ASEAN region.

        3) Policy Management

"Have set up clear policy of ACN focus on youths' empowerment especially about how to make benefits from creative media and communication"

"Should support collaborations among all partners and networks to share all relevant resources among themselves such as the professional staffs, the expertise, budget, equipment, information, facilities, etc."

        4) Place Management

"Should use all the facilities of the host agency such as the Bangkok Metropolitan Office, the Ministry of Education, the Ministry of Culture, etc. as well as its partners and networks in allocating the practical space for any kind of ACN's activities"

1.3.2 ACN's networks and its management

"Should set up clear structure among all networks as well as other relevant partners in working together for ACN both at the country level and at the regional ASEAN levels.

"Should promote more partnership activities among ASEAN member countries to help in more profound working and sharing among their partners. More collaboration, contribution in all kinds of demands should be more

promoted such as the expertise or experts from all ASEAN member countries to join CAN in any role or any kind of their readiness and passion"

2. Findings from Ten Key Informants In-depth Interview

Findings from ten key informants in-depth interview from all the representatives from each members' schools are as follow;

2.1 Policy & People Factors means relevant policies from GOs, NGOs, POs, BOs as well as other relevant agencies as well as vision, mission, and strategies of all those agencies relevant to ACN. The studied factors are 1) Relevant policies from GOs, NGOs, POs, BOs; and 2) Vision, Mission, Strategies. Findings are as follow;

Person 1:

1) Relevant policies about ACN;

"Policy from all levels must be systemized and continuously for ACN to keep developing as well as scaling up to serve more youths both in each county and in all ASEAN region"

"Should be the tangible continuous activities from all ASEAN member countries"

"Has the policy to scaling up or expanding Youths media, Youths development in media and Communication in ASEAN more and more"

"To scale up more youths media empowerment and opportunities to all youths all over the country as well as ASEAN other member countries"

2) Vision, Mission, Strategies about ACN;

"Media and communication as well as youths or the new generation is very important for each country and this whole ASEAN region"

"Everyone is living under the same village, the same world: Global village. So, Communication and media is the key tool to link all for mutual understanding"

"ACN is very important for all youths not only in school but for all youths because all youths can access effectively to all kinds of media and communication both for themselves development and also for their future skills"

"Can help strengthening all ASEAN dignity, pride, and collaborations"

"Can encourage all youths from all ASEAN member countries to voice out from their own heritages and pride"

"Being the centre of all knowledge, news, skills for ASEAN youths"

"Giving importance to all youths to be well grown up to be the smart citizen of their own country as well as their own ASEAN region"

"Youths get the chance to prove that they all can help produce creative media and Communication for their own country and their own ASEAN"

"Youths will be empowered to access & experienced more about the regional and international perspectives, then they can well prepared to be the next leaders of their own country and ASEAN"

"Know and update more about the other countries"

"To give opportunities to all youths to prove themselves in doing all kinds of creative media and activities for themselves, for their schools and for their country"

Person 2:

1) Relevant policies about ACN;

"To facilitate all youths in ASEAN region starting from Thai youths to create all kinds of creative contents to help strengthening all the whole ASEAN"

"Should have a very clear supportive policy for ACN"

"All ASEAN member countries should raise more awareness to all their youths to recognize how important of ASEAN region besides from their own country"

"Youths should be trained and empowered about their life skills and how to communicating out to share as well as learned from the others"

"To add more life skills and other necessary skills for all youths besides from Communication and ICT"

2) Vision, Mission, Strategies about ACN;

"Communication and media is very important for this ASEAN region because it is taking role as the key link to all ASEAN member countries which can facilitate all well devilment among all the whole region"

"ACN is taking its tangible role as one among the communication channel for all ASEAN members countries to share and care and link among all resources for each own and their own development as a whole"

"Can facilitate and create all kinds of collaborations, negotiation among all the ASEAN member countries"

"Very important because youths is the present and future of their own country as well as their own ASEAN region"

"Would benefit to all sectors both at the present and in the coming future, all ASEAN youths and people can access to each other, share and learn among themselves"

"Youths can have more and more professional skills and knowledge in producing and creating creative media by their own pride and creativity"

"Youths can have more inter-disciplinary knowledge and skills because they must do all relevant studies before creating their creative media"

Person 3:

1) Relevant policies about ACN;

"The policy should support holistic factors to ACN to let them works more effectively and sustainability"

"Should opening up more to other relevant agencies to work together to help strengthening ACN"

"All the relevant agencies especially all the educational institutes should be more involved in empowering all youths to be best trained to be the leaders of the country as well as ASEAN"

"All relevant education as well as professional institutes contribute more knowledge, skills and experiences to all youths in creating creative media and communication"

2) Vision, Mission, Strategies about ACN;

"Communication and media is very important for this ASEAN region because it can reflecting out, it can informing all kinds of problems,

information as well as some solutions to all policies as well as other members of the region"

"ACN is very important activates because it can provide all youths to learn, to share, to create, and to work as a team not only helping each other to solve problem but also helping each other to contribute any creative activities for their own and for their ASEAN region"

"ACN could be claimed to be one among the key empowering activities for all youths in each country as well as in ASEAN too"

"ACN is the centre for all youths news, creative activities and movement"

"Communication and media is really important to weave all ASEAN segments to each other: 3 pillars of ASEAN then they can help each other or collaborate more with meaningful communication and understanding"

"ACN should provide the real working experiences to all youths to let them do their real works among their own ASEAN region"

"Youths can be trained to be the well planner for their own life, their media, their communication as well as their life-skills"

"Youths can be trained about ASEAN, then how to communicate all the assets and heritage of ASEAN out to the other regions with pride and engagement"

"ASEAN's pride and heritages will be encoded and grown up with youths both about their own country but also about their own ASEAN region"

Person 4:

1) Relevant policies about ACN;

"All relevant sectors must collaborate and share all kinds of resources to scale up ACN more as well as its consistency support too"

"Support clear budget for ACN every year"

"Should be clear and missioned about seeding ASEAN Community into all youths as well as all the citizen of each own country and ASEAN"

2) Vision, Mission, Strategies about ACN;

"Digital media, telecommunication and digital communication is very important for ASEAN development. And ASEAN development cannot happening up if there is no mutual understanding among all the member countries"

"Skills and knowledge about digital communication and digital media is very important to all youths both in Thailand and other member counties. ACN is very important to be supported by all relevant agencies"

"Can help all ASEAN member countries to be well updated by their own youths, their own people from all over the ASEAN region"

"ASEAN youths will be well equipped with all fundamental knowledge & skills for the 21ˢᵗ Century requirement"

"Media and communication in our ASEAN region is really reflecting our own ASEAN to other regions and the globe"

"To be the news, information, knowledge, and skills platform for all ASEAN youths"

"All youths can learn more about the other member countries of ASEAN"

"Youths can have their direct experiences about creative media & communication, team works and others"

Person 5:

1) Relevant policies about ACN;

"Should support all youths not only in Thailand but also among the ASEAN member countries to share and learn and to help each other"

"Open to more other agencies and partners to help contributing ACN"

"Each ASEAN member countries should support their own ACN centre and link among all those 10 ASEAN member countries"

2) Vision, Mission, Strategies about ACN;

"Communication and media is very important to all ASEAN member countries because it can help doing PR among each other then all ASEAN member countries can learn and share among themselves"

"ACN is very important for youths to let them voice out their idea, their creativity as well as their problems and solution to help their own country and their own ASEAN to the global community"

"Can train the youths as the new generations to be well used from media and communication especially from the digital media and all kinds of convergent communication in this new era of disruptive innovation"

"To build more confidence, modern languages, and regional as well as global perspectives to all youths in the ASEAN region"

"To be the window for adults to learn about youths ideas, creativity as well as their needs"

"To be the hub for all youths in each country as well as among ASEAN youths"

"To let all ASEAN youths to expose to all kinds of creative activities such as education, life skills, teamwork, leadership, problem solving, positive thinking, etc.

