

Chapter 5

Discussion and Conclusion

In this chapter, the main focuses point out on the discussion referring to the result and theoretical supports. Six sections are discussed as Health Education and Maternal Instinct, Semantic Factors in Attention Learning of Village Health Volunteers, Activities Designing by using Situated Learning, Beneficiary, the Novelty of Thesis and Future Research. All of these are the answers of the aims of this study.

5.1 To drive the Maternal Instinct on alcohol drinking behavior in order to improve the learning system of housewife VHVs.

5.1.1 Health Education and Maternal Instinct

This part is a discussion of village health volunteer learning which is based on health education theory and maternal instinct stimulation on alcohol drinking behavior modification. Alcohol drinking behavior is the case study of health problem in rural communities. Health education is the initial learning pattern for health workers. VHVs learn through external motivation in order to change inappropriate behavior for quality of life in the villages. The study indicated that Internal motivation or drive is the powerful basic foundation of problem solving. Housewife VHVs are the subjects of this study who have agreeableness trait. It links to Maternal Instinct characteristics. Maternal Instinct is the principle of this model to solve the problems by attention semantic factors.

Generally, health education theory is a basis of the learning of village health volunteer. The research of alcohol drinking behavior modification had been conducted in various parts Thailand. The researchers explored about attitude and knowledge towards alcohol drinking behavior among village health volunteers (Buathong 2005; Chittawatananont, 2007; Lokeaw, 2009) as the study of the other countries such as

Alcohol-related communities (Norman, 2007, Gruenewald, 2011, Toomey and Lenk, 2011). Presently, health education is the health promotion obtained in the curriculum of VHVs training. Health education methods are the contents besides of it (Glanz et al., 2010). It comprises of (1) Individual health education, interview, advice, home health care, case study and telephone advice, (2) Group health education, lecture, training and strategic map and (3) Public health education, radiobroadcast, television, movies and exhibition. Furthermore, health education is one solution of alcoholics, for example, the other helping solution is telephone education. It puts more emphasis on the 3 months follow-up toward their goals of quit and/or treatment access. Telephone educators require at least 7 year - experience in the field. The addiction assessment and treatment, crisis intervention, prescription drug abuse, motivational interviewing need to be trained among them (Miller and Rollnick, 2002). These are able to promote the motivation of persons for health knowledge, skills, attitude and environment condition adjusting. However, this motivation is not enough for behavior change. All of events, health education is the part of decision-making in order to prove the idea of new measurement designing. The results were found, Maternal Instinct semantic factors model is practical application in the rural communities. It is automatic way of life from the instinct of housewife group. If no change occurs, alcohol drinking behavior still remains in knowledge health workers. It is the cycle of learning in communities.

The curriculum of VHVs training are not only health education which is used to health problems for village health volunteer learning but also it was applied to change behavior such as alcohol drinking behavior for their learning. The pattern of training on alcohol drinking behavior modification for village health volunteer, Thailand based on the principle of health education. The evidence of chapter 4 in Table 4.5 indicated that the characteristics of maternal instinct appear in the samples on alcohol modification learning. Besides, unexpected finding was 4 life skills such as empathy, self-esteem, consciousness and interpersonal relationship.

In this study, Maternal instinct stimulating is substantial and fit than health education for village health volunteer learning since the most of them are females. They have the internal motivation for nurturing their children. The other patterns of Maternal

Instinct drive occurred such as the successful case in microcredit among the poor people in Bangladesh with the focus on females. Then, Maternal Instinct within themselves were accepted in integrity for their children and families (Muhammad and Allen, 2006). According to the study on caregivers in the sicknesses and alcohol problems, the result revealed that the main caregivers for caring the patients were females (Khammuk, 2008). Especially, the housewives took care of children and elder, although the children or cousins were not their families (Jeungstiansap and Sukasit, 2007). This presented the public consciousness in their mind. They had willingness and self-sacrifice of their communities. As social theory, Marxism is as racist. It affects the stress between upper class and lower class in society (Rupert et al., 2004). However, labour union refers to organizations. The payment is the motivation between employers and employees (William et al., 2012). This is called the external motivation. However, Maternal Instinct is the automatic drive and broadens to individuals, families and communities from their mind stimulation.

