Public engagement and key influencing factors in anti-corruption efforts: A quantitative study of Phaya Thai District

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Abstract

The study aimed to achieve three main objectives: (1) to assess public participation in anti-corruption efforts within the Phaya Thai District, (2) to identify the factors influencing such participation, and (3) to suggest strategies for enhancing public involvement in anti-corruption activities. The research employed a questionnaire as the primary tool for data collection. The questionnaire was validated for accuracy and consistency before being distributed to a randomly selected sample of 397 residents aged 18 and older from Phaya Thai District. The data were analyzed using descriptive statistics such as frequency, mean, percentage, and standard deviation, as well as inferential statistics, including multiple regression analysis, to test the research hypotheses. Jamovi statistical software was used for the analysis. The results showed that respondents had a moderate level of participation

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in preventing corruption in the public sector. The variables examined in the study collectively explained 95.80% of the variance in public participation. The complaint mechanism (FM) emerged as the most influential factor, with a statistically significant effect on public participation (CP) at the .001 level (β = 0.578, p < .001). Other significant factors included the impact of mass media (MI) (β = 0.487, p < .001), awareness of corruption issues (CON) (β = -0.128, p = .003), and access to government information (IA) (β = 0.095, p < .001). In contrast, the variable related to policy and relevant laws (PL) did not significantly affect participation in anti-corruption efforts (β = 0.063, p = 0.083). Based on the findings, it is recommended that public authorities strengthen complaint mechanisms and increase access to government information to enhance public participation in anti-corruption efforts. Additionally, leveraging mass media to raise awareness about corruption issues can further drive engagement. Future research should explore the impact of digital platforms and social media on anti-corruption participation and examine the role of policy reforms in fostering long-term public involvement.

Keywords: anti-corruption; mass media; public participation; regression analysis

Introduction

Public engagement in anti-corruption efforts is essential for fostering transparency, accountability, and good governance, particularly in regions where corruption undermines the trust between citizens and government. Public participation not only amplifies the concerns of affected individuals but also empowers communities to hold public officials and institutions accountable. In the context of Thailand, corruption remains a pervasive issue across various sectors, with the country ranking 101st out of 180 nations on the 2023 Corruption Perception Index (Transparency International, 2023). This study specifically focuses on public engagement in anti-corruption efforts within Bangkok's Phaya Thai District, aiming to identify the factors that influence or hinder local participation. Understanding the drivers of public engagement in this district is crucial for establishing strategies to build a culture of accountability and transparency in a region marked by demographic diversity and urbanization.

Public engagement is instrumental because it allows ordinary citizens to contribute to governance processes and decision-making, leading to more transparent governance structures. Active involvement helps create an environment more resistant to corruption, which is particularly important in Thailand, where systemic corruption has eroded trust in government institutions. Research has demonstrated that higher levels of citizen

participation, especially in anti-corruption efforts, are closely associated with lower levels of corruption (Rose-Ackerman & Palifka, 2016). Despite this understanding, the precise factors driving public participation in anti-corruption activities at the district level remain underexplored, especially in Thailand. This gap highlights a critical need to investigate these local-level dynamics.

Most research on corruption in Thailand has focused on macro-level analyses, examining nationwide policies and their effectiveness in combating corruption. For instance, Quah (2011) explored the structural weaknesses within Thailand's public administration that foster corruption but did not investigate how public engagement could mitigate such issues. Additionally, studies on corruption in Thailand often adopt a top-down approach, emphasizing the role of government institutions in combating corruption (Wescott, 2003). There is relatively little research that takes a bottom-up perspective, focusing on how citizens, particularly at the district level, contribute to anti-corruption efforts. This gap is significant because local-level participation tends to produce more immediate and effective outcomes. Community members are often more familiar with local issues and can directly hold officials accountable (Khemani et al., 2016). Phaya Thai District, as part of Bangkok's urban landscape, offers a compelling case study due to its demographic variety, access to media, and technological penetration, all of which could shape public engagement in anti-corruption initiatives.

Public participation is not uniform, and several factors contribute to varying levels of engagement across regions. This study hypothesizes that key factors influencing public participation in Phaya Thai include complaint mechanisms, media's role, awareness of corruption, access to government information, and supportive policies and laws. These variables have been consistently recognized in literature as shaping public engagement in anti-corruption activities (Ekeh, 1975; Heidenheimer et al., 2011). In particular, effective complaint mechanisms are critical as they provide citizens with a formal avenue to report corrupt practices, which in turn fosters greater participation (McNeil & Mumvuma, 2006). A robust complaint system ensures that citizens can engage with authorities without fear of retaliation, increasing the likelihood of participation (Przeworski et al., 1999). Additionally, independent media has been shown to be a powerful driver in raising public awareness and mobilizing communities against corruption (Brunetti & Weder, 2003). However, when media is co-opted or censored by political elites, it can hinder public engagement by restricting access to information (Giglietto & Iannelli, 2019).

