



ESRC Research Group on
Wellbeing in Developing Countries

QoL Phase 1 Summary

Thailand: Ban Dong

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Ban Dong Summary – QoL Phase 1

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

Focus groups were asked to list the characteristics they associated with the best individual in the village. Good behaviour, honesty and engaging in social work for village improvement were all mentioned frequently, as was generosity. Diligence, respectability, giving good advice, helping people and having no bad habits were also commented on.

The groups were asked what they believe to characterise a good area. The existence of utilities and public services was mentioned by almost all focus groups, as was education. Most groups mentioned career, and half commented on leadership, land privilege documentation and harmony.

Focus groups were asked to name the characteristics of a household that is living well. Every group mentioned good family relationships as important. The basic needs of all members being met was commented on by almost all, and most mentioned having enough money as another characteristic. Half the groups commented on accommodation, having sufficient land and being healthy.

The groups were then questioned about the characteristics of a household living badly. Almost all mentioned poor family relationships, and insufficient money was also mentioned by most. All women commented that having insufficient land was a characteristic and all men noted the role that having disobedient children plays.

The focus groups were asked what characteristics are possessed by an individual who is living well. Almost all commented on the importance of having money, and a good partner was also mentioned by most. Obedient children, good personal characteristics, education and nice accommodation were all commented on by half of the participants. Three of the Buddhist groups also mentioned the need for such an individual to be a 'good' person.

Groups were then asked what they believe to be the characteristics of an individual who is living badly. Debts were mentioned by almost all in answer to this question, and most also commented on poor family relationships and insufficient money. Bad habits and insufficient household facilities were mentioned by half of the groups.

Semi-structured interviews were also held with 18 members of Ban Dong 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, noted as important by almost all participants. Land was the second most mentioned area, and family was commented on by half of the

interviewees. Job, health and children were each mentioned a number of times during the interviews.

Interviewees were also asked to list their sources of happiness. Family was the most frequently mentioned source, with women mentioning this more than men. Half mentioned the importance of children, and a number commented on their partner and having sufficient money as sources of happiness.