

THE ROLE OF PARTICIPATION IN MEDIA PRODUCTION IN RAISING AWARENESS

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ABSTRACT

This research explores the effect of participatory media production on advertising recognition of secure driving actions amongst young people. The approach consisted of 3 major actions: providing info on driving security and mishap evasion, consisting of individuals in the development of awareness-raising media and launching these media on social media sites systems to reach a bigger target market. Individuals experienced a risk-free driving training program adhered to by the growth of brief video clips advertising roadway safety and security. The objective was to identify whether involvement in both training as well as media production would certainly enhance their very own understanding as well as influence target market recognition. Individuals' post-test ratings raised substantially compared to pre-test ratings ($t = 6.56$, $df = 71$, $p < 0.05$) showing improved understanding of driving regulation plus secure driving techniques. Additionally, 98% of individuals assumed that developing the movies not just raised their individual recognition but additionally had the possibility to enhance visitors' perspectives towards secure driving. The Pearson Correlation Coefficient ($r = 0.892$) showed a solid favorable organization in between video clip development along with enhanced understanding. This research study shows the efficiency of joint media in enhancing expertise encouraging actions adjustment plus including youth in appropriate security tasks. The findings recommend making use of joint media production in future understanding campaigns to enhance public security as well as lessen reducing road accidents.

Keywords: Driving Safety Training, Public Awareness, Safe Driving Awareness, Youth Engagement, Media Production

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INTRODUCTION

Raising awareness concerning secure driving together with accident prevention is essential in minimizing web traffic crashes, especially amongst young people, that are commonly overrepresented in traffic-related cases. Effective awareness campaigns are crucial not just for distributing expertise however likewise for promoting behavior modification that brings about more secure driving techniques. In today's quickly progressing electronic landscape media plays a vital function in forming public recognition plus attitudes. The expanding access of info together with the raising use electronic systems for interaction have highlighted the relevance of producing appealing along with reliable media to attend to numerous social, ecological as well as wellness problems (Burgess & Green, 2009).

Among the crucial obstacles in media production is guaranteeing that the material effectively promotes recognition amongst target markets. Recognition is the structure of understanding as well as activity, specifically in areas such as wellness, security ecological preservation as well as social justice. Developing material that motivates representation, understanding as well as behavior modification calls for a deep link in between the media manufacturers plus their target market. Entailing people plus areas straight in the manufacturing procedure can improve this link causing even more appropriate plus reliable messaging. This participatory method likewise encourages those included by providing a voice and also possession over the messages they aid produce.

Research studies have revealed that involvement in the production of media material can have a favorable effect on both the developers as well as the designated target market. For the designers it can result in better understanding purchase, boosted media proficiency and heightened individual understanding of the concerns being attended to. For the target market, media generated with flexible procedures tends to be a lot more relatable, appealing, as well as influential which can cause boosted recognition plus a higher possibility of behavioral modification.

This research intends to assess the level to which engagement in media production affects the understanding of both designers as well as target markets. The study will certainly concentrate on evaluating the function of participation in the production of media products on boosting recognition in vital locations such as safety and security techniques, ecological sustainability and social obligation. By exploring the relationship between media production engagement as well as understanding, this research looks for to give understanding that can educate the growth of even more efficient awareness-raising techniques via media (Burgess & Green, 2009; Elliott, 2003). Addressing these gaps, our study couples safe-driving training with youth-led video production and disseminates the outputs via social media, then assesses pre/post knowledge change and the perceived impact of participatory creation—providing outcome-focused evidence in a Thai provincial, motorcycle-reliant setting.

LITERATURE REVIEWS

Media and Awareness Raising

Media has in length played an essential function in increasing public recognition on numerous social concerns, consisting of health and wellness, security, coupled with ecological sustainability. Study reveals that media can affect public understanding, form viewpoints, plus advertise behavior modification (Cook, 2024). Research highlights the efficiency of targeted media projects specifically when customized to demographics (Wakefield et al., 2010). Additionally various media kinds such as electronic systems, print media and tv deal distinctive benefits in getting to varied target markets (Atkin & Rice, 2013). Nonetheless media projects usually encounter difficulties such as target market disengagement as well as uncertainty which can decrease the effect of recognition initiatives (Hakim et al., 2024). Current research studies have revealed that interactive plus participatory media such as social networks systems, have

become effective devices for boosting interaction as well as long-lasting recognition (Kaplan & Haenlein, 2010).