Person 6:

1) Relevant policies about ACN;

"Thai government should support ACN holistically then ACN can function their roles more effectively as well as keep scaling up to more youths"

"Should be supported by the national government"

2) Vision, Mission, Strategies about ACN;

"Communication and media for all ASEAN as well as for each member counties is very important because each country can learn and be updated among themselves such as news, breaking news, disaster, etc."

"ACN is very important because all youths can practices themselves not only about communication and media skills but they also can be trained about sharing, caring and leadership skills too"

"To be focus on youths as the key mechanism for each country as well as ASEAN development"

"To be more effective links and more understandable among all ASEAN members countries"

"To promote the creative and performance of all youths both in each country and in the whole ASEAN region"

Person 7:

1) Relevant policies about ACN;

"Relevant agencies should support CAN to help its function more effectively and more numbers of youths and other countries not only in ASEAN but also to the global community"

"More tangible policy from Bangkok Metropolitan Educational Office for youths development"

2) Vision, Mission, Strategies about ACN;

"Each country has their own information, knowledge, resources, if all members countries can share and link to each other they all can help each other and can help create more ASEAN development"

"ACN is important to all youths because they can integrated their skills, their creativity and their life skills to be more meaningful works and experiences"

"To help empowering all ASEAN youths"

"To be more accessible to each other among the ASEAN member countries"

"Communication and media is very important to all member countries, if they all knowing well among each other, they all can share and help each other"

"To represent direct voice of all ASEAN member countries"

Person 8:

1) Relevant policies about ACN;

"Should collaborate among all relevant agencies to help support ACN in more tangible ways and continuously"

"Should promote this policy in all ASEAN member countries"

2) Vision, Mission, Strategies about ACN;

"Media and communication should be taking as the tool for all cultural exchange among all ASEAN members courtiers then finally it will create more mutual understanding among all ASEAN member countries"

"ACN should be the centre for all knowledge sharing, learning platform as well as driving all creative activities among all youths in ASEAN region"

"To be more access to all knowledge, information, resources among each other with more well understandable among each other"

"To be touched with the real needs and demands of all ASEAN's youths"

"Can help all ASEAN youths to be more literate among their own ASEAN region as well as the global community"

"Youths reporters by their own responsibility, their creativity, their real works is really worth for all investment"

Person 9:

1) Relevant policies about ACN;

"Policy must provide tangible support policy as well as budget to sustain ACN as well as all its creative activities"

"All ASEAN member countries should set the tangible policy to produce good media, creative media, professional media to serve their own country as well as their own ASEAN region"

"Should support all creative activities for youths development both for their own country as well as in the ASEAN region"

2) Vision, Mission, Strategies about ACN;

"To help scaling up all ASEAN knowledge, heritages of ASEAN among each other as well as other regions and the global community"

"ACN can help empower youths not only their knowledge and skills in media and communication, they also train youths to create any good deeds for their own home and their own ASEAN region"

"To be more effective in all communication and helping each other for any demanding in ASEAN"

"To help empowering ASEAN youths in English, heritages, country-regional-global perspectives"

"All ASEAN youths will be well literate in all kinds of media, communication, news, innovation, technologies, and their own heritages"

"ACN has created more opportunities for all youths to reflecting out their talent, confidence, and pride of their own heritages"

Person 10:

1) Relevant policies about ACN;

"Should set the clear collaborative policy in linking all youths to be trained and worked among all ASEAN member countries such as to produce the regional news, to exchange field works as well as sharing any relevant experiences among all the youths"

"Should have the smart policy for youths development such as supporting youths activities in ACN"

"Tangible and appropriate policy to support creative media and communication by youths both in Thailand and in the other ASEAN member countries"

"Youths media policy should be tangible and stable in all government"

2) Vision, Mission, Strategies about ACN;

"Communication and media is very important to all countries as its main function to help in mutual communicating, understanding and helping each other"

"Can train all youths to work as a team, to work more creatively base on their own ASEAN heritages"

"ACN should support more intellectual mind set for all youths especially in all kinds of challenges while working among themselves both with their own friends and ASEAN's friends"

"Because youths is the soonest leaders of each country, to let them learn about their own country, their neighbouring countries: ASEAN member countries is very important to each country and the whole ASEAN region"

"Training youths to use media and creative communication is the most effective way to link all ASEAN members together"

"Communication to each other is a must for all member countries this will make all member countries get stronger"

"Youths media is their own media of all youths to shine and pave the way for future development among themselves both for their own country as well as the other ASEAN member countries"

2.2 Media & Activities Factors means media literacy which composed of their access, analyse, and utilize to vice out their dignity of their own countries; and the "Activities" mean media and communication activities i.e. media camp, media project, media study trip as well as others relevant. 1) Media: Media literacy and 2) Activities: Media camp, Media project, Media Study trip. Ten persons from policy level as follow;

Person 1:

1) Media: Media literacy

"Already well designed and fit to all youths"

"Should be more professional for all rapid changes and demands of the ASEAN region"

2) Activities: Media camp, Media project, Media Study trip

"Must be continuously and more systematically scheduled of its activities such as all the annual plan of ACN, then all member countries as well as in their own country can follow up and contribute their parts more effectively"

Person 2:

1) Media: Media literacy

"All youths should be trained about media literacy, and then they can apply to their real uses in their daily life"

"All ASEAN youths can have their own Youths News channel to share and work among themselves"

"Should be more ASEAN media and more details"

2) Activities: Media camp, Media project, Media Study trip

"Should be more on peer activities then all the youths, the alumni and volunteers can contribute their own activities into ACN"

"Should open more chance for all ASEAN youths to contribute with own media then sharing among the ASEAN region"

"Should be more ASEAN media that can serve real needs of youths and the general people according to the 3 pillars of ASEAN"

Person 3:

1) Media: Media literacy

"Communication and media among all ASEAN region must be promoted and learned among all member countries. At least, all youths must learn about their own media, their own communication, their own languages and culture"

"Should be more news and information about youths in ASEAN"

"Youths can have or access more opportunities to create their own media to serve the others"

2) Activities: Media camp, Media project, Media Study trip

"Should be more various creative activities among all ASEAN youths"

Person 4:

1) Media: Media literacy

"Media literacy must be promoted and supported to all youths as well as other generations to let all youths as well as other people can use media to empower themselves more effectively"

"Should be trained more on effective communication, ASEAN communication, ASEAN heritages"

"Should train more about new media/ICT especially about social media"

2) Activities: Media camp, Media project, Media Study trip

"Should be more integrated activities aim to build up creative knowledge and skills of youths in all ASEAN members countries"

"Train more about how to do professional PR media for more ASEAN visibility among themselves and the other regions and the globe"

Person 5:

1) Media: Media literacy

"Should promote in integrating all media and communication skills with all life skills among all youths and other generations"

"Should be more focus on Professional media and communication, how to be the professional media and communicator for ASEAN"

"Let's all ASEAN youths to be the voicers themselves, to be the communicators themselves"

2) Activities: Media camp, Media project, Media Study trip

"Must be at least every year activities among all ASEAN youths and members"