This part introduces the discussion and conclusion of the research. The chart below is the proof of the semantic factors idea in Attention. Also, it was able to drive the Maternal Instinct in housewife VHV on alcohol drinking behavior modification. Figure 5.1 illustrates the comparison between maternal instinct, alcohol education as well as basic counseling. They present the motivation and drive in individual, families, including communities on alcohol drinking behavior modification.

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
Copyright© by Chiang Mai University
All rights reserved

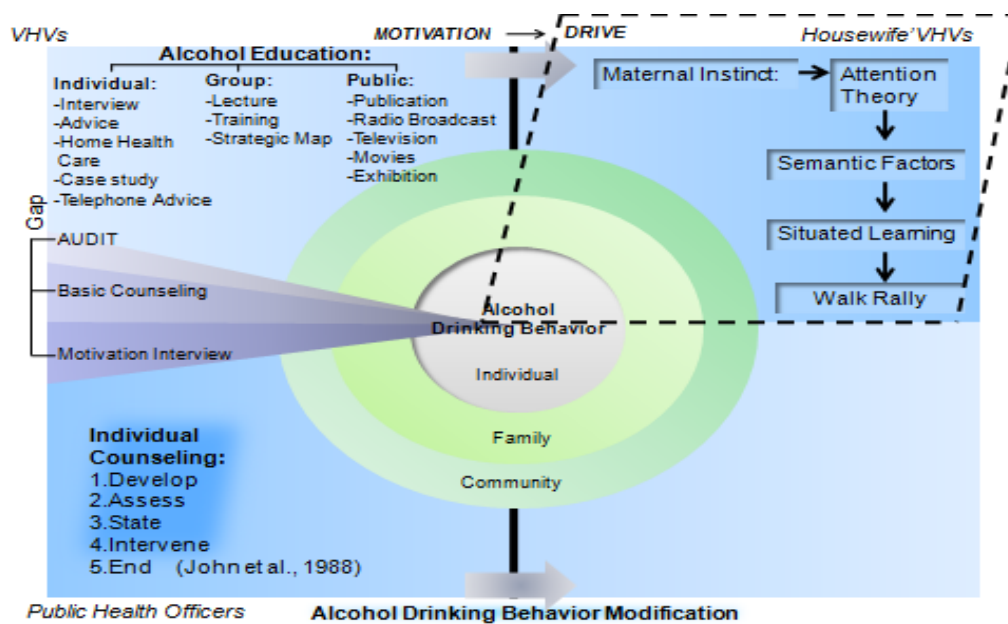


Figure 5.1 The comparison of alcohol drinking behavior modification in Public Health network

This figure displays the alcohol drinking behavior modification in different methods between this study and the other researches which focused heavily on drive and motivation. This issue explores about internal drive as Maternal Instinct. It is full of power and is capable of performing toward the children and patients, which differs from the other studies. The objective of motivation is to change knowledge, attitude and behavior.

Maternal instinct driving is the discipline of cognitive capacity through attention drawing. This study exhibits an ability of village health volunteers. Though they have low education, the cumulative knowledge can show performance derived from Maternal Instinct stimulation. Therefore, their capacities could be captured and not be abandoned their competencies. This study is beneficial in clarifying the ability of village health volunteers and these results drive to the activity designing, feasible for village health volunteers. However, these activities are not essential for highly-educated people. They could learn via the mode of maternal instinct basis. This model has to put an emphasis on housewife VHVs. The discussion could be done along with the semantic factor of

alcohol modification. However, maternal instinct driving might be led to other problem-solving. Obviously, maternal instinct empowerment is implemented in many developing countries such as Bangladesh. Professor Yunus (2007) believed in maternal instinct as being human capital and this study presented the prominence of caretaking characteristic, self-esteem including consciousness in life skills. They could be automatic and accumulated the potential energy. It would occur once when the events motivate the persons who had maternal instinct. At all events, the trend of alcohol problems is increasing and the people could survive under belief and social learning in the rural communities, that is the myth for the learning cycle. Therefore, there are a lot of new drinkers. Besides, the people could develop their maternal instinct characteristic. It could be transferred to the close members with the practice in their families. All of these are the answers of research hypotheses, housewife VHVs can drive maternal instinct on alcohol drinking behavior modification.