Media and Safety Awareness

Media plays an essential function in increasing security recognition, specifically with projects plus attention commercials focused on altering actions pertaining to wellness traffic safety and security as well as calamity readiness (Wakefield et al., 2010). Efficient media methods have been revealed to substantially enhance the general public's understanding of safety and security problems by offering prompt plus precise details (Noar, 2006). Additionally, media engagement often prompts behavior change by appealing to both cognitive and emotional aspects of safety concerns (Hornik, 2002). Thus, the media's role in safety awareness is not only informative but also transformative, shaping public perception and encouraging preventive actions (Elliott, 2003; Jenkins, Ford, & Green, 2016).

Participatory Media Production

Media plays an essential function in increasing security recognition, specifically with projects plus attention commercials focused on altering actions pertaining to wellness traffic safety and security as well as calamity readiness (Wakefield et al., 2010). Efficient media methods have been revealed to substantially enhance the general public's understanding of safety and security problems by offering prompt plus precise details (Noar, 2006).

Behavioral and Cognitive Effects of Media Participation

Media engagement can considerably affect both behavior as well as cognitive results in people. When individuals participate in communicative media, they frequently experience a more powerful link to the web content which can boost recognition and inspiration for behavior modification (Bandura, 2001). Cognitive concepts such as social cognitive concepts recommend that observing as well as joining media can boost knowing and also form assumptions (Cook, 2024; Faus, 2024). Research study reveals that media involvement cultivates important reasoning plus improves analytical abilities particularly when people are associated with material production as well as decision-making procedures (Jenkins, 2006). Behavioral adjustments are most likely to happen when individuals really feel an individual link to the media messages (Couldry, 2010). Furthermore, the act of participating in media production has been linked to empowerment, encouraging individuals to take initiative and act on the issues presented (Carpentier, 2011; Elliott, 2003; Jenkins, Ford, & Green, 2016).

Social Responsibility and Media

The duty of media in advertising social duty has been commonly recognized, specifically in forming public recognition coupled with social worths (McQuail, 2010). According to the social duty concept media must serve as a guard dog for the public rate of interest making sure that material is moral plus adds favorably to culture (Hatamleh, 2024). The media plays an important role in educating people regarding social concerns advertising civic interaction and promoting cumulative duty (Hatamleh, 2024).

By elevating recognition concerning essential concerns such as inequality, ecological obstacles along with civils rights media can influence cumulative activity combined with honest actions (Couldry & Hepp, 2017). In addition, for example media designs better boost the feeling of social duty by motivating energetic participation in material production plus conversation (Carpentier, 2011). This involvement assists people to assess their duty in culture and inspires them to act properly (Rimal, & Lapinski, 2009; Tufte, 2017).

From the literature review, the conceptual framework can be drawn as shown in Figure 1.