Person 6:

1) Media: Media literacy

"Can use media more effectively as well as keep increasing more numbers of youths in media literacy skills"

2) Activities: Media camp, Media project, Media Study trip

"Should help promoting all activities among all ASEAN member countries or at least in each own country"

"Should have clear agreement among all member countries to share and learn from each other"

"All ASEAN youths can realize or aware more about what they have in their own home country and their own ASEAN region"

Person 7:

1) Media: Media literacy

"Youths must be trained about media and communication as well as how to use media in more creative way"

"ASEAN youths will be more aware about their own ASEAN's assets and try to communicating it out for their own pride and dignity"

2) Activities: Media camp, Media project, Media Study trip

"Must have at least exchange activities among all the 10 ASEAN member countries"

Person 8:

1) Media: Media literacy

"Should promote how important of communication and media not only for their daily life but also for other development too"

"Media is important not only for each country but it is very important to all ASEAN member countries"

2) Activities: Media camp, Media project, Media Study trip

"Media and communication to support all kinds of creative activities among all youths from all ASEAN members countries such as learning activities: learning the regional culture, learning about the regional environment, etc."

Person 9:

1) Media: Media literacy

"Media and communication can be used to facilitate all kinds of development not only about their learning and sharing, it could be about earning more too"

"ASEAN knowledge, news, and especially the creative news and information will be more communicating out by youths"

2) Activities: Media camp, Media project, Media Study trip

"Should be more on edutainment style, then all youths can be more involved and engaged with all activities"

"Besides from media training, the how to use media for their own development, their country and their regional development should be promoted"

Person 10:

1) Media: Media literacy

"Should have more supportive media, self-pace learning & training media for each own interest such as MOOC as the massive online media for all"

"Promoting ASEAN youths to produce their own media then share among themselves in the region as well as to the global youths too"

2) Activities: Media camp, Media project, Media Study trip

"Should opening more digital media training, convergent media"

"Should be more digital media production, all youths can contribute their own contents to reflecting their own interest as well as their dignity of ASEAN of their own country"

2.3 Management Factor means ACN's management: People, Budget, Policy, Place, and others; and ACN's networks and its management.

1) ACN's management: Vision, mission, policy;

2) ACN's networks

Ten persons from policy level as follow;

Person 1:

1) ACN's management: People, Budget, Policy, Place, and others

(1) People management

"Already good"

"Already well management"

"Should opening up more to more sectors and partners to help in any kind of any demanding role to drive ACN forward"

"HRD among all relevant staffs of the ACN is a must then everyone can do multi-tasks more effectively"

(2) Budget management

"Should be more tangible and systematic management among all pilot schools as well as all relevant networks both in Thailand and in other ASEAN member countries"

"Should provide budget direct to all schools members or pilot schools"

"Should provide budget for youths empowerment about ASEAN"

"Should be provided for all fundamental management and activities every year"

(3) Policy management

"Should be more stable, not depending on all the changing policies"

"Should provide clear budget to ACN's function at least once a year's activities"

"More PR about this Program, this will help sustaining the policy of youths' media of ACN"

(4) Place management

"Should be more appropriated place to offer any activities among all the members and networks"

"Should have the specific and professional space, place and tangible agency for ACN"

"Has enough space for all working demands"

(5) Other management

"Should engage more family members to be with youths in designing or doing any activities about ACN"

2) ACN's networks and its management:

"Should have APP for ASEAN's link to be benefited among all ASEAN member countries"

Further suggestions to sustain the success of the ASEAN Youths News centre (ACN).

Person 1:

"Should help clear agreement about budget as well as other resources sharing and management among all members in each country and in other member countries"

Person 2:

1) ACN's management: People, Budget, Policy, Place, and others;

(1) People management

"Should have the tangible organizational chart of the people from policy staffs to operating staffs which will made more effective collaboration and communication"

"Should have more professional staffs as well as professional supportive staffs and volunteers"

(2) Budget management

"Should be enough for at least once a year activity among all ASEAN member countries"

"Should support enough budget for all fundamental equipment for professional media production"

(3) Policy management

"Have set up clear policy of ACN"

"Should focus on youths' empowerment especially about how to make benefits from media"

"Should support enough professional budget, staffs and equipment for media especially news production"

(4) Place management

"Should use all the facilities of Bangkok Metropolitan Office and its networks as well as all the relevant networks and partners in organizing all ACN's activities"

(5) Other management

"Should invite more expertise or experts from all ASEAN member countries to join ACN"

2) ACN's networks and its management

"Should set up clear structure among all networks as well as other relevant partners in working together for ACN"

Further suggestions to sustain the success of the ASEAN Youths News Centre (ACN).

Person 2:

"Should promote more partnership activities among ASEAN member countries to help in more profound working and sharing among their partners"

Person 3:

1) ACN's management: People, Budget, Policy, Place, and others;

(1) People management:

"Should open up more school volunteers from all BANGKOK schools and its networks"

"Should have around 10 fundamental staffs for ACN"

(2) Budget management

"Should be supported from the national government in all ASEAN member countries"

(2) Policy management

"Should be supported from the national government in all ASEAN member countries"

(3) Place management

"Should be mobile or rotated and take turn among all ASEAN member countries"

(4) Other management

"Should be designed activities and working platform to be more fit to all youths in each country as well as all youths from other ASEAN member countries"

2) ACN's networks and its management

"All ASEAN member countries should taking turn to lead ACN's activities in each particular year"

Further suggestions to sustain the success of the ASEAN Youths News Centre (ACN).

Person 3:

"Be focus more on youths training, and sharing especially about the digital media & communication skills and knowledge"

Person 4:

1) ACN's Management: People, Budget, Policy, Place, and others;

(1) People Management

"All involved people understand their role and their contribution in ACN"

    (2) Budget Management

"Enough budget for all fundamental facilities, staffs, and all equipment"

"Should share budget among all relevant agencies and partners"

    (3) Policy Management

"Have a good governance in running ACN then all partners can help monitoring, supporting as well as recommending properly"

"Should collaborate among all relevant agencies and partners to share and contribute each own resources to support ACN"

    (4) Place Management

"Should provide place, space for ACN for both professional image and operation both in each country and ASEAN in general"

    (5) Other management

"ACN must provide the continuous and updating news, information, knowledge to all ASEAN youths"

2) ACN's networks and its management

"Sharing resources among all members and partners"

Further suggestions to sustain the success of the ASEAN Youths News Centre (ACN).

Person 4:

"Partnership and networking strategies should be more promoted"

Person 5:

3) ACN's management: People, Budget, Policy, Place, and others

    (1) People Management

"Should opening up more people as well as volunteers from all partners such as from BANGKOK office, from school network, and from other ASEAN member countries too. Then all rotating people and volunteers can help sustaining ACN"

"Should have consultant in some of the key issues"

(2) Budget Management

"All partners and members contribute their budget or at least provide budget on their own activities"

"Should open more collaboration among all partners both form GOs, NGOs, and BOs"

(3) Policy Management

"Should set up all levels of planning: short term plan, long term plan with clear budget support"

"Policy must support youths as well as keep scaling up to be more numbers"

(4) Place Management

"At least the clear office of ACN as the coordinating Centre for both in Thailand as well as other ASESN member countries"

(5) Other Management

"Place of ACN must be well enough for being the good image of Thailand as well as its representative of other ASEAN member countries"

"Facilitate all supportive environment for all youths to be well developed themselves then expanding to more upper levels: their own country, and their ASEAN community finally"

"Should collaborate more with all professional agencies such as media agencies, ICT agencies, ASEAN relevant agencies aims for more professional services as a whole"

1) ACN's networks and its management:

"All partners and networks should has their clear roles and responsibilities in ACN"

Further suggestions to sustain the success of the ASEAN Youths News Centre (ACN).

Person 5:

"Each government must have clear policy for their own countries as well as for other mutual activities too"

Person 6:

1) ACN's management: People, Budget, Policy, Place, and others;

 (1) People Management

  "Use peer staffs, alumni, and volunteers"

 (2) Budget Management

  "Bangkok Metropolitan Educational Office"

 (3) Policy Management

  "Network coordination and collaboration"

 (4) Place Management

  "Could be any appropriate place such as schools, meeting hall"

 (5) Other Management

  "Should use more peer training, alumni trainers to help train the new youths"

  "Positive and professional environment"

2) ACN's networks and its management:

 "Should create and link more networks among ACN themselves as well as other networks to help in all ACN's management"

 Further suggestions to sustain the success of the ASEAN Youths News Centre (ACN).

Person 6:

"Networking, partnership, and sharing resources among all the members should be the sustainable solution"

Person 7:

1) ACN's management: People, Budget, Policy, Place, and others

 (1) People Management

  "All volunteers who have passion about media and communication, about ASEAN"

 (2) Budget Management

  "Should be open to all contribution to all partners, and even PR more to rise fund for ACN"

"The fundamental budget should be from the Ministry of Education"

  (3) Policy Management

  "Youths media and communication literacy and creativity should be more and stable"

  (4) Place Management

  "Appropriate and convenience to all partners to work together"

  (5) Other Management

  "Be more practical and realistic in all training design"

 2) ACN's networks and its management

 "Volunteers exchange among all ASEAN members countries"

 Further suggestions to sustain the success of the ASEAN Youths News Centre (ACN).

Person 7:

"ICT should be more used among the networks both in each country and in all ASEAN members' country"

Person 8:

1) ACN's management: People, Budget, Policy, Place, and others

  (1) People Management

  "Volunteers as well as staffs contribution from each members' schools"

  (2) Budget Management

  "Share resources as well as member's fee among all members and contributors"

  (3) Policy Management

  "Should be more PR and promoted to be more members both in schools and outside schools system"

  (4) Place Management

  "Convenient place to all partners"

(5) Other Management

"More on collaboration, and more PR to rise more aware about CAN's activities and its continuous success outcomes"

2) ACN's networks and its management

"Promote more or sign up MOU among all ASEAN member countries to collaborate more systematic activities among ACN's members and networks as well as other networks such as sharing resources among each other in media production, etc."

Further suggestions to sustain the success of the ASEAN Youths News Centre (ACN).

Person 8:

"Sharing resources under good governance policy among all the ASEAN member countries"

Person 9:

1) ACN's management : People, Budget, Policy, Place, and others

(1) People Management

"Should open more youth volunteers to work for ACN then all youths can share, learn and contributing more to ACN as well as their own country"

(2) Budget Management

"More budget to support more youth into this ACN's activities and its networks & partners"

(3) Policy Management

"Keep empowering all staffs in ACN's networks: supporting staffs, volunteers, as well as other staffs from all partners, then there will be enough staffs to run ACN"

(4) Place Management

"Mostly already good place, space provided"

(5) Other Management

"Should scale up to other schools at the most can do because this project is very good to all youths"

2) ACN's networks and its management

"Should have the shared and linked networks among the ASEAN member countries to share more resources as well as HRD among the ASEAN region"

Further suggestions to sustain the success of the ASEAN Youths News Centre (ACN).

Person 9:

"Should have the regular exchange program or activities among all ASEAN member countries"

Person 10:

1) ACN's management: People, Budget, Policy, Place, and others

(1) People Management

"All staffs should be trained how to use ICT for less working burden as well as increase more productivity from all sectors"

(2) Budget Management

"Should have some seed fund from the core agency such as Ministry of Education, or the Bangkok Metropolitan Educational Office as well as charging the operating fee from all members"

(3) Policy Management

"Should have more PR about this project then other partners can have opportunities to join or share with the Program"

(4) Place Management

"Should be located in any practical members' school, the more the better"

(5) Other Management

"Autonomous management under the tangible policy among all members' schools and networks"

2) ACN's networks and its management

"Should be more holistic trained both theories, practices and real utilization"

Further suggestions to sustain the success of the ASEAN Youths News Centre (ACN).

Person 10:

"Sharing all resources such as some of the resources from all the members' schools both equipment and staffs"

CHAPTER V

CONCLUSION

The research of "Factors Affected to the Success of ASEAN Youths News Centre" has used the research methodologies as follow;

The qualitative approach has used in this study with its details as follow;

1. Key Informant

The first group was the 29 Key informants in this research have been classified base on the type of organizations and all its relevant details i.e. Government Organizations (GOs): 3 from the Bangkok Metropolitan Educational Office; 8 ACN schools network's representative (1 Director, 2 teachers, and 5 students); and 18 representatives from 9 member countries of ASEAN (1 teacher and 1 student from each country).

The second group was the 10 selected representatives key informants from each school under the Bangkok Metropolitan Educational Office whom successfully worked as a partner with all youths from each ASEAN Member countries.

2. Research Tools, Data Gathering and Analysis

Research tools was the semi-structure interview for both of the Focus Group Discussion (FGD); and the 10 selected representatives key informants from each school under the Bangkok Metropolitan Educational Office whom successfully worked as a partner with all youths from each ASEAN Member countries.

Data gathering by Focus Group Discussion (FGD) and in-depth interview from the 10 selected representatives key informants from each school under the Bangkok Metropolitan Educational Office whom successfully worked as a partner with all youths from each ASEAN Member countries. Descriptive analysis with narration has used for data analysis.

3. Findings Summary

The qualitative study of "Factors Affected to the Success of ASEAN Children News Centre" has its 2 main findings from each research approach as follow;

3.1 Findings from the focus group discussion (FGD) among 29 key informants classified base on the type of organizations and their relevant functions about the "ASEAN Children News Centre" (ACN).   Key informants are from: the Government Organizations (GOs): 1 from the Bangkok Metropolitan Educational Office; 8 ACN schools network's representative (1 director, 2 teachers, and 5 students); and 18 representatives from 9 member countries of ASEAN (1 teacher and 1 student from each country).

Results found factors affected to the success of the ASEAN Youths News Center (ACN) has classified as follow;

3.1.1 Policy & people factors means relevant policies from GOs, NGOs, POs, BOs as well as other relevant agencies as well as Vision, mission, and strategies of all those agencies relevant to ACN. The studied factors are 1) Relevant policies from GOs, NGOs, POs, BOs; and 2) Vision, Mission, Strategies. Findings are as follow;

1) Relevant policies from GOs, NGOs, POs, BOs found the overall findings as follow;

"Should have a very clear supportive policy for ACN. Then ACN can facilitate all youths in ASEAN region starting from Thai youths to create all kinds of creative contents to help strengthening each own country and the whole ASEAN gradually and finally"

"All ASEAN member countries should have their own tangible policy to raise more awareness to all their youths to recognize how important of ASEAN region besides from each own country"

"All ASEAN member countries should has the collaborative policies among themselves in designing the ASEAN Youths Media and Communication Academy to be used among themselves to train, to empower about creative media and communication especially about ICT, social media, life skills, ASEAN heritages from each

own country as well as the whole ASEAN heritages, how to communicating out to share as well as learned from the others"

