

# **Needs, Wants, and Wellbeing: Perceived Needs in Northeast and South Thailand**

**Dr. Laura Camfield**  
University of Bath, UK

**Dr. J. Allister McGregor**  
University of Bath, UK

**Dr. Alison Woodcock**  
University of London, UK

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Laura Camfield, Allister McGregor, Alison Woodcock

### **Abstract**

The paper explores the relationships between needs and wants both in theory and in the context of the reported perceived needs of people in the Northeast and South of Thailand. It identifies a positive relationship between need satisfaction and wellbeing, and underlines the value of focusing on people's goals as broadly representative of their values and aspirations. The debate is located in a wider discussion about what we mean by wellbeing, and whether it is a concept that can be of use both for our understanding of what people are seeking to achieve in processes of development and what policy-makers can and should be doing about it.

The paper then reports research conducted as part of the Wellbeing in Developing Countries ESRC Research Group's work in seven rural, peri-urban, and urban sites<sup>1</sup> using open-ended and 'closed' questions to explore what men and women from a range of backgrounds and locations perceived as necessary to their happiness. It explores the degree of convergence between perceived needs captured through individualised methods, and those represented or implicit in influential 'universal' and 'local' models. Finally, the paper concludes by discussing the potential role of measures of need satisfaction as proxies for wellbeing, and the role of the WeDQoL weighted goal attainment scale in particular as a cross-cultural measure of eudaimonic wellbeing. It cautions that while the WeDQoL can provide an accurate representation of people's subjective quality of life by enabling respondents to identify and prioritise the areas that contribute to their wellbeing, this is only part of the puzzle. It recommends that an integrated framework for exploring wellbeing incorporate objective and subjective measures of what people have, what they can do, and what they feel about what they have and can do.

### ***Section 1: Introduction***

The paper explores the relationships between needs and wants both in theory and in the context of the reported perceived needs of people in the Northeast and South of Thailand. It locates the debate over needs and wants in a wider discussion about what we mean by wellbeing, and whether it is a concept that can be of use both for our understanding of what people are seeking to achieve in processes of development and what policy-makers can and should be doing about it. The paper draws on the findings of research conducted as part of the Wellbeing in Developing Countries ESRC Research Group's work in seven rural, peri-urban, and urban sites. Most of the results reported here

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<sup>1</sup> See [www.wed-thailand.org](http://www.wed-thailand.org).

come from measures that used open-ended and 'closed' questions to explore what men and women from a range of backgrounds and locations perceived as necessary to their happiness, namely the WeDQoL-Goals-Thailand [WeDQoL, Woodcock et al, 2007], and the Global Personal Generated Index [GPGI, Ruta et al, 2004].

It addresses two potential disconnects: firstly, between people's reported needs and those included in universalist lists (for example, Doyal and Gough's Theory of Human Needs [1991], and Nussbaum's Capabilities List [2000]); and secondly, between theoretical and empirically derived needs and those represented in Thai policy models. Although the debate is often characterised as one between universal and local models, it could also be seen as a contestation between different levels of the local, with different degrees of discursive authority (for example, local – Western theory, local - national policy discourse, local – community consensus, and local – personal priorities). The different levels also present different methodological challenges, for example, the degree to which need satisfaction can be inferred from people's satisfaction with their achievements and their life as a whole. They may also be more or less 'audible' to policy makers, depending on the context.

The introductory section discusses the measurement of perceived need satisfaction (for example, whether people take their met needs into account) and briefly reviews literature on the relationship between need satisfaction and subjective quality of life/ wellbeing in developing and transition economies. The second section looks at what people say they need in response to an open question (GPGI, appendix 1) and how they weight these perceived needs (WeDQoL). The third section explores the degree of convergence between perceived needs captured through individualised methods, and those represented or implicit in influential 'universal' and 'local' models. The examples chosen to explore this relationship are the national measures of needs satisfaction and wellbeing promoted by the Thai government (e.g. the Thai National Economic and Social Development Board's [NESDB] *Gross Happiness Index*, and the National Rural Development Committee's *Basic Minimum Needs Indicators*). Finally, the paper concludes by discussing the potential role of measures of need satisfaction as proxies for wellbeing, and the role of the WeDQoL weighted goal attainment scale in particular as a cross-cultural measure of eudaimonic wellbeing.