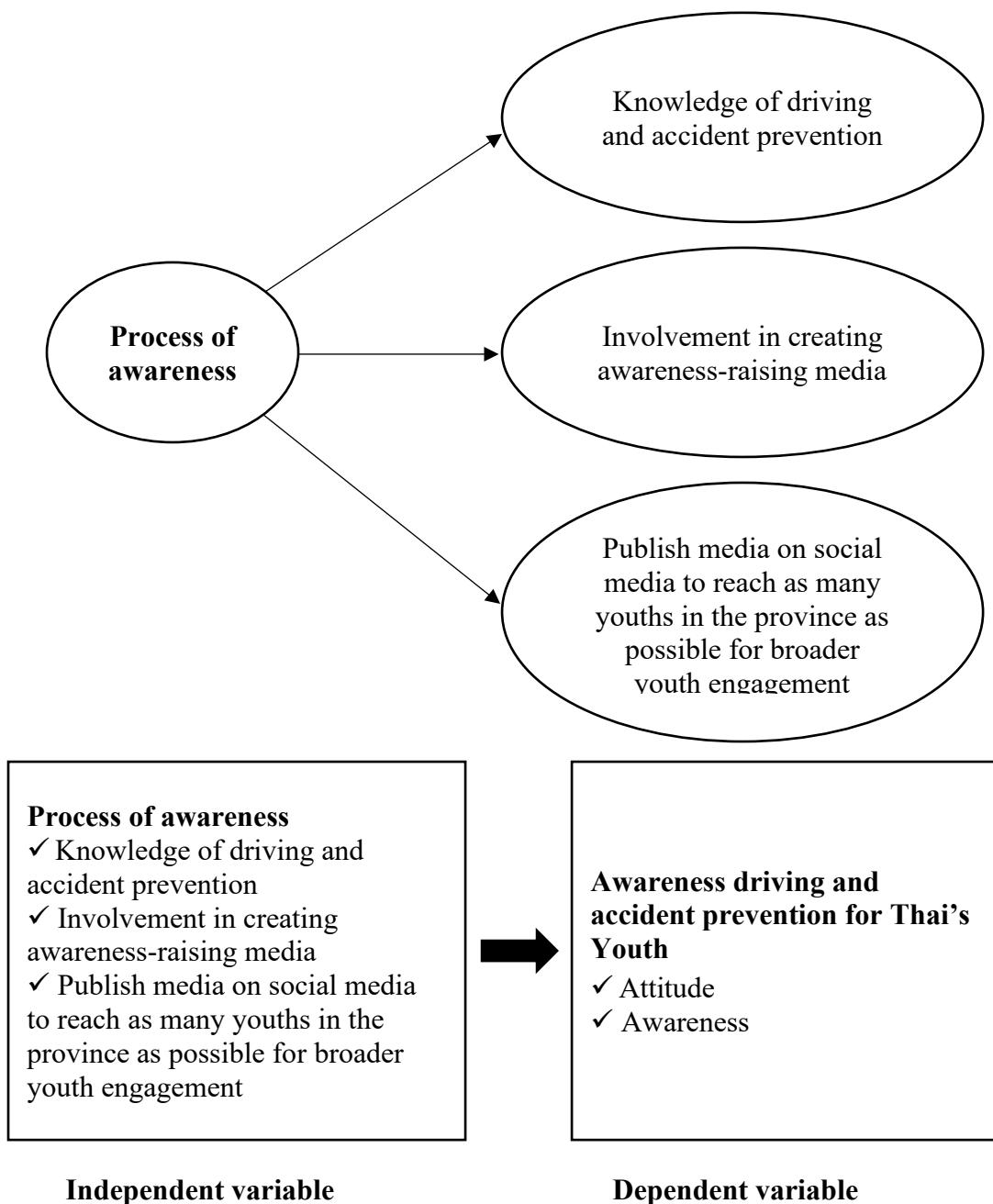


Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

Participants

Participants in this research study were students enrolled across all fields of study at NPU. The total number of students who participated in the survey was 107 (72% female and 27.1% male). They are all can drive. Using purposive sampling, the number of students was mostly even across the fields of study. The age distribution of the respondents shows that the largest groups were 21-year-olds (35.5%) and 20-year-olds (30.8%), which together account for over 66% of the total respondents. This reflects that the majority of participants are in their late teens to early adulthood. In contrast, other age groups, such as 17, 18, 19, and 22 years old, had relatively fewer respondents compared to the two dominant age groups mentioned. The majority of respondents were third-year 68 students (63.6%). In contrast, the other years had significantly fewer respondents, with no fifth-year students participating at all. First-year students accounted for the second-highest proportion of respondents 22 (20.6%), while second year and fourth-year students were 8 students (7.5%) and 9 students (8.4%).

Research Instruments

A total of 300 students were enrolled in this study. However, only 107 students responded to the survey. Students were informed about the survey through a link provided via Google Forms. The use of an online survey method was considered the most efficient approach for collecting data from students, as it allowed them to conveniently participate and respond to the survey questions. The survey consisted of 18 questions, categorized into the following sections: demographics, knowledge of driving and accident prevention, attitudes toward participation in video clip creation, feedback and suggestions, and overall project evaluation. The questionnaire was designed to clarify the participants' attitudes. The surveys used a level Likert scale and in Thai language.

