



ESRC Research Group on
Wellbeing in Developing Countries

QoL Phase 1 Summary

Thailand: Ban Chai Khao

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Ban Chai Khao Summary – QoL Phase 1

In October 2004, WeD carried out focus group discussions with members of Ban Chai Khao as part of the Phase 1 QoL fieldwork. Six focus groups were held, divided by age and gender but of mixed religion. Below are summaries of the answers given to a selection of questions.

The groups were asked who they believed to be the best individual in the village and what characteristics this person possesses. Participation in village activities, honesty, participation in village development, generosity, making sacrifices for the community and giving good advice to fellow villagers were the most frequently mentioned characteristics.

Another question asked the groups to list what they believe to be the characteristics of a good area. Harmony, and the existence of good utilities and public services were both mentioned by all groups. Good leadership and having no bad habits were also commented on by most and all men mentioned safety.

The focus groups were asked to name the characteristics of a household living well, and the most frequently mentioned were having enough money, children and good personal relationships. Half the groups also mentioned good personal qualities, no debts and good accommodation.

On the reverse of this, the groups were also asked what they felt the characteristics of a household living badly to be. Debts were mentioned by all groups, and poor accommodation, poor health, insufficient money and children were commented on by most. Bad habits, a lack of help and poor family relationships were also mentioned frequently, and all male groups mentioned having insufficient land.

The focus groups were asked to list the characteristics possessed by an individual who is living well. They all named good personal qualities and good health as characteristics, and most also commented on good appearance and having enough money. Half mentioned the importance of having a job.

The groups were then asked what they felt to be the characteristics of an individual living badly. Almost all groups commented that poor health is a factor, and most mentioned having insufficient money. Half commented that an individual living badly would have debts and too many children.

Semi-structured interviews were also held with 25 members of Ban Chai Khao village. From the Person Generated Index (PGI), which asks participants to list the areas of most importance in their lives, money was the most frequently mentioned area. Accommodation and children were also mentioned in most interviews, and health, family, occupation and education were commented on a lot. Partners and cars or motorbikes were mentioned in a number of interviews as well.

Interviewees were also asked to list their sources of happiness. Children were the most frequently mentioned source, closely followed by accommodation and family. Jobs and parents were commented on by a number of respondents.