Another key factor is public awareness of corruption, often shaped by educational campaigns, media reporting, and civic education initiatives. While awareness is important, it is insufficient on its own to guarantee participation. As Johnston (2009) notes, awareness must be accompanied by clear avenues for action, such as complaint mechanisms and

transparency initiatives that empower citizens to act. In Thailand, cultural and social norms, particularly those related to authority and hierarchy, may discourage direct confrontation with corruption unless there are well-established, legal channels for participation. Therefore, awareness programs must be paired with mechanisms that facilitate citizen engagement in anti-corruption processes.

Access to government information is another significant factor. When citizens have access to clear, accurate, and relevant information about government operations, such as budgets and contracts, they are better equipped to monitor activities and hold officials accountable (Kolstad & Wiig, 2009). Transparency, as highlighted in numerous studies, is a prerequisite for effective public engagement in governance. Even the most robust complaint mechanisms or media campaigns may fail if citizens lack access to the necessary information to identify corrupt activities. Thus, access to government information forms a foundational element in any anti-corruption strategy aimed at increasing public participation (Fox, 2007).

One variable that has shown a more complex relationship with public participation is the presence of supportive policies and relevant laws. While anti-corruption laws and policies are vital in establishing norms and sanctions against corruption, their mere existence does not automatically translate into increased public engagement. The effectiveness of such policies often depends on how they are enforced and perceived by the public

(Persson et al., 2013). In some contexts, strict anti-corruption laws may be in place, but if they are not enforced or are selectively applied, public cynicism and disillusionment can prevent participation. This study hypothesizes that while laws and policies are essential, their direct influence on public engagement in Phaya Thai may be less significant compared to more actionable factors like complaint mechanisms and media exposure.

This study is motivated by these identified gaps in the literature, particularly the lack of empirical data on local-level public participation in anti-corruption initiatives in Thailand. Understanding what drives public participation is critical for developing strategies to enhance engagement and create sustainable anti-corruption efforts. Phaya Thai District, with its urban challenges and access to modern communication technologies, presents a valuable case for studying these dynamics. The findings from this study could have broader implications for anti-corruption strategies in other urban areas within Thailand and beyond. By identifying which factors most effectively drive public participation, this research aims to inform policymakers and civil society organizations on how to encourage greater public involvement in anti-corruption activities.

The specific objectives of this study are threefold. First, it seeks to assess the current level of public participation in anti-corruption efforts within the Phaya Thai District. This involves quantifying the frequency and nature of resident participation in corruption prevention activities and determining

whether citizens perceive their involvement as effective. Second, the study aims to identify the key factors influencing public participation, focusing on variables such as complaint mechanisms, media impact, public awareness, access to information, and the role of policies and laws. Finally, the study seeks to suggest strategies for enhancing public involvement in anti-corruption initiatives based on the findings. These strategies will focus on reinforcing the mechanisms shown to have the strongest impact on participation while addressing barriers that limit engagement.

The research questions guiding this study are: (1) What is the current level of public participation in anti-corruption efforts in the Phaya Thai District? (2) What factors influence public participation in these efforts? Specifically, how do complaint mechanisms, media impact, awareness of corruption, access to government information, and policies or laws affect participation? (3) What strategies can be implemented to enhance public involvement in anti-corruption efforts based on the identified factors?

To test these questions, the study proposes several hypotheses regarding the identified variables. It hypothesizes that complaint mechanisms (FM) will have the most significant positive effect on public participation (CP), given that they provide a direct avenue for citizens to report corruption and feel empowered to act. Mass media (MI) is also expected to have a significant positive effect, as exposure to information and public discourse can motivate action. Awareness of corruption issues (CON) is hypothesized

to have a smaller but still positive effect, as awareness alone does not always translate into action. Access to government information (IA) is expected to have a positive impact on engagement, as transparency is a critical enabler of public participation. Finally, policies and laws (PL), while essential, are hypothesized to have a less direct effect, as their influence depends largely on enforcement and public trust.

By addressing these research questions and testing these hypotheses, the study aims to contribute to the broader body of literature on public engagement in anti-corruption efforts, particularly in Thailand. The findings will provide valuable insights for policymakers, civil society actors, and other stakeholders seeking to foster greater public involvement in the fight against corruption.

Literature Review

Public Participation in Anti-Corruption Efforts

Public participation in anti-corruption efforts is widely recognized as a crucial component in combating corruption, as it empowers individuals to hold public officials accountable and contribute to transparent governance (Rose-Ackerman & Palifka, 2016). Research underscores the importance of active citizen involvement through mechanisms such as reporting systems, community advocacy, and public demonstrations (Fox, 2007). However,

public participation depends heavily on institutional support, access to government information, and trust in government systems, as weak mechanisms and the risk of retaliation often deter engagement (McNeil & Mumvuma, 2006; Kolstad & Wiig, 2009). Transparency plays a pivotal role, as access to clear and accurate information about government activities, such as budgets and procurement processes, enables citizens to hold officials accountable (Kolstad & Wiig, 2009; Fox, 2007). The media also has a critical role in raising awareness and mobilizing public participation, although its effectiveness is contingent on its independence (Brunetti & Weder, 2003; Giglietto & Iannelli, 2019). Formal complaint mechanisms further enhance citizen engagement by providing direct avenues to report corrupt activities, especially when paired with legal protections against retaliation (Przeworski et al., 1999). Studies in developing countries like Indonesia and the Philippines highlight the positive impact of grassroots participation, civic education, and community organization in reducing corruption (Olken, 2007; Abad, 2012). Nevertheless, public participation is not universally effective, as it can be manipulated by corrupt elites in systemic corruption contexts, necessitating institutional reforms to ensure transparency and accountability (Persson et al., 2013). Collectively, these findings emphasize the interplay between citizen engagement, institutional frameworks, and the broader sociopolitical context in shaping the success of anti-corruption initiatives.