RESEARCH RESULTS

Knowledge of driving and accident prevention after joining the training

Prior to the beginning of the risk-free driving training program the scientist carried out a pre-test on individuals. Complying with the training a post-test was carried out, making it possible for scientists to contrast the outcomes as well as execute analytical evaluations. The t-test allows scientists or training coordinators to successfully evaluate the level to which individuals have acquired understanding or taken advantage of the training web content. This is attained by checking out the analytical distinctions in between the pre-training and post-training ratings. The efficiency of the training can be gauged by utilizing a t-test to contrast Pre-test (prior to the training) and Post-test (after the training) ratings. This approach highlights adjustments or renovations in individuals' efficiency complying with the training. If the mean Post-test rating is considerably greater than the Pre-test rating with a p-value much less than 0.05, it shows that the training has worked in boosting individuals' understanding or abilities in secure driving.

Table 1 Evaluation of Learning Outcomes for Training Participants

Test	N	Scores	Total scores	Mean	S.D.	D.	S.D.D.	t	Sig.(1-tailed)
Pre-test	72	20	1071	14.88	2.57	2.72	3.52	6.56*	0.0000
Post-test	72	20	1267	17.60	2.38				

From Table 1, it was found that the pre-test and post-test scores of the students showed a mean pre-test score of 14.88 and a mean post-test score of 17.60. When comparing the pre-test and post-test scores, the post-test scores were significantly higher than the pre-test scores at the 0.05 level of statistical significance.

Table 2 Paired Samples Statistics

		Mean	N	Std. Deviation
Pair 1	Pre-test	14.88	72	2.57
	Post-test	17.60	72	2.38

Table 2 shows the differences between the mean scores of the sample group before and after the test using a t-test. The results reveal that the mean score of the post-test (17.60) is significantly higher than the mean score of the pre-test (14.88) at the 0.05 level of statistical significance ($t = 6.56$, $df = 71$, $p < 0.05$). This indicates that the training had a significant effect on increasing the test scores of the participants. In summary, there is a statistically significant difference between the pre-test and post-test scores, demonstrating that after undergoing the safety driving training, the participants' knowledge of safe driving significantly improved.

Table 3 Knowledge gain after

Are you aware of the traffic regulations related to motorcycle riding?			
Very well	A little bit	Don't know at all	
64.5%	0	35.5%	
How important do you think wearing a helmet is?			
Very agree	Agree	Not Very agree	Totally not agree
93.5%	6.5%	0	0
Do you have knowledge about safe riding techniques?			
Very well	Some	Not at all	
40.2%	58.9%	0.9%	
What is your perspective on the importance of adhering to safety regulations when riding a motorcycle?			
High	Medium	Low	
66.4%	33.6%	0	

Table 3 indicates that most respondents (64.5%) have only partial knowledge of traffic regulations related to motorcycle riding, while only 35.5% of respondents indicated that they possess a good understanding of these regulations. The absence of respondents who reported having no knowledge at all suggests that all participants have some foundational knowledge of traffic laws. This finding highlights the opportunity for further development of knowledge and skills related to safe and lawful riding practices. The majority of respondents (93.5%) regarded wearing a helmet as extremely important for motorcycle riding, reflecting a strong awareness and perception of safety among the participants. In contrast, only 6.5% of respondents considered helmet to be "Agree," indicating a minimal proportion. Notably, there were no respondents who believed that wearing a helmet was "not very agree" or "Totally not agree," suggesting a widespread acknowledgment and recognition of the significance of helmet use among all participants. 58.9% possessed only partial knowledge of safe riding techniques, while 40.2% demonstrated a good understanding of these practices. This indicates an opportunity to further develop and enhance the knowledge of the respondents to improve riding safety. Notably, only 0.9% of participants reported having no knowledge at all, which is a very small proportion. Providing additional education and understanding will help ensure that all groups can ride more safely. 66.4% recognized that adhering to safety regulations while riding motorcycles is very agreed or significant. However, 33.6% still regarded this issue as only moderately important, which is noteworthy given that this figure represents a substantial portion of the respondents. This indicates that a significant number of individuals do not fully appreciate the importance of safety compliance. Therefore, it is crucial and urgent to address

and reshape attitudes towards safe riding among youth, emphasizing that this matter is not only important but also directly related to their lives.