5.2 To create and investigate the system of learning based on maternal instinct semantic factors stimulation on alcohol drinking behavior modification.

5.2.1 Semantic Factors in Attention Learning for Village Health Volunteers

Counseling is a knowledge management technique which emphasizes on problem-solving with the ability of learners. The process of counseling helps the counselors understand and decision-making the problems and solutions for their clients. The addicts are the client who can be helped by counseling for addiction behavior adjustment.

Health officers in the Ministry of Public Health train the village health volunteers with basic counseling for decreasing of the risk from alcohol drinking behavior in the people. Basic counseling is applied to brief advice, brief intervention to decrease risks on alcohol drinking behavior. Brief advice is the information giving for motivation of decrease or quit on alcohol drinking behavior. The target groups are hazardous drinkers. They are serviced in giving feedback, providing information,

establishing goals, giving advice and empowerment from counselors within 5-10 min/time. The time of brief intervention is approximately 15-30 min for harmful drinkers. They are serviced by 6 steps, 1) screening 2) assessment 3) give advice 4) assessment of motivation 5) setting goals and 6) follow up (Kittiratanapaiboon et al., 2006) Even though the interventions of alcohol drinking behavior modification is promoted the rural communities, alcohol drinking behavior is still widespread in the areas. The health workers are over-drink also.

Semantic factors findings are the alternative of mutual understanding for communication of people. Semantic is as a network which identified means for organizing concepts. It is a high degree of cognition. Semantic network can be stored the knowledge with semantic features. Therefore, semantic network can represent the category-specific semantic to better understand the ways and introduce the relation of the concept by semantic learning situation (Sternberg, 2009).

This study proposes counseling with semantic factors based on Maternal Instinct. The table below displays the advantages of semantic factor model application. It is compared with basic counseling for village health volunteer training.

Table 5.1 The comparison of counseling tool and semantic factors model for VHV training

Training for VHV	Pros.	Cons.
VHV training by counseling tool - Brief Advice, - Brief Intervention (Kittiratanapaiboon et al., 2006)	-The process of counseling depends on the experience of counselors	- Using the time for the relationship between counselor and client -Counselor need to find the specific problems; therefore the counselor need the experience of counseling.

Table 5.1 The comparison of counseling tool and semantic factors model for VHV training(continued)

Training for VHV	Pros.	Cons.
VHVs are trained by semantic factors model - HAM - ACT-R (Sternberg, 2009)	- Highly simplified network - Contained the knowledge storage within the concept - High degree of cognitive economy	- Model starting

Table 5.1 shows the advantages of Semantic factors application which helps the village health volunteers approach the cognitive of the drinker people in their community. This study should design the appropriate activities for implementation of alcohol drinking behavior modification in the field.

5.2.2 Activities Design by Using Situated Learning

The activities for alcohol problem management in the rural communities follow the curriculum training of village health volunteers. They learn through alcohol education in the suitability of context with various activities, for example, alcohol quit for a Buddha Lent Day, banning, stopping alcohol on religious tradition, festivals, etc. The guideline of alcohol education consists of 1) reflection of AUDIT assessment, 2) empowering the behavior for decrease the risk of alcohol problem, 3) describing the effect of alcohol drinking behavior and 4) educating alcohol drink standard. Even though the attitude of alcohol drinking behavior in the rural communities in Thailand is still the positive reinforcement in the people, the behavior is based on the belief of the people. It is rather difficult for alcohol modification because the people still learn from their society. All of the events of this study are associated with the relationship between learning and social situation in the communities. This is called situated learning. It makes highly interactive and skill development from learning process with legitimate

peripheral. The situated learning can be begun with the discussion in “what is known and done” (Lave and Wenger, 2003). Then it finds the content and the artifact for the practice. Next, it takes identity and generate the newcomer's participation. Lastly, the information is reviewed and reflected the practice. They are obtained in the activities design of the study.