2) *Vision, Mission, Strategies about ACN* found the overall findings as follow;

"ACN is taking its tangible role as one among the communication channel for all ASEAN members countries to share and care and link among all resources for each own and their own development as a whole. Because Communication and media is very important for this ASEAN region because it is taking role as the key link to all ASEAN member countries which can facilitate all well devilment among all the whole region"

"Creative Communication and media especially ICT & social media can facilitate and create all kinds of collaborations, negotiation among all the ASEAN member countries, This is very important regional issue because youths is the present and future of their own country as well as their own ASEAN region"

"If all ASEAN members countries can link and share among each other, it would be very benefited to all sectors both at the present and in the coming future, all ASEAN youths and people can access to each other, share and learn among themselves. This will finally create the sustainable development among all the region"

3.1.2 Media & activities factors means media literacy which composed of their access, analyse, and utilize to vice out their dignity of their own countries; and the "Activities" mean media and communication activities i.e. media camp, media project, media study trip as well as others relevant. The studied factors are 1) Media: Media literacy; and 2) Activities: Media camp, Media project, Media Study trip. Findings are as follow;

1) *Media: Media literacy* found the overall findings as follow;

"All youths should be trained about media literacy, and then they can apply to their real uses in their daily life"

"All ASEAN youths can have their own Youths News channel to share and work among themselves. "ASEAN media and news as well as all kinds of key information from each country should be more shared and communicated"

2) Activities: Media camp, Media project, Media Study trip findings as follow;

"Should be more ASEAN media that can serve real needs of youths and the general people according to the 3 pillars of ASEAN"

"Should open more chance for all ASEAN youths to contribute with own media then sharing among the ASEAN region. Peer, alumni and volunteers should be more promoted then all groups as well as all sectors can contribute their own activities with CAN and ASEAN region as a whole"

3.1.3 Management factor means ACN's management: People, Budget, Policy, Place, and others; and ACN's networks and its management. The studied factors are 1) ACN's management: Vision, mission, policy; and 2) ACN's networks. Findings are as follow;

1) ACN's management: People, Budget, Policy, Place, and others findings as follow;

(1) People management:

"Should have the tangible host agency then having tangible organizational chart of ACN then all staffs, partners, networks, as well as all kinds of volunteers can do their best contribution as well as doing all kinds of effective collaboration and communication"

"Should have more professional staffs as well as professional supportive staffs and volunteers especially about ICT and social media because this expertise needed to be updating all the time, then all youths could be trained in what is really needed and practical"

(2) Budget management:

"The host agency should have the tangible policy to support enough budget for all fundamental equipment for professional media production as well as their fundamental management. And also at least once a year activity among all ASEAN member countries"

"CAN should be autonomous, dynamic but still under the umbrella of the host agency then ACN can generate and seek any kind of appropriate

funding to sustaining their own activities as well as their members and network activities both in the country and in ASEAN region.

(3) Policy management:

"Have set up clear policy of ACN focus on youths' empowerment especially about how to make benefits from creative media and communication"

"Should support collaborations among all partners and networks to share all relevant resources among themselves such as the professional staffs, the expertise, budget, equipment, information, facilities, etc."

(4) Place management:

"Should use all the facilities of the host agency such as the Bangkok Metropolitan Office, the Ministry of Education, the Ministry of Culture, etc.as well as its partners and networks in allocating the practical space for any kind of ACN's activities"

2) ACN's networks and its management:

"Should set up clear structure among all networks as well as other relevant partners in working together for ACN both at the country level and at the regional ASEAN levels.

"Should promote more partnership activities among ASEAN member countries to help in more profound working and sharing among their partners. More collaboration, contribution in all kinds of demands should be more promoted such as the expertise or experts from all ASEAN member countries to join CAN in any role or any kind of their readiness and passion"

3.2 Findings from ten key informants in-depth interview from all the representatives from each members' schools are as follow;

3.2.1 Policy & people factors means relevant policies from GOs, NGOs, POs, BOs as well as other relevant agencies as well as Vision, mission, and strategies of all those agencies relevant to ACN. The studied factors are 1) Relevant policies from GOs, NGOs, POs, BOs; and 2) Vision, Mission, Strategies. Findings among all 10 key informants are as follow;

1) Relevant policies about ACN;

a) "Should be the tangible continuous policy and activities from all ASEAN member countries. And also the policy to scaling up or expanding Youths media, Youths development in media and Communication in ASEAN more and more. Each ASEAN member countries should support their own ACN centre and link among all those 10 ASEAN member countries"

"All ASEAN member countries should raise more awareness to all their youths to recognize how important of ASEAN region besides from their own country"

"Policy from all levels must be systemized and continuously for ACN to keep developing as well as scaling up to serve more youths both in each county and in all ASEAN region. Should have a very clear supportive policy for ACN"

"Should be clear and missioned about seeding ASEAN Community into all youths as well as all the citizen of each own country and ASEAN"

"Should support all youths not only in Thailand but also among the ASEAN member countries to share and learn and to help each other"

"Thai government should support ACN holistically then ACN can function their roles more effectively as well as keep scaling up to more youths"

b) "The policy should support holistic factors to ACN to let them works more effectively and sustainability. Then keep scaling up more youths media empowerment and opportunities to all youths all over the country as well as ASEAN other member countries"

"Youths should be trained and empowered about their life skills and how to communicating out to share as well as learned from the others. To facilitate all youths in ASEAN region starting from Thai youths to create all kinds of creative contents to help strengthening all the whole ASEAN"

c) "Should opening up more to other relevant agencies to work together to help strengthening ACN"

"All the relevant agencies especially all the educational institutes should be more involved in empowering all youths to be best trained to be the leaders of the country as well as ASEAN"

"All relevant education as well as professional institutes contribute more knowledge, skills and experiences to all youths in creating creative media and communication"

"Open to more other agencies and partners to help contributing ACN"

2) Vision, Mission, Strategies about ACN;

a) "Everyone is living under the same village, the same world: Global village. So, Communication and media is the key tool to link all for mutual understanding. Can help strengthening all ASEAN dignity, pride, and collaborations"

"ACN is very important for all youths not only in school but for all youths because all youths can access effectively to all kinds of media and communication both for themselves development and also for their future skills"

"ACN is taking its tangible role as one among the communication channel for all ASEAN members countries to share and care and link among all resources for each own and their own development as a whole. Can facilitate and create all kinds of collaborations, negotiation among all the ASEAN member countries"

b) "Media and communication as well as youths or the new generation is very important for each country and this whole ASEAN region"

"Can encourage all youths from all ASEAN member countries to voice out from their own heritages and pride. Very important because youths is the present and future of their own country as well as their own ASEAN region"

"Would benefit to all sectors both at the present and in the coming future, all ASEAN youths and people can access to each other, share and learn among themselves"

"Digital media, telecommunication and digital communication is very important for ASEAN development. And ASEAN development cannot happening up if there is no mutual understanding among all the member countries"

"Skills and knowledge about digital communication and digital media is very important to all youths both in Thailand and other member counties. ACN is very important to be supported by all relevant agencies"

"ACN is very important for youths to let them voice out their idea, their creativity as well as their problems and solution to help their own country and their own ASEAN to the global community"

"Can train the youths as the new generations to be well used from media and communication especially from the digital media and all kinds of convergent communication in this new era of disruptive innovation"

c) "Youths get the chance to prove that they all can help produce creative media and Communication for their own country and their own ASEAN"

"Youths will be empowered to access & experienced more about the regional and international perspectives, then they can well prepared to be the next leaders of their own country and ASEAN"

"Being the centre of all knowledge, news, skills for ASEAN youths"

"Giving importance to all youths to be well grown up to be the smart citizen of their own country as well as their own ASEAN region"

"To give opportunities to all youths to prove themselves in doing all kinds of creative media and activities for themselves, for their schools and for their country"

"Youths can have more and more professional skills and knowledge in producing and creating creative media by their own pride and creativity"

"Youths can have more inter-disciplinary knowledge and skills because they must do all relevant studies before creating their creative media"

3.2.2 Media & activities factors means media literacy which composed of their access, analyse, and utilize to vice out their dignity of their own countries; and the "Activities" mean media and communication activities i.e. media camp, media project, media study trip as well as others relevant.