Attitudes toward Participation in Video Production

Prior to the individuals started the training, they were shown the actions for developing interesting brief video clips. This consisted of directions on just how to establish video clip web content, execute editing and enhancing, as well as include results. Perspectives towards involvement in video clip manufacturing can considerably affect the performance of awareness-raising campaigns. Numerous people watch engagement as an encouraging experience, allowing them to reveal their point of view as well as add to purposeful web content production.

Taking part in video clip manufacturing permits individuals to get in touch with the subject to an individual degree, cultivating a much deeper understanding of the problems being resolved. Favorable mindsets in the direction of involvement can improve inspiration also, dedication leading to better material along with raised effect. Individuals commonly really feel a feeling of possession over the message they assist in producing which can lead to extra relatable as well as convincing video clips. Nevertheless, it is necessary to attend to any type of prospective obstacles to involvement such as absence of self-confidence or technological abilities, as these variables can adversely influence people's determination to involve.

Table 4 Attitudes toward Participation in Video Production

Have you ever participated in creating a video about safe driving?			
Very agree	Agree	Not Agree	Totally not agree
78.5%			21.5%
What are your feelings about participating in the creation of this video?			
Very agree	Agree	Not Agree	Totally not agree
80.3%	17.8%	1.9%	0
Do you think that creating videos with content related to motorcycle safety can enhance awareness?			
Yes			No
99.1%			0.9%
Do you think that video clips can help increase awareness and promote cautious driving?			
Very agree	Agree	Not Agree	Totally not agree
67.3%	31.8%	0.9%	0
Have you ever watched videos about motorcycle safety before?			
Yes			No
93.5%			6.5%
This is particularly interesting because 99.1% of the participants believe that creating video clips about safe driving can raise awareness and encourage viewers to be more cautious. They recognize that safe driving is crucial for daily life and personal well-being.			
Do you think that participating in the safe driving training and video production will help improve the knowledge and attitudes of those who watch the video regarding driving safety?			
Very agree	Agree	Not Very agree	Totally not agree
73.8%	25.2%	0.9%	0
Do you think today's activity will help raise awareness among youth?			
Very Agree	Agree	Not Agree	Totally not agree
74.8%	23.4%	1.9%	0

More than ninety percent of the participants (98%) strongly agreed or agreed that their involvement in the safe driving training and video production would enhance both their own

knowledge and attitudes, as well as those of viewers regarding driving safety. The activity is considered highly effective in raising awareness among youth.

Awareness driving and accident prevention for Thai's Youth

Table 5 Attitudes toward Participation in Video Production

The creation of clips facilitates awareness-raising.	Do you think that clips enhance awareness?
99.1	67.3
0.9	31.8
0	0.9
0	0

The calculation of Pearson's Correlation Coefficient yielded $r = 0.892$, indicating a strong positive correlation. This suggests that the creation of awareness-raising clips and short videos on safe driving significantly impacts viewers' awareness, leading them to exercise greater caution while driving. The strong positive correlation reflects that participants believe the clips effectively enhance their awareness. This analysis demonstrates a robust relationship between these two factors, indicating that the production of such clips is positively associated with the viewers' awareness levels.

Social Media

Accessibility refers to the ease with which individuals can access and benefit from resources, services, or information. In the context of safe driving awareness, accessibility encompasses the availability of training programs, educational materials, and media, such as video content, to diverse audiences, including youth (Rimal & Lapinski, 2009; Tufte, 2017).