Key Influencing Factors in Public Participation in Anti-Corruption Efforts

Public participation in anti-corruption efforts is influenced by various factors that determine the extent and efficacy of engagement. Several studies have identified key variables, such as awareness of corruption, access to government information, media influence, and the presence of robust complaint mechanisms, as critical in shaping public attitudes and behavior towards anti-corruption initiatives (Rose-Ackerman & Palifka, 2016; McNeil & Mumvuma, 2006). These factors can either encourage or hinder public participation, depending on how they are structured and perceived. This section reviews the literature on these hypothesized factors and their potential impact on public engagement in anti-corruption efforts, drawing connections to the specific hypotheses under investigation.

Awareness of Corruption Issues (ACI) and Public Participation in Anti-Corruption Efforts (PPA)

Awareness of corruption is often a foundational element in driving public participation in anti-corruption efforts. Awareness refers to the public's understanding of what constitutes corruption, its prevalence, and the negative impacts it has on society. According to Johnston (2005), public awareness is a necessary precondition for mobilizing citizen action, as individuals are more likely to engage in anti-corruption efforts when they are

informed about the nature and consequences of corruption. However, awareness alone is not always sufficient to guarantee participation. For citizens to act on their awareness, they must perceive that their involvement will lead to meaningful change (Kolstad & Wiig, 2009). Awareness campaigns, often conducted through media outlets or civic education programs, play a crucial role in informing the public about corruption-related issues. These campaigns must not only raise awareness but also provide avenues for engagement, such as reporting mechanisms or public forums. In contexts where corruption is deeply embedded in political systems, awareness can be a double-edged sword. While awareness can motivate citizens to take action, it can also foster cynicism if individuals believe that corruption is too widespread to address effectively. In Thailand, where corruption is perceived to be systemic in many sectors, public awareness may not always translate into higher participation rates, as citizens may feel that their efforts will have little impact (Quah, 2011). Nevertheless, raising awareness remains a key strategy for anti-corruption efforts, particularly when combined with other factors such as transparency and accessible reporting systems.

Hypothesis 1: Awareness of Corruption Issues (ACI) influences Public Participation in Anti-Corruption Efforts (PPA).

Access to Government Information (AGI) and Public Participation in Anti-Corruption Efforts (PPA)

Access to government information is another critical factor influencing public participation in anti-corruption efforts. Transparency, often facilitated by access to information, enables citizens to monitor government activities, identify corrupt practices, and hold officials accountable (Fox, 2007). When citizens have access to information about government contracts, budgets, and public projects, they are more likely to detect irregularities and engage in anti-corruption efforts. Kolstad and Wiig (2009) argue that transparency is a prerequisite for effective public participation, particularly in countries where corruption is widespread. Without access to government information, citizens are left in the dark about how public resources are allocated and spent, making it difficult for them to detect and report corruption. Access to information also enhances the effectiveness of other anti-corruption measures, such as complaint mechanisms. When citizens are informed about government activities, they are better equipped to use complaint systems to report corrupt practices. Conversely, in contexts where information is withheld or difficult to access, even the most robust complaint mechanisms may fail to generate significant public participation. This is because citizens cannot act on corruption they are unaware of. In Thailand, recent efforts to increase transparency, such as the implementation of the Official Information Act, have sought to provide greater access to

government records, but challenges remain in ensuring that this information is accessible and understandable to the general public (Quah, 2011).

Hypothesis 2: Access to Government Information (AGI) influences Public Participation in Anti-Corruption Efforts (PPA).

Media Influence (MI) and Public Participation in Anti-Corruption Efforts (PPA)

The role of the media in shaping public participation in anti-corruption efforts is well-documented. Media outlets serve as a bridge between the government and the public, providing information about corruption cases and exposing corrupt activities. Brunetti and Weder (2003) argue that an independent media is one of the most effective tools for mobilizing public participation in anti-corruption efforts. When the media is free from government control and censorship, it can act as a watchdog, holding public officials accountable and encouraging citizens to engage in anti-corruption activities. Media coverage of corruption can increase public awareness and motivate individuals to take action, whether by participating in protests, using complaint mechanisms, or supporting anti-corruption policies. However, the influence of the media on public participation depends heavily on its independence and reach. In countries where the media is subject to political control or censorship, its ability to mobilize the public is

significantly reduced (Giglietto & Iannelli, 2019). In Thailand, where media freedom has been restricted in various forms, the ability of the media to effectively drive public participation in anti-corruption efforts has been limited. While media outlets can raise awareness about corruption, they may be less effective in motivating public action if citizens perceive that the media itself is compromised or biased. Nonetheless, the media remains a powerful tool for promoting public participation, particularly when combined with other factors such as transparency and civic education.

Hypothesis 3: Media Influence (MI) affects Public Participation in Anti-Corruption Efforts (PPA).