The purpose of methodology is learning through authentic situation on alcohol drinking behavior in rural communities because it can put on the nature of society. And it can drive in Maternal Instinct concept in order to effectuate and is simple for housewife VHV learning. The effectiveness of Maternal Instinct appears in a case study of Bangladesh by Professor Yunus. It is shown in chapter 2 to ensure the power of Maternal Instinct. This study proposes situated learning by Walk Rally activity based on Maternal Instinct.

Table 5.2 The comparison of the general activity on alcohol protection and Situated Learning based on Maternal Instinct

Activities learning for VHV	Pros.	Cons.
Activity of alcohol protection	-Great Expansion	-Budget Consuming -Action based on time with the set budget
Situated learning based on Maternal Instinct (Walk Rally)	-Lifestyle of rural communities -Within social learning	-No Budget consuming -Community health officers having awareness and being role models in alcohol drinking behavior modification -Community Resource spending (Sufficiency Economy)

Table 5.2 The comparison of the general activity on alcohol protection and Situated Learning based on Maternal Instinct(continued)

Activities learning for VHV	Pros.	Cons.
		-Increase of Maternal Instinct Life skills stimulation for villagers - Maternal Instinct and Life Skills being existed, although the project is ended.

The advantages of situated learning by Walk Rally are to help elicit the tacit knowledge from the experience of village health volunteers. It also draws the potential and experience with Maternal Instinct stimulation.

5.2.3 Research Generalizations and Potential Application

Maternal instinct semantic factor model can be applied in 44 diseases which are related alcohol drinking behavior. Additionally, lesson plans can be expanded to secondary drive in male VHVs. The model is the potential application for community health officers. They show in Figure 5.2.