1) Media: Media literacy

a) "Media literacy must be promoted and supported to all youths as well as other generations to let all youths as well as other people can use media to empower themselves more effectively. Effective communication, ASEAN

communication, ASEAN heritages as well as new media/ICT especially about social media should be trained more"

"Youths can have or access more opportunities to create their own media to serve the others. ASEAN youths to be the voicers themselves, to be the communicators themselves"

"Youths can use media more effectively as well as keep increasing more numbers of youths in media literacy skills. Media and communication as well as how to use media in more creative way"

"Should promote in integrating all media and communication skills with all life skills among all youths and other generations"

"Should be more focus on Professional media and communication, how to be the professional media and communicator for ASEAN"

b) "All ASEAN youths can have their own Youths News channel to share and work among themselves"

"Should be more ASEAN media and more details"

"Communication and media among all ASEAN region must be promoted and learned among all member countries. At least, all youths must learn about their own media, their own communication, their own languages and culture"

"Should be more news and information about youths in ASEAN"

"ASEAN youths will be more aware about their own ASEAN's assets and try to communicating it out for their own pride and dignity"

2) Activities: Media camp, Media project, Media Study trip

a) "Must be continuously and more systematically scheduled of its activities such as all the annual plan of ACN, then all member countries as well as in their own country can follow up and contribute their parts more effectively"

"Should be more ASEAN media that can serve real needs of youths and the general people according to the 3 pillars of ASEAN"

"Should be more various creative activities among all ASEAN youths"

"Should be more integrated activities aim to build up creative knowledge and skills of youths in all ASEAN members countries"

b) Train more about how to do professional PR media for more ASEAN visibility among themselves and the other regions and the globe"

"Should be more on peer activities then all the youths, the alumni and volunteers can contribute their own activities into ACN"

"Should open more chance for all ASEAN youths to contribute with own media then sharing among the ASEAN region. Must have at least exchange activities among all the 10 ASEAN member countries"

"All ASEAN youths can realize or aware more about what they have in their own home country and their own ASEAN region"

3.2.3 Management factor means ACN's management: People, Budget, Policy, Place, and others, and ACN's networks and its management.

1) ACN's Management: Vision, mission, policy

(1) People Management

"Should opening up more to more sectors, partners, and volunteers to help in any kind of any demanding role to drive ACN forward. Opening up to more professional staffs as well as professional supportive staffs and volunteers"

"HRD among all relevant staffs of the ACN is a must then everyone can do multi-tasks more effectively"

"Should open up more school volunteers especially from all BANGKOK schools and its networks. And also should have around 10 fundamental staffs for ACN"

(2) Budget Management

"Should be provided for all fundamental management, and activities every year. Be more tangible and systematic management among all pilot schools as well as all relevant networks both in Thailand and in other ASEAN member countries"

"Should provide budget direct to all schools members or pilot schools in the specific of ASEAN youths empowerment"

(3) Policy Management

"All ASEAN member countries should taking turn to lead ACN's activities in each particular year"

"Should be more stable, not depending on all the changing policies. And be focus more on youths training, and sharing especially about the digital media & communication skills and knowledge"

"Should provide clear budget to ACN's function at least once a year's activities. And also doing more PR about this Program, this will help sustaining the policy of youths' media of ACN. Have a good governance in running ACN then all partners can help monitoring, supporting as well as recommending properly"

"Should collaborate among all relevant agencies and partners to share and contribute each own resources to support ACN"

"Should be designed activities and working platform to be more fit to all youths in each country as well as all youths from other ASEAN member countries"

(4) Place Management

"Should have the specific, appropriated place and professional space and tangible agency or host for ACN to offer any activities among all the members and networks more effectively"

"Should use all the facilities of Bangkok Metropolitan Office and its networks as well as all the relevant networks and partners in organizing all ACN's activities"

2) ACN's networks and its management

"Should set up clear structure among all networks as well as other relevant partners in working together for ACN. Should help clear agreement about budget as well as other resources sharing and management among all members in each country and in other member countries"

"Should promote more partnership activities among ASEAN member countries to help in more profound working and sharing among their partners"

"Should have the tangible organizational chart of the people from policy staffs to operating staffs which will made more effective collaboration and communication. Partnership and networking strategies should be more promoted"

"Facilitate all supportive environment for all youths to be well developed themselves then expanding to more upper levels: their own country, and their ASEAN community finally"

"Should collaborate more with all professional agencies such as media agencies, ICT agencies, ASEAN relevant agencies aims for more professional services as a whole"

"Each government must have clear policy for their own countries as well as for other mutual activities too. All partners and networks should has their clear roles and responsibilities in ACN"

4. Recommendations and Suggestions

The research of "Factors Affected to the Success of ASEAN Youths News Centre" has its recommendations and suggestions as follow;

4.1 Policy & People Factors found to be the most important for CAN because all members, and partners as well as all relevant stakeholders and agencies agree that all the national government of ASEAN member countries should have a very clear supportive policy for ACN. Then ACN can facilitate all youths in ASEAN region starting from Thai youths to create all kinds of creative contents to help strengthening each own country and the whole ASEAN gradually and finally.

"All ASEAN member countries should have their own tangible policy to raise more awareness to all their youths to recognize how important of ASEAN region besides from each own country"

"All ASEAN member countries should has the collaborative policies among themselves in designing the ASEAN Youths Media and Communication Academy to be used among themselves to train, to empower about creative media and communication especially about ICT, social media, life skills, ASEAN heritages from each

own country as well as the whole ASEAN heritages, how to communicating out to share as well as learned from the others"

About vision, mission, and strategies of ACN should be more focus on Creative Communication and media especially ICT & social media can facilitate and create all kinds of collaborations, negotiation among all the ASEAN member countries, This is very important regional issue because youths is the present and future of their own country as well as their own ASEAN region. Because If all ASEAN members countries can link and share among each other, it would be very benefited to all sectors both at the present and in the coming future, all ASEAN youths and people can access to each other, share and learn among themselves. This will finally create the sustainable development among all the region.

4.2 Media & Activities Factors found that all youths should be trained about media literacy, then they can apply to their real uses in their daily life. All ASEAN youths can have their own Youths News channel to share and work among themselves. ASEAN media and news as well as all kinds of key information from each country should be more shared and communicated.

Should open more chance for all ASEAN youths to contribute with own media then sharing among the ASEAN region. Peer, alumni and volunteers should be more promoted then all groups as well as all sectors can contribute their own activities with CAN and ASEAN region as a whole.

4.3 Management Factor (People, Budget, Policy, Place, and others) found the most important is Policy management.

"Have to set up clear policy of ACN focus on youths' empowerment especially about how to make benefits from creative media and communication"

"Should support collaborations among all partners and networks to share all relevant resources among themselves such as the professional staffs, the expertise, budget, equipment, information, facilities, etc."

