

Abstract

This study has three objectives; First to identify the determinants of choices of strategies in the Protest of Nam Choan Dam Social Movement. Second, to explain differences in choices of strategies among groups/organizations with various characteristics. Third, to evaluate the applicability of Ralph H. Turner's conceptual framework of social movement within Thai social and political context.

The data were collected from a structured interview of 65 leaders in groups/organization participating in the protest of Nam Choan Dam from October 1987 to March 1988.

In the first step, an analysis, by means of simple regression, was made to evaluate the role of leadership characteristics in the choice of strategies—leadership sophistication, discipline of membership and power displayed by groups/organizations.

It was found that leadership characteristics played no significant role in the choice, since persuasion was the first choice of most respondents. This is because the nature of the protest had not reached the level of a crisis which would lead to the use violence strategies by leaders.

The next step was to measure the relationship between group/organization characteristics and the choice of strategies. The results were the same as mentioned above. That is they had no significant effects on the choices of strategies. In other words, persuasion was rated as the first priority by each of them.

Finally, there are some limitations in applying this conceptual framework within our social and political contexts, especially the empirical evidence of such concepts as constituency, target group, etc., which must be overcome in any future research undertaking of this nature.