Complaint Mechanisms (CM) and Public Participation in Anti-Corruption Efforts (PPA)

Complaint mechanisms are one of the most direct channels through which citizens can participate in anti-corruption efforts. These mechanisms, which allow individuals to report corrupt activities, are essential for holding public officials accountable and ensuring that corrupt practices are addressed (McNeil & Mumvuma, 2006). According to Przeworski et al. (1999), robust complaint systems not only provide a formal avenue for public participation but also signal to citizens that their concerns will be taken seriously. The existence of complaint mechanisms can encourage greater

public engagement, as it offers a tangible way for individuals to contribute to anti-corruption efforts without resorting to public protests or other informal channels. However, the effectiveness of complaint mechanisms depends on their accessibility and the level of trust citizens have in these systems. In contexts where corruption is perceived to be pervasive and government institutions are viewed with suspicion, citizens may be reluctant to use complaint mechanisms, fearing retaliation or believing that their reports will not lead to meaningful action (Rose-Ackerman & Palifka, 2016). In Thailand, the effectiveness of complaint mechanisms has been mixed. While formal systems for reporting corruption exist, including hotlines and online portals, citizens may be hesitant to use these systems due to a lack of trust in the government's ability to address corruption effectively (Quah, 2011).

Hypothesis 4: Complaint Mechanism (CM) influences Public Participation in Anti-Corruption Efforts (PPA).

Policy and Related Laws (PRL) and Public Participation in Anti-Corruption Efforts (PPA)

The existence of anti-corruption policies and related laws is another important factor influencing public participation. Policies and laws that clearly define corrupt practices and establish penalties for those involved are critical for creating an environment where corruption is less likely to occur. However,

the mere existence of these laws is often not enough to drive public participation in anti-corruption efforts. What matters is how these policies are enforced and whether the public perceives them as legitimate and effective (Persson et al., 2013). In many cases, anti-corruption laws exist on paper but are not implemented or are applied selectively, leading to public disillusionment and a lack of participation. In Thailand, the presence of anti-corruption laws, such as the Organic Act on Counter Corruption, has provided a legal framework for addressing corruption. However, the enforcement of these laws has been inconsistent, leading to public skepticism about their effectiveness (Wescott, 2003). As a result, while these laws are important for establishing norms and standards, their direct influence on public participation may be limited if citizens do not believe that the laws will be enforced impartially.

Hypothesis 5: Policy and Related Laws (PRL) influence Public Participation in Anti-Corruption Efforts (PPA).

From the review of related literature above, a conceptual framework for the research can be determined as detailed in Figure 1.
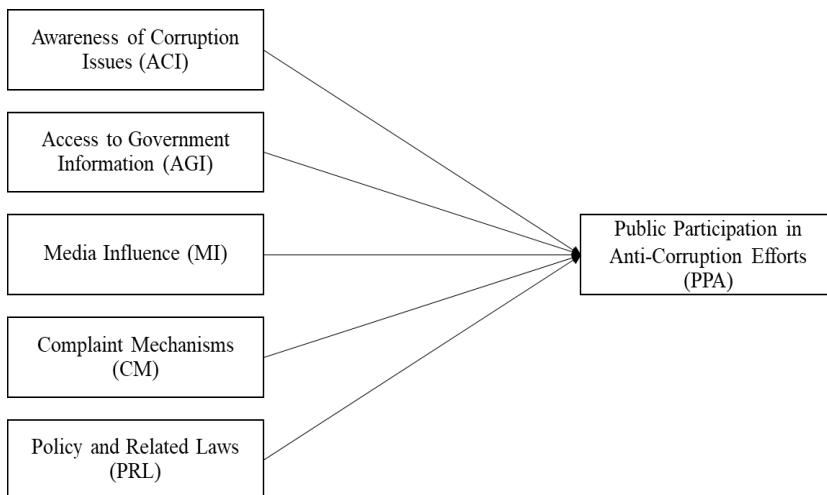
Figure 1. Conceptual Framework

Methods

Participants

The study focused on a sample of Bangkok residents aged 18 and above, selected using convenience sampling. To determine the minimum sample size, G*Power software was used, based on F-tests and multiple regression analysis, resulting in a requirement of at least 92 participants. The final sample consisted of respondents who were predominantly female (60.9%), with males making up 39.1%. In terms of education, 60.9% of participants held a bachelor's degree, while 23.9% had a master's degree or

higher. Additionally, 12.0% had a diploma or vocational certificate, 2.2% had completed high school or vocational education, and 1.0% had an education level below high school. Regarding marital status, half of the respondents (50.0%) were married, followed by 48.9% who were single, and 1.1% who were either widowed, divorced, or separated. In terms of occupation, the majority (39.1%) worked in private companies, followed by 29.3% who were government employees or state enterprise workers, 20.7% who were self-employed or business owners, and 10.9% who held other types of occupations. When considering monthly income, 44.6% of respondents earned more than 40,000 baht, while 21.7% had incomes between 20,001 and 30,000 baht, 15.3% earned between 15,001 and 20,000 baht, 13.0% earned between 30,001 and 40,000 baht, and 5.4% had an income of less than 15,000 baht. The average age of the respondents was 46.13 years.