Then followed by people and budget management:

"Should have the tangible host agency then having tangible organizational chart of ACN then all staffs, partners, networks, as well as all kinds of volunteers can do

their best contribution as well as doing all kinds of effective collaboration and communication"

"Should have more professional staffs as well as professional supportive staffs and volunteers especially about ICT and social media because this expertise needed to be updating all the time, then all youths could be trained in what is really needed and practical"

"The host agency should have the tangible policy to support enough budget for all fundamental equipment for professional media production as well as their fundamental management. And also at least once a year activity among all ASEAN member countries"

"ACN should be autonomous, dynamic but still under the umbrella of the host agency then ACN can generate and seek any kind of appropriate funding to sustaining their own activities as well as their members and network activities both in the country and in ASEAN region.
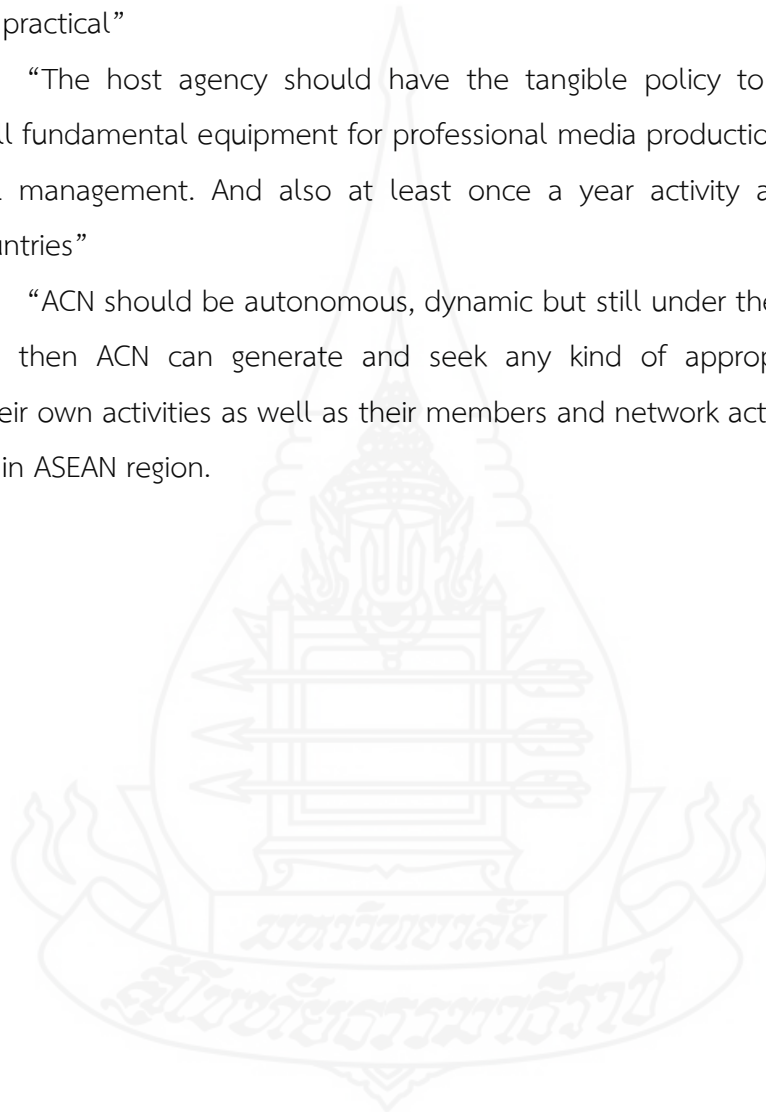
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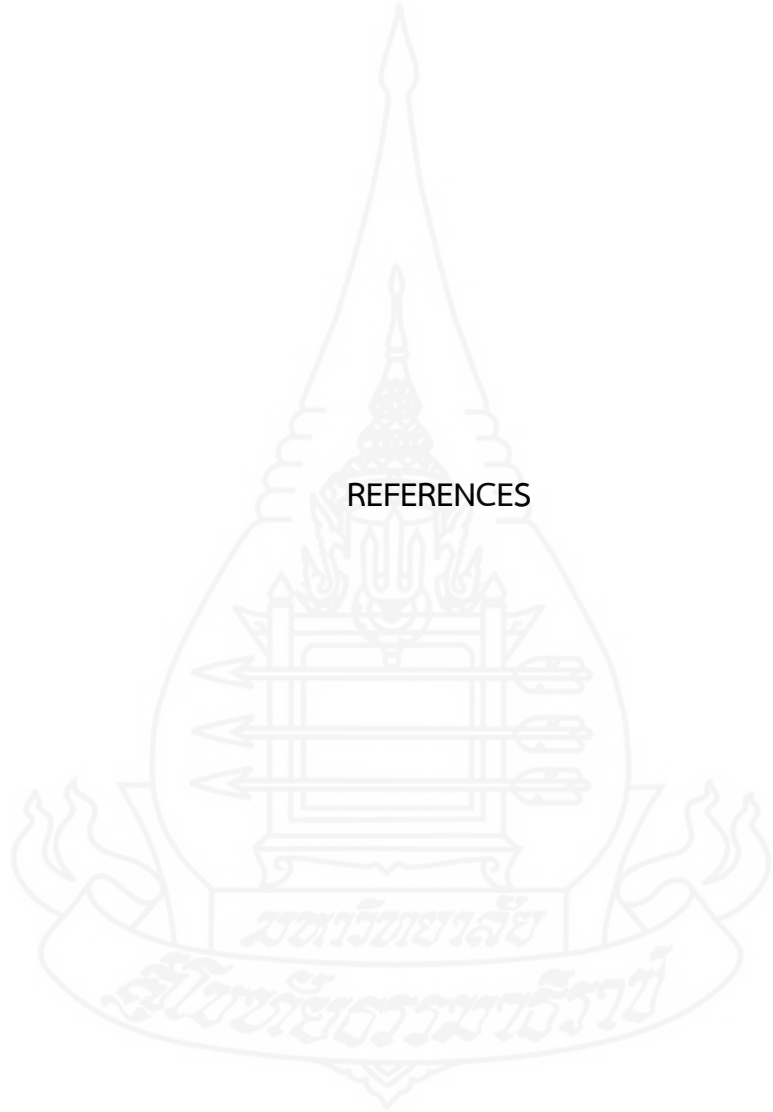
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APPENDIX

In-depth Interview

Factors Affected to the Success of ASEAN Children News Centre (ACN)

Explanation:

This study: "Factors Affected to the Success of ASEAN Children News Centre" is only used for academic purpose under the International Program of Communication Arts for ASEAN, Sukhothai Thammathirat Open University. All answers will not used in other aspect without any permission. Some key concepts relevant to the interview:

1) ASEAN Children News Centre (ACN) means the Centre where all children and youths from 9 member countries (Thailand, the Philippines, Indonesia, Malaysia, Vietnam, Myanmar, Laos, Brunei, and Cambodia) gain all empowerment relevant to media and communication activities as well as contribute their voices to other both inside and outside their own countries mong ASEAN Community;

2) Member countries of ACN means children and youths from 9 member countries: Thailand, the Philippines, Indonesia, Malaysia, Vietnam, Myanmar, Laos, Brunei, and Cambodia who participate and contribute their media and communication to develop their own countries as well as the whole ASEAN region;

Key questions:

1. To study the factors affected to the success of the ASEAN Youths News Center (ACN);

2. To propose further suggestions to sustain the success of the ASEAN Youths News Center (ACN).

Detailed questions:

1. What are factors affected to the success of the ASEAN Youths News Center (ACN);

      1.1) policy & people factors means relevant policies from GOs, NGOs, POs, BOs as well as other relevant agencies as well as vision, mission, and strategies of all those agencies relevant to ACN

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      1.2) media & activities factor means media literacy which composed of their access, analyse, and utilize to vice out their dignity of their own countries; and the "Activities" mean media and communication activities i.e. media camp, media project, media study trip as well as others relevant.