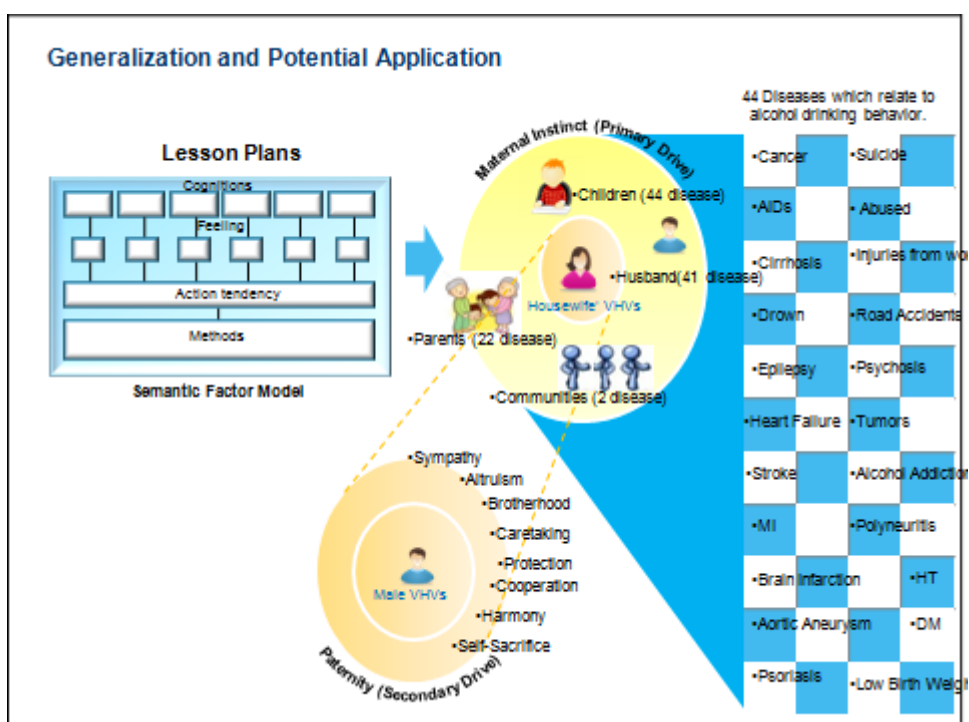


Figure 5.2 Application of maternal instinct semantic factor model

5.2.3.1 Applying Maternal Instinct Semantic Factor Model to other Setting

As in rural setting, Maternal Instinct Semantic Factor model is applied to housewife VHV for alcohol drinking behavior modification. Alcohol drinking behavior is selected as a case study of health problems in the rural communities. San Pa Tong area is selected from the rural communities as the research area, North of Thailand which is confronting the loss of cost on health, economic and society. The sample group is housewife VHV which act as significant role for alcohol drinking behavior modification in the rural communities. They are known as the knowledge health workers for the solution of health problem management. They have to conduct the knowledge by the Attention drawing based on Maternal Instinct driving. Through this study, the unexpected finding is the distinctiveness of housewife VHV experts on amphetamine and game addict helping. They characterize themselves as Maternal Instinct Characteristics such as sympathy, altruism, brotherhood, caretaking, protection, cooperation, harmony and sacrifice. It could be developed by designing activities in the

real communities. Game and amphetamine addictions are the situations which have spread and are harmful to children and adolescents in the rural communities. If the villagers misunderstand cognitions, it can cause the individual's addiction and social learning, misleading to the danger.

They have identified semantic factors on Attention with the cognition of clients or customers. Presently, the belief of communities is a social norm on alcohol drinking behavior in the research area. So, it shows that VHVs have the behavior of over-drink and there has been an increase of the new drinkers in adolescent age. It also causes addiction in other substances and other social problems. However, Maternal Instinct Semantic Factors Model is an effective invention for alcohol drinking behavior modification in the rural communities. It integrates to other setting from housewife VHVs working such as games and amphetamines addict protection. Besides, housewife VHVs group is appropriate in this model. The benefit of the model can expand to the other VHVs who are male as well. Maternal instinct can be driven to share care and provision in communities' members. They can have mutual understanding through the real situation by walk rally activity for VHVs' learning. This is an alternative of invention in the rural areas.

Obviously, the experts who have identified Maternal Instinct are interested in the other problems in their communities as well. They believe that only one problem solving cannot separate from the other problems. The vision of the experts is the holistic care for decrease of other problems in communities. In fact, the budget of management is organized by the duty of health officer' assignment. Nevertheless, the various works duplicate and produce the tasks of VHV workload. Therefore, the development of Maternal Instinct Semantic Factors Model can transfer to other settings in rural communities. They can decrease health problem in communities. However, community health workers should reduce the complexity of problem management through Maternal Instinct Semantic Factors Model. They should manage community health system and decrease work load of health workers.

5.2.3.2 Applying Maternal Instinct Semantic Factor Model to Other Rural Areas

Thailand has the poverty problem because alcohol drinking behavior appears in rural communities. Although the health workers in communities perceive the negative effects of alcohol drinking, they still have over drinking. Nevertheless, the health workers could not act as the role models for their people and families on alcohol drinking behavior. Most of the health volunteers were female. It is impossible for them to drive their maternal instinct for possible solutions. This study proposes the alternative of maternal instinct driving from semantic factors model developed in order to modify the alcohol drinking behavior in rural communities. The study had a chance to provide the new activity design derived from semantic factors housewife VHVs in the previous study in order to prove the usability of the alcohol modification model.

The six cognitions are related with all six stations in rural communities. Additionally, they worked consistently to maternal instinct characteristics, sympathy, altruism, brotherhood, caretaking, protection, cooperation, harmony and self-sacrifice. The unexpectation of this study was the life skills, empathy, self-esteem, consciousness and interpersonal relationship (Bastin et al., 2005). They brought to the potential of health volunteers and the development of the human resources in order to manage the alcohol drinking behavior in rural communities. With the hope that the advantage of this project is varied and spend less budget; therefore, it could easily be promoted and applied in the selection of the volunteers based on maternal instinct. It may help increase the potential of health workers in learning.

This can reveal that semantic factors of housewife VHVs on the alcohol modification model could lead to the design of the activities. It also stimulated housewives by applying semantic factors within attention and implement in decreasing alcohol consumption behavior. This measurement may be able to prove the idea that maternal instinct could be driven by semantic factors within attention creation, although alcohol drinking behavior still appears in rural communities, Thailand. It is beneficial and effective to this issue. Therefore, it could be applied to the other groups and other

problems. In addition, this study can extend the idea and new alternatives to the rural communities which may confront the same trouble of alcohol drinking behavior. Therefore, maternal instinct semantic factors model can implement in alcohol drinking behavior.

5.3 Beneficiary

Village health volunteers could begin with alcohol drinking behavior case study and generalize to develop their learning by Maternal Instinct Semantic Factors Model. The benefit of this Maternal Instinct is to arouse internal drive naturally for effective work. Mothers having high Maternal Instinct could protect their children from temptation of amphetamine and game becoming addictions. Therefore, the possibility of Maternal Instinct could solve the other problems. Additionally, the mothers themselves can use in themselves, families and communities. The organizations such as Ministry of Interior, Ministry of Social Development and Human Security, Ministry of Public Health and Ministry of Education should support this project because they can be responsible for promoting the potential of village health volunteers by Maternal Instinct Semantic Factors Innovation for decreasing alcohol problems.

This is the learning innovative by semantic factors based on Maternal Instinct model on alcohol drinking behavior learning in the community. However, this study has the limitation and this model is able to apply only in the rural communities. If the researchers would like to apply in the other communities, other factors and methods need to be reviewed again.

5.4 The Novelty of Thesis

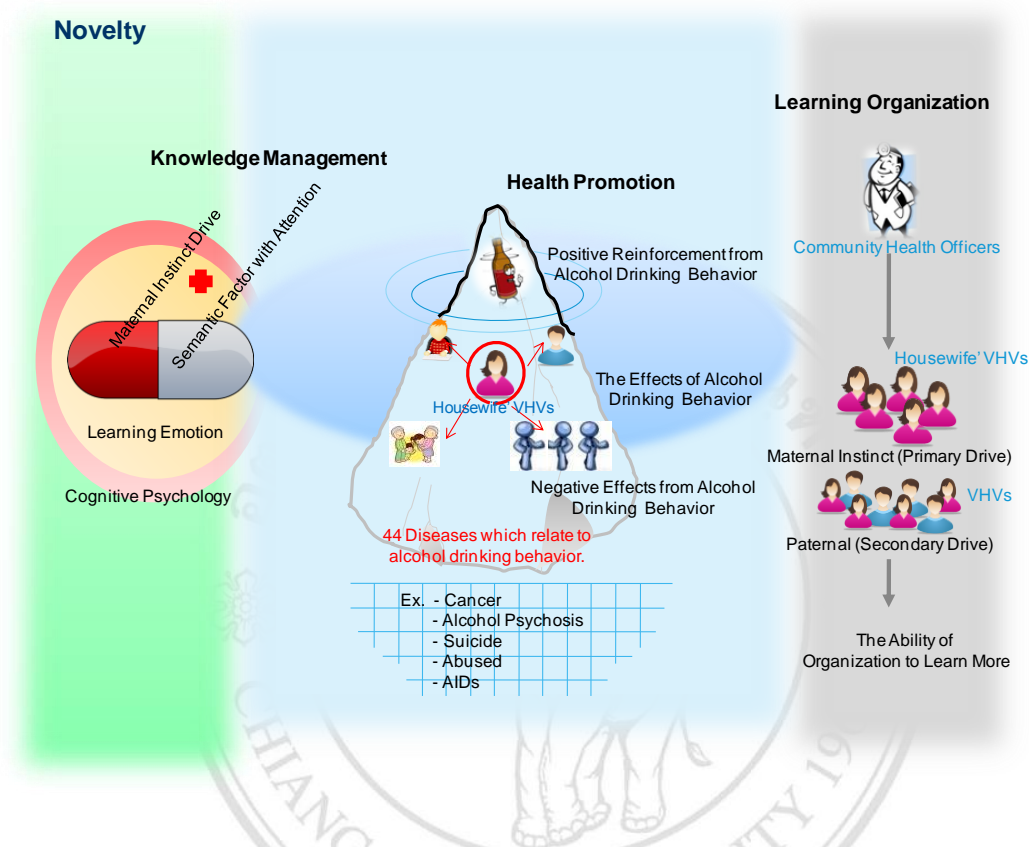


Figure 5.3 The novelty of knowledge management for health problems solution

Above figure presents the novelty of knowledge management in cognitive psychology, they consist of maternal instinct drive and semantic factors with Attention for health problem solution. This model is designed with the primary drive in the human. It is powerful and effective for learning improvement in the health workers. Therefore, this novelty serves in community health conductors and useful for increase of ability of organizational learning.

The studies brought to know the cause of behavior of semantic information. However, the semantic information could not construct the concrete intervention for problem-solving. Additionally, many methods for the different target groups were found in the studies of alcohol modification interventions. Most of the studies did not use the existing resources for the highest benefits in the context. Therefore, this study would

identify the semantic factors within Attention to arouse the Maternal Instinct of housewife VHVs. They were the effective social resource in the community (Anussornnitisarn et al., 2010). If they could work with internal drive, their learning should have occurred continuously by themselves (Pastuszak et al., 2013).

This study concerns in creating the tool for implementation of the alcohol drinking behavior's decrease. Methodology application is Maternal Instinct driving which acts in Attention love and processes automatically. Then, this mechanism could be shown on ACT-R (Adaptive Control of Thought-Rationale) (Aderson, 1983 cited in Solso et al., 2008). This is the clarification of the causes and effects involving the exercise in the authentic community. In sequence, the result is "Housewives' alcohol drinking behavior modification semantic factors" as the concrete of knowledge representation. This model may be a guideline of alcohol drinking behavior's learning in rural communities. Also, this study proved the idea that Maternal Instinct could be driven in housewife VHVs on alcohol drinking behavior modification. However, it has never been found in other researches. The finding of Maternal Instinct could be experimented in the housewife VHVs having responsibilities in their families' members and 15-20 households per person. Besides, they could learn to adjust their behavior in order to be good role models for villagers on feasibility of social learning on alcohol drinking behavior. This impact could help decrease the expenditure on alcohol drinking.

5.5 The Future Research

Although alcohol drinking behavior is still in the rural communities, Thailand, this measurement could prove the idea about maternal instinct. The semantic factors within attention creating can drive this instinct. In consequence, the other groups and other problems can be implemented by this solution. Further, this study can extend this new alternative and idea to the rural communities confronting with this trouble arising from alcohol drinking behavior. Importantly, the decrease of expenditure on alcohol drinking behavior should occur and should be assisted by this result.

The implementation of this result needs to work on the other areas. Moreover, this model can be a framework of alcohol drinking behavior learning in rural communities since the villagers are the effective social resource in the community (Anussornnitisarn et al., 2010). If they could process with internal drive, the continual occurring of learning can be created by themselves (Pastuszak et al., 2013). In addition, the other benefit of this study is possibility of Maternal Instinct usage in other problems. Village health volunteers could start working on alcohol drinking behavior by case study and then generalize to develop their learning by the concept of Maternal Instinct Semantic Factors Model. This can be applied in themselves, families and communities. However, the organizations such as Ministry of Interior, National Economic and Social Development Board, Ministry of Public Health and Ministry of Education have to support this project since they are able to promote the potential of village health volunteers by Maternal Instinct Semantic Factors Innovation in order to reduce alcohol problems. It can be concluded that this is the learning innovative by semantic factors based on Maternal Instinct model on alcohol drinking behavior learning in the community. Significantly, this model works well only in the rural communities. In case of studying on other communities, researchers have to review the semantic factors and the context for model creating and activities designing in order to prove the solution.

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
Copyright© by Chiang Mai University
All rights reserved