Measures

The study utilized six measures, each comprising 5 items evaluated on a 5-point Likert-type scale, to assess factors influencing public participation in anti-corruption efforts. The reliability of these measures, as determined by Cronbach's alpha, ranged from acceptable to excellent. The Awareness of Corruption Issues scale (α = 0.702) measured respondents' understanding of corruption's societal impact and their knowledge of anti-

corruption methods (Jae-kwang, 2023). The Access to Government Information scale (α = 0.713) assessed respondents' awareness of their legal rights and the ease of accessing government data (Carr, 2007). The Media Influence scale (α = 0.955) evaluated the role of media in spreading anti-corruption messages (Jaunky et al., 2020). The Complaint Mechanism scale (α = 0.903) focused on perceptions of the reporting system's effectiveness in preventing corruption (Amegashie, 2013). The Policy and Related Laws scale (α = 0.718) examined respondents' trust in anti-corruption policies and legislation (Heeks & Mathisen, 2012). Lastly, the Public Participation in Anti-Corruption Efforts scale (α = 0.930) measured engagement in anti-corruption activities (Shen, 2022).

Data Collection

Data for this study was collected through face-to-face interviews with participants residing in Bangkok, aged 18 and above. A structured questionnaire was administered in various public locations, using convenience sampling. Face-to-face data collection was chosen to enhance response rates and data reliability, as it allows respondents to seek clarifications and provides the researcher with the opportunity to engage directly with participants, ensuring accurate data capture (Mulder & Bruijne, 2019). Prior to data collection, each respondent was informed about the

study's purpose, and their confidentiality was ensured. The use of face-to-face interviews also allowed for immediate feedback and clarification, contributing to high-quality data collection (Jain, 2021).

Data Analysis

The data analysis in this study was divided into two main parts: descriptive statistics and inferential statistics. Descriptive statistics were used to summarize and describe the characteristics of the sample and variables, including measures such as frequency, percentage, mean, and standard deviation. These statistics help provide a basic understanding of the data by consolidating large datasets into meaningful summaries (Ali et al., 2019). Inferential statistics, on the other hand, were employed to test the research hypotheses and make generalizations from the sample to the broader population. Specifically, multiple regression analysis was conducted using the Jamovi software to assess the relationships between the predictor variables and the dependent variable. This allowed for the identification of key variables that significantly influenced the outcome (Hui, 2018). The combination of descriptive and inferential statistics enabled a thorough analysis of both the structure and the relationships within the dataset (Mukherjee, 2020).

Ethical Considerations

This study was conducted with strict adherence to ethical guidelines to protect the rights and well-being of participants. Prior to data collection, participants were informed about the study's purpose, their voluntary involvement, and their right to withdraw at any time without any consequences. Informed consent was obtained from all participants, which is a critical aspect of ethical research involving human subjects (Sim, 2010; Horner & Foëx, 2009). Confidentiality and anonymity were maintained by assigning unique codes to participants, ensuring that no personally identifiable information was disclosed during the research process (Felzmann, 2009). The research also followed the principle of non-maleficence, ensuring no harm—whether physical, psychological, or emotional—was inflicted on participants throughout the study (Eastwood, 2015). The study design was reviewed and approved by an ethics committee to ensure it met the required ethical standards and safeguarded participant rights.

Results

Descriptive Statistical Analysis Results

The variables used in this study include 5 independent variables: political ideology, election campaign through social media, political

leadership of party leaders, public participation, and political coalition-building, along with 1 dependent variable: the popularity of the Move Forward Party. The analysis of the popularity level of the Move Forward Party was conducted to address the first research objective, with the details as follows.

Overview of the Characteristics of Variables Used in the Study

This section presents the analysis results of the six variables used in the study, which include both independent and dependent variables. The criteria for interpreting the mean values were defined as follows: 4.50–5.00 indicates very high satisfaction, 3.50–4.49 indicates high satisfaction, 2.50–3.49 indicates moderate satisfaction, 1.50–2.49 indicates low satisfaction, and 1.00–1.49 indicates very low satisfaction. The analysis results are summarized in Table 1.

Table 1 Overview of the Characteristics of Variables Used in the Study

Variable	Mean	S.D.	Interpretation
1. Awareness of corruption issues	3.99	.489	High
2. Access to government information	3.46	.717	High
3. Media influence	2.87	1.255	Moderate
4. Complaint mechanism	2.74	1.091	Moderate

Variable	Mean	S.D.	Interpretation
5. Policy and related laws	3.25	.778	Moderate
6. Public participation in anti-corruption	2.69	1.202	Moderate

Table 1 shows an overview of the characteristics of the variables used in the study. The variables represent factors related to public participation in preventing corruption in the public sector within the Phaya Thai District. The results show that awareness of corruption issues is at a high level (Mean = 3.99, S.D. = .489), followed by access to government information, which is also at a high level (Mean = 3.46, S.D. = .717). Policy and related laws are at a moderate level (Mean = 3.25, S.D. = .778), as is media influence (Mean = 2.87, S.D. = 1.255). The complaint mechanism is at a moderate level (Mean = 2.74, S.D. 1.091), while public participation in anti-corruption efforts is at the lowest average, with a moderate level (Mean = 2.69, S.D. = 1.202).