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      1.3) management factor means ACN's management: vision, mission, policy; and ACN's networks and others.

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      1.4) management factor means ACN's management: vision, mission, policy; and ACN's networks and others.

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2. What are any suggestion proposed to sustain the success of the ASEAN Youths News Center (ACN).

       2.1) policy & people factors means relevant policies from GOs, NGOs, POs, BOs as well as other relevant agencies as well as vision, mission, and strategies of all those agencies relevant to ACN

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       2.2) media & activities factor means media literacy which composed of their access, analyze, and utilize to vice out their dignity of their own countries; and the "Activities" mean media and communication activities i.e. media camp, media project, media study trip as well as others relevant.
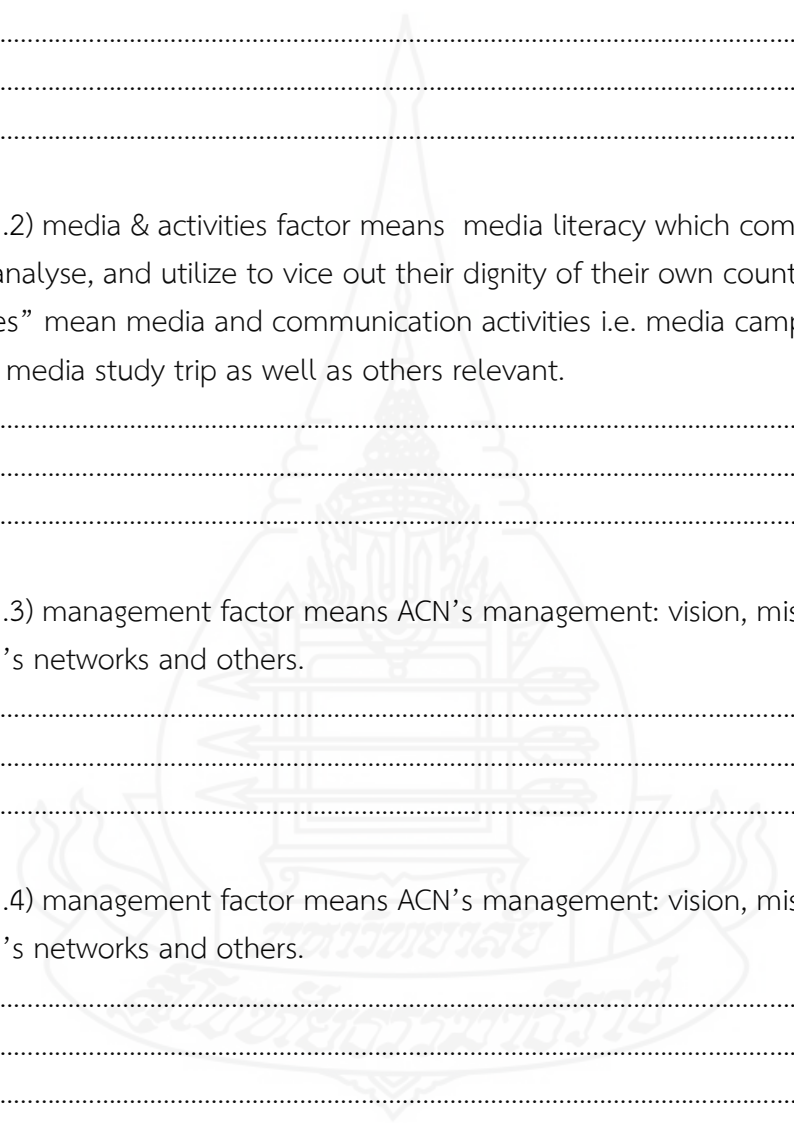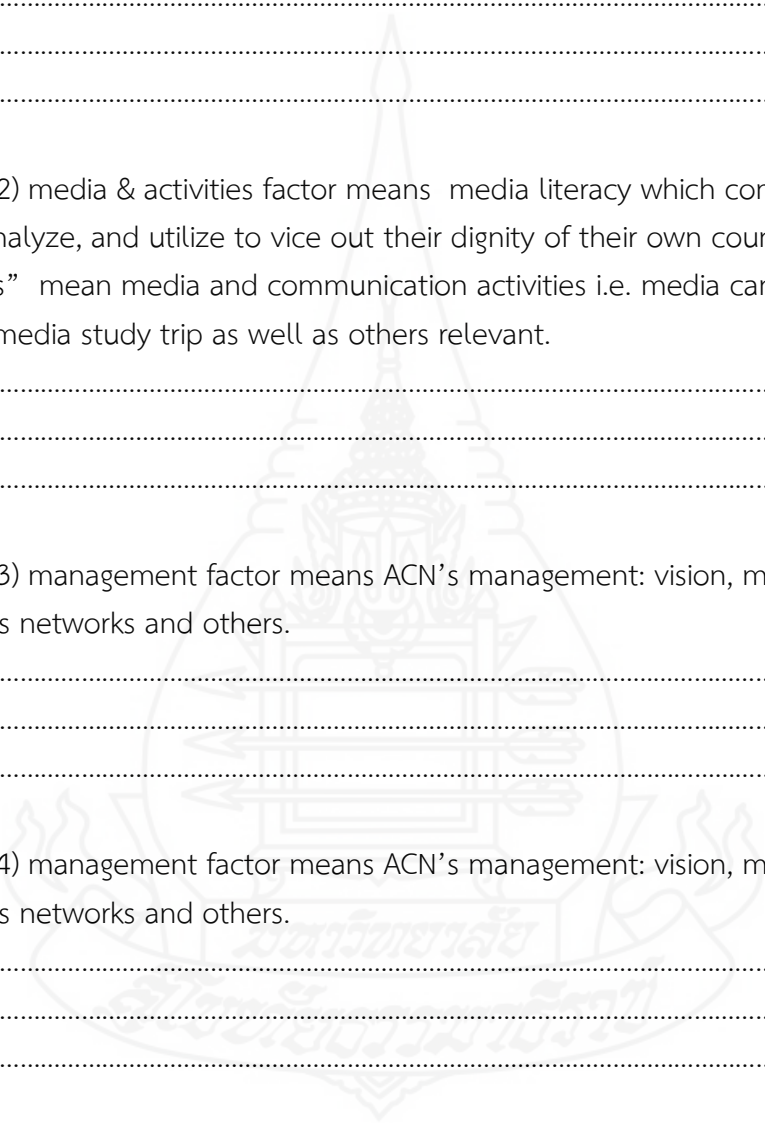
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       2.3) management factor means ACN's management: vision, mission, policy; and ACN's networks and others.

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       2.4) management factor means ACN's management: vision, mission, policy; and ACN's networks and others.

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BIOGRAPHY

Name   Rathchaphol Suwannachot

Date of birth   18 May 1969

Place of birth   Nonthaburi

Education   Bachelor of Science, Faculty of Public Health, Mahidol University

Profession   Founder and Director, Thai Youth News Center Association

Founder and Director, ASEAN Children and Youth News Center