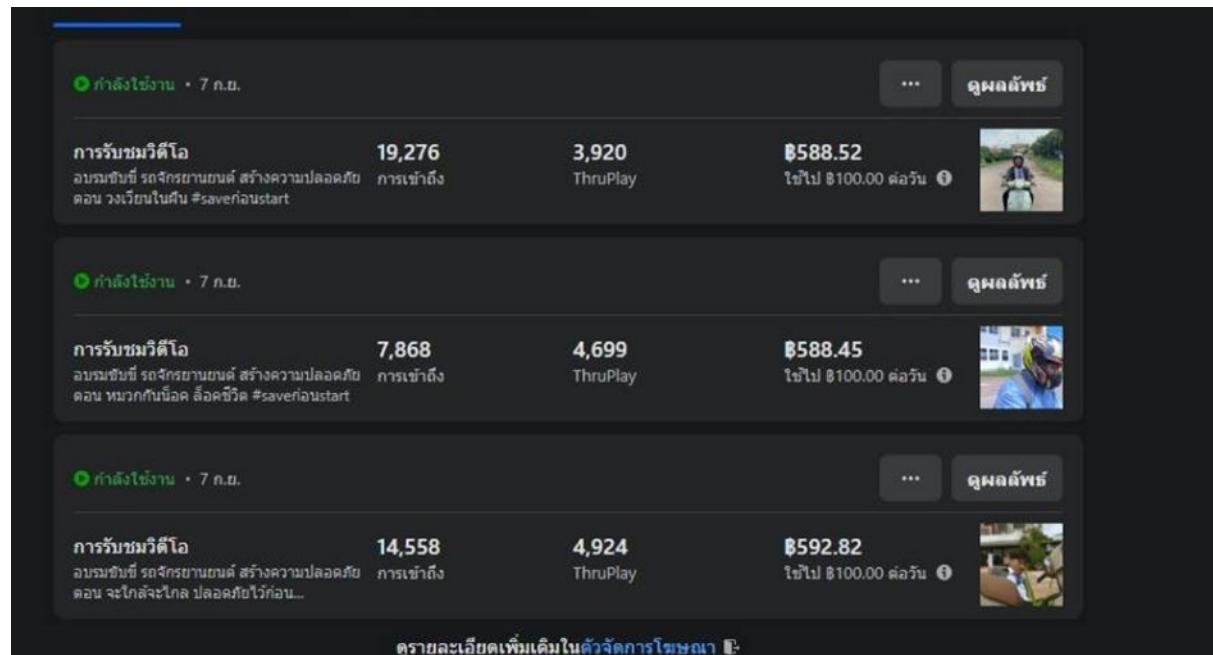


Figure 2 Accessibility of video clips can help increase awareness and promote cautious driving

From the use of social media in one week that was published, it can access 41,702 youths in town. These numbers show that these resources are easy to access, whether through digital platforms, community programs, or other means, is crucial for maximizing impact and raising public awareness.

DISCUSSION & CONCLUSION

This job is targeted at evaluating the efficiency of participatory media production, especially video clip development, in increasing understanding concerning secure driving methods amongst young people. The research shows that involving individuals in both risk-free driving training coupled with the manufacturing of brief video clips dramatically improves their understanding as well as mindsets towards driving safety and security. The post-test ratings revealed a significant improvement in the pre-test outcomes with a statistically considerable rise ($t = 6.56$, $df = 71$, $p < 0.05$) showing that the training had a favorable influence on the participants' understanding of driving laws and secure methods. In addition, 98% of the individuals concurred that their participation in video clip manufacturing not just boosted their very own understanding but additionally had the possible to affect the mindsets together with the actions of customers. Pearson's Correlation Coefficient ($r = 0.892$) even more sustains the solid favorable connection in between developing awareness, increasing video clips as well as boosting the target market's care together with feeling of duty when driving. Collectively, these results highlight participatory production as a scalable, context-sensitive pathway to improve safety knowledge and justify investment in co-designed content paired with stronger behavioral evaluation.

This task highlights the relevance of participatory media as a device for education and learning coupled with social adjustment especially in cultivating secure driving routines. By including young people in the production procedure, the task encouraged them to take possession of the safety and security messages making the material extra relatable and impactful. The success of this campaign stresses the requirement for proceeded initiatives to incorporate participatory strategies in understanding projects with an emphasis on broadening accessibility plus involvement. They can make participatory media work by running short co-design workshops where students first learn key risks (helmets, speed, night riding) and then script, film, and post 30-60-second that model one specific behavior with a simple "if-then". Partner with schools and local authorities to host challenges and badges, use micro-influencers to seed sharing, and iterate using basic analytics (reach, completion, comments) plus quick pre/post quizzes or spot checks to ensure the content translates into safer habits.

LIMITATION OF THE STUDY

Reported one-week social-media "reach" (41,702) does not confirm actual exposure or link engagement to behavior. Survey reliability/validity metrics were not reported for the 18-item Likert instrument (Thai language), and no longitudinal follow-up was conducted. These constraints limit causal inference and external validity; future work should incorporate comparison groups, verified exposure analytics, and longer follow-up.

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