Awareness of Corruption Issues

Awareness of corruption issues is a variable measured with 5 questions. The analysis results are shown in Table 2.

Table 2 Mean and Standard Deviation of the Awareness of Corruption
Issues Variable

Awareness of Corruption Issues	Mean	S.D.	Interpretation	Rank
1. Corruption is a major problem in Thai society today	5.000	.000	Highest	1
2. Corruption affects the country's economic and social development	5.000	.000	Highest	1
3. Anti-corruption should be a key government agenda	4.461	.732	High	2
4. You have sufficient knowledge about corruption and anti-corruption methods	2.700	1.140	Moderate	4
5. You frequently discuss corruption issues with people around you	2.836	.888	Moderate	3
Overall	3.99	.489	High	

From Table 2, the analysis results of public participation in preventing corruption in the public sector in the Phaya Thai District regarding awareness of corruption issues show that, overall, it is at a high level (Mean= 3.99, S.D. = 0.489). When considering individual items, two statements rank the highest: "Corruption is a major problem in Thai society today" (Mean =

5, S.D. = 0.000) and "Corruption affects the country's economic and social development" (Mean = 5, S.D. = 0.000). Next is "Anti-corruption should be a key government agenda" (Mean = 4.461, S.D. = 0.732). The lowest-scoring items are "You frequently discuss corruption issues with people around you" (Mean = 2.836, S.D. = 0.881) and "You have sufficient knowledge about corruption and anti-corruption methods" (Mean = 2.70, S.D. = 1.140).

Access to Government Information

Access to government information is a variable measured with 5 questions. The analysis results are shown in Table 3.

Table 3 Mean and Standard Deviation of the Access to Government Information Variable

Access to Government Information	Mean	S.D.	Interpretation	Rank
1. You are aware of your legal rights to access government information in Thailand	3.310	1.211	Moderate	3
2. You have exercised your right to request information from government agencies	4.060	.722	High	1

Access to Government Information	Mean	S.D.	Interpretation	Rank
3. You trust the accuracy and timeliness of information published by government agencies	3.003	1.040	Moderate	5
4. Access to government information in Thailand is convenient	3.091	1.181	Moderate	4
5. Equal access to government information can enhance anti-corruption efforts	3.884	1.035	High	2
Overall	3.46	.717	High	

From Table 3, the analysis results regarding public participation in preventing corruption in the public sector in the Phaya Thai District in terms of access to government information show that, overall, it is at a high level (Mean = 3.46, S.D. = 0.717). When considering individual items, the highest level is for "You have exercised your right to request information from government agencies" (Mean = 4.06, S.D. = 0.722), followed by "Equal access to government information can enhance anti-corruption efforts" (Mean= 3.88, S.D. = 1.035). The lowest level is for "You trust the accuracy and timeliness of information published by government agencies" (Mean = 3.00, S.D. = 1.040).

Media Influence

Media influence is a variable measured with 5 questions. The analysis results are shown in Table 4.

Table 4 Mean and Standard Deviation of the Media Influence Variable

Media Influence	Mean	S.D.	Interpretation	Rank
1. You receive anti-corruption information from the media	3.048	1.308	Moderate	1
2. The media provides accurate and reliable information about corruption in the public sector	2.426	1.081	Low	5
3. The media promotes anti-corruption efforts in the public sector	2.957	1.485	Moderate	3
4. The media raises awareness of corruption issues in society	2.992	1.498	Moderate	2
5. You have heard or learned about anti-corruption efforts through social media	2.929	1.403	Moderate	4
Overall	2.87	1.255	Moderate	

From Table 4, the analysis results of public participation in preventing corruption in the public sector in the Phaya Thai District regarding media influence show that, overall, it is at a moderate level (Mean = 2.87, S.D. = 1.255). When considering individual items, the highest level is for "You receive anti-corruption information from the media" (Mean = 3.04, S.D. = 1.308), while the lowest is for "The media provides accurate and reliable information about corruption in the public sector" (Mean = 2.42, S.D. = 1.081).

Complaint Mechanism

The complaint mechanism is a variable measured with 5 questions. The analysis results are shown in Table 5.

Table 5 Mean and Standard Deviation of the Complaint Mechanism Variable

Complaint Mechanism	Mean	S.D.	Interpretation	Rank
1. The complaint mechanism helps build public trust in government administration	3.413	1.251	High	1
2. The complaint mechanism is effective in preventing corruption in the public sector	2.673	1.426	Moderate	3

Complaint Mechanism	Mean	S.D.	Interpretation	Rank
3. Sufficient promotion of information about the complaint mechanism	2.680	1.008	Moderate	2
4. You are aware of how to file a complaint about corruption in the public sector	2.547	1.479	Low	4
5. The government promotes sufficient information about how to file a corruption complaint	2.395	1.213	Low	5
Overall	2.74	1.091	Moderate	

From Table 5, the analysis results regarding public participation in preventing corruption in the public sector in the Phaya Thai District in terms of the complaint mechanism show that, overall, it is at a moderate level (Mean = 2.74, S.D. = 1.091). The highest level is for "The complaint mechanism helps build public trust in government administration" (Mean = 3.41, S.D. = 1.251), while the lowest is for "The government promotes sufficient information about how to file a corruption complaint" (Mean = 2.39, S.D. = 1.213).

Policy and Related Laws

Policy and related laws are variables measured with 5 questions. The analysis results are shown in Table 6.

Table 6 Mean and Standard Deviation of the Policy and Related Laws Variable

Policy and Related Laws	Mean	S.D.	Interpretation	Rank
1. The enforcement of laws to prevent corruption in the public sector is effective	2.73	1.463	Moderate	4
2. Improving or adding policies and laws to make anti-corruption efforts more effective should be a government priority	4.65	.476	Highest	1
3. You are knowledgeable about government policies and laws related to preventing corruption	2.29	1.056	Low	5
4. You have confidence in policies and laws related to preventing corruption	2.74	1.167	Moderate	3
5. You strictly support compliance with anti-corruption policies	3.85	1.266	High	2
Overall	3.25	.778	Moderate	

From Table 6, the analysis results of public participation in preventing corruption in the public sector in the Phaya Thai District regarding policies and related laws show that, overall, it is at a moderate level (Mean = 3.25, S.D. = .778). The highest level is for "Improving or adding policies and laws to make anti-corruption efforts more effective should be a government priority" (Mean = 4.65, S.D. = .476), while the lowest is for "You are knowledgeable about government policies and laws related to preventing corruption" (Mean = 2.29, S.D. = 1.056).

Public Participation in Anti-Corruption Efforts

Public participation in anti-corruption efforts is a variable measured with 5 questions. The analysis results are shown in Table 7.

Table 7 Mean and Standard Deviation of Public Participation in Anti-Corruption Efforts Variable

Public Participation in Anti-Corruption Efforts	Mean	S.D.	Interpretation	Rank
1. You believe that public participation is important in preventing corruption in the public sector	2.86	1.444	Moderate	1
2. You support or participate in anti-corruption campaigns in the public sector	2.59	1.362	Low	4

Public Participation in Anti-Corruption Efforts	Mean	S.D.	Interpretation	Rank
3. You report corrupt activities in the public sector to relevant authorities	2.48	1.402	Low	5
4. You participate in anti-corruption education or training programs in the public sector	2.81	1.523	Moderate	2
5. You follow news about corruption in the public sector	2.72	1.008	Moderate	3
Overall	2.69	1.202	Moderate	

From Table 7, the analysis results regarding public participation in preventing corruption in the public sector in the Phaya Thai District show that, overall, it is at a moderate level (Mean = 2.69, S.D. = 1.202). The highest level is for "You believe that public participation is important in preventing corruption in the public sector" (Mean = 2.86, S.D. = 1.444), while the lowest is for "You report corrupt activities in the public sector to relevant authorities" (Mean = 2.48, S.D. = 1.402).

Multiple Regression Analysis Results

In this study, the researcher examined and analyzed five independent variables, including Awareness of Corruption Issues (ACI), Access to Government Information (AGI), Media Influence (MI), Complaint Mechanism (CM), and Policy and Related Laws (PRL). The dependent variable was Public Participation in Anti-Corruption Efforts (PPA). The researchers used Jamovi software to perform multiple regression analysis to test the five research hypotheses as follows:

1. Hypothesis 1: Awareness of Corruption Issues (ACI) influences Public Participation in Anti-Corruption Efforts (PPA).

2. Hypothesis 2: Access to Government Information (AGI) influences Public Participation in Anti-Corruption Efforts (PPA).

3. Hypothesis 3: Media Influence (MI) affects Public Participation in Anti-Corruption Efforts (PPA).

4. Hypothesis 4: The Complaint Mechanism (CM) influences Public Participation in Anti-Corruption Efforts (PPA).

5. Hypothesis 5: Policy and Related Laws (PRL) influence Public Participation in Anti-Corruption Efforts (PPA).

The results of the multiple regression analysis studying the factors of public participation in preventing corruption in the public sector in the Phaya Thai District are presented in Table 8.

Table 8 Multiple Regression Analysis Results

Variables	Unstandardized coefficients	Standardized coefficients	t-statistics	Sig.
	B	β		
Constant	-0.040	-	-0.149	0.882
ACI	-0.316	-0.129	-2.979	0.003
AGI	0.159	0.095	5.099	<.001
MI	0.467	0.487	15.136	<.001
CM	0.637	0.578	22.487	<.001
PRL	0.111	0.072	1.738	0.083

Multiple R = .958, Adjusted R^2 = 0.950, R^2 = 0.950, SE = 0.267

*** Statistically significant at .001

Table 8 presents the results of the multiple regression analysis testing the influence of Awareness of Corruption Issues (ACI), Access to Government Information (AGI), Media Influence (MI), Complaint Mechanism (CM), and Policy and Related Laws (PRL) on Public Participation in Anti-Corruption Efforts (PPA). The analysis showed that all variables combined explained 95% of the variance in the dependent variable (PPA). Among these, the Complaint Mechanism (CM) had the most significant influence on

Public Participation in Anti-Corruption Efforts (PPA), with statistical significance at the .001 level (β = 0.578, p < .001). This was followed by Media Influence (MI) (β = 0.487, p < .001), Awareness of Corruption Issues (ACI) (β = -0.129, p = .003), and Access to Government Information (AGI) (β = 0.095, p < .001). The Policy and Related Laws (PRL) variable had no significant influence on Public Participation in Anti-Corruption Efforts (PPA) (β = 0.063, p = 0.083). The prediction equation can be written as follows:

Unstandardized Score Equation:
PPA = -0.0398 - 0.316(ACI) + 0.159(AGI) + 0.467(MI) + 0.637(CM)

Standardized Score Equation:
PPA = -0.129(ACI) + 0.095(AGI) + 0.487(MI) + 0.578(CM)

Hypothesis Testing Results
Based on the analysis results, the hypothesis testing results are summarized in Table 9.

Table 9 Hypothesis Testing Results

Hypotheses	Hypothesis Testing Result
Hypothesis 1: Awareness of Corruption Issues (ACI) influences Public Participation in Anti-Corruption Efforts (PPA).	Supported
Hypothesis 2: Access to Government Information (AGI) influences Public Participation in Anti-Corruption Efforts (PPA).	Supported
Hypothesis 3: Media Influence (MI) affects Public Participation in Anti-Corruption Efforts (PPA).	Supported
Hypothesis 4: Complaint Mechanism (CM) influences Public Participation in Anti-Corruption Efforts (PPA).	Supported
Hypothesis 5: Policy and Related Laws (PRL) influence Public Participation in Anti-Corruption Efforts (PPA).	Not supported

Discussion

      The results of the multiple regression analysis provide valuable insights into the key factors influencing public participation in anti-corruption efforts in Phaya Thai District. The analysis highlights that the combination of complaint mechanisms, media influence, awareness of corruption, access to

government information, and policies collectively explain a substantial portion of public engagement. Among these, complaint mechanisms emerged as the most significant factor, aligning with existing literature that emphasizes the importance of accessible and reliable channels for reporting corruption. The presence of such mechanisms encourages public involvement by offering a direct, secure avenue for citizens to engage with anti-corruption processes (McNeil & Mumvuma, 2006; Przeworski et al., 1999). This finding suggests that enhancing the visibility, accessibility, and reliability of complaint mechanisms could be one of the most effective ways to boost public participation. Media influence was also found to be a critical factor in mobilizing public engagement, underscoring the role of the media as a key platform for raising awareness and exposing corrupt activities (Brunetti & Weder, 2003). In the context of Thailand, strengthening the independence and reach of media outlets could further stimulate public participation by ensuring citizens are well-informed and motivated to act against corruption. However, the effectiveness of media in promoting participation depends on its ability to operate free from political constraints, which can limit its capacity to report on sensitive issues. Interestingly, awareness of corruption was found to have a more complex relationship with public participation. In contexts where corruption is perceived as systemic, heightened awareness may lead to disillusionment rather than active engagement (Johnston, 2005). This suggests that while awareness campaigns are important, they must be

paired with practical avenues for engagement, such as accessible complaint systems and tangible government responses, to ensure that awareness translates into action rather than apathy. Access to government information also played a role in shaping public participation, reinforcing the idea that transparency is essential for enabling citizens to hold officials accountable (Fox, 2007). However, the relatively lower influence of this factor suggests that transparency initiatives alone may not be sufficient; they must be integrated with other participatory tools like complaint mechanisms and media campaigns to effectively encourage public involvement. The lack of a significant impact of policy and related laws on participation suggests that the mere existence of legal frameworks is insufficient to drive engagement. This reflects broader findings in the literature, indicating that public trust in the enforcement of these policies is crucial (Persson et al., 2013). In contexts where legal frameworks are perceived as weak or selectively applied, citizens may be skeptical about the effectiveness of their participation.

Conclusion

This study aimed to assess public participation in anti-corruption efforts in Phaya Thai District, identify key factors influencing such participation, and propose strategies to enhance public involvement. The findings revealed a moderate level of participation among the respondents,

with complaint mechanisms emerging as the most significant factor influencing public engagement. The analysis demonstrated that access to effective complaint mechanisms, alongside the role of mass media in raising awareness, plays a pivotal role in motivating citizens to participate in anti-corruption efforts. Awareness of corruption, while important, was found to have a complex relationship with participation, suggesting that increased awareness without actionable avenues for engagement may lead to disillusionment. Access to government information also had a positive influence, reinforcing the importance of transparency in fostering public engagement. Conversely, policy and legal frameworks were not significant predictors of participation, indicating that their existence alone does not guarantee public involvement without proper enforcement and public trust in their effectiveness. Based on these findings, several recommendations for enhancing public participation in anti-corruption efforts are proposed. Strengthening complaint mechanisms to ensure they are accessible, reliable, and widely known is essential for increasing public involvement. In addition, public authorities should improve transparency by providing clear, accessible government information. Leveraging mass media to raise awareness about corruption, while ensuring citizens have the tools and platforms to act on this awareness, can further stimulate engagement. Future research should explore the role of digital platforms and social media in facilitating public participation, as well as investigate the impact of policy reforms and

enforcement on long-term engagement. These efforts are crucial for fostering a culture of accountability and empowering citizens to play an active role in combating corruption.

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