### ***Needs, Wants and Wellbeing***

Research into wellbeing and subjective wellbeing is growing rapidly, and represents a paradigm shift towards holistic, person-centred, and dynamic understandings of people's lives, which are nonetheless embedded in particular socio-cultural contexts (Gough et al, 2007). On a policy level, creating universal wellbeing is a more exciting goal than merely meeting basic needs, although critics have observed that there are few societies where the latter has actually been achieved (ref). The fluid

and intangible nature of wellbeing makes it an ideal “boundary object” around which diverse alliances can form, for example between Buddhist philosophers and government statisticians in Thailand, and positive psychologists and utilitarian economists in the UK. Wellbeing has salience within international development as participatory research has emphasised that experiential aspects of poverty such as being respected, having meaningful choices, and being able to preserve one’s dignity are just as important to people as material security (e.g. Brock, 1999). Accordingly, the WeD group takes a person-centred perspective that gives equal weight to the meaning that people give to the goals they achieve, and the processes in which they engage, as to their resources and attainments. WeD characterises wellbeing as:

A state of being where people’s basic needs are met, where they can act effectively to pursue their goals, and where they feel subjectively satisfied with their life. [...] On the one hand, wellbeing is functioning meaningfully and feeling well within a specific context. On the other hand it is having resources, capabilities and opportunities to achieve goals, which go beyond those that present themselves in local contexts  
(WeD, 2007)

This definition integrates approaches that see wellbeing as an experience or state of being, which can only be measured subjectively, and those that implicitly define it as the space in which wellbeing can occur, or more normatively in which any ‘rational’ person would experience wellbeing. This space arises from a combination of the ‘liveability’ of a person’s environment (where environment is defined in the broadest possible sense), and the ‘life ability’ that enables them to respond constructively to this [Veenhoven, 2000]). It is also shaped by people’s perceptions of their environment and themselves; in the context of what they value and aspire to.

The measurement of ‘life ability’ is not discussed here, however, it usually involves measuring attributes, perceptions, or types of behaviour that are assumed to be universally valuable, for example, education, a positive outlook, or autonomy. The liveability of a person’s environment is often assessed by the degree of need satisfaction it facilitates (e.g. through the presence of a functioning welfare state). The reason for this is that when needs are “not satisfied by an appropriate satisfier, serious harm of some specified and objective kind will result”, for example, not being able to participate in one’s chosen form of life (Doyal & Gough, 1991:39). Doyal and Gough distinguish ‘universal’ basic and intermediate needs from context or person-specific ‘wants’ as these depend on individual preferences rather than bodily requirements, which are determined by personality, social position, and culture. Wants are assumed to be instrumentally rather than intrinsically valuable; for example, wanting to be a football player is of interest to THN only in so far as it is an expression of the universal need for health. If they are not fulfilled, this is not associated with serious impairment, as they are either not linked to a universal need, or one of many possible ways to fulfil that need.

While basic needs such as health are not always conscious (for example, the fundamental nature of health is only apparent when someone's health is under threat), intermediate needs and wants can be accessed, and are often articulated in the form of goals. For this reason, WeD has characterised subjective quality of life, or people's conscious experiences of wellbeing as "the outcome of the gap between people's goals and perceived resources, in the context of their environment, culture, values, and experiences" (Camfield et al, unpublished).

WeD's research programme uses a six-component methodology to explore the relationships between the *resources* individuals and households command in pursuit of their vision of wellbeing; the *needs and goals* they are able to satisfy; and the *quality of life* they are able to attain (McGregor, 2007). The methodology looks at both the outcomes people achieve and the processes they engage in to pursue their notion of wellbeing. It is also sensitive to 'trade-offs' between, for example, increasing economic security through labour migration in rural Thailand and family 'togetherness' (Masae, 2007). Wellbeing is therefore understood as a state that transcends the divide between objective and subjective, and arises from a combination of what people have, what they can do, and their subjective perceptions of what they have and can do (McGregor et al, 2007).

A similar understanding of wellbeing has informed development policy and practice in Thailand since the 8<sup>th</sup> National Economic and Social Development Plan (1997-2001), if not before. According to the Director of the National Accounts Office at NESDB, wellbeing means "a way of life - mental, physical, and wisdom that connects social, economic, and environmental aspects together whose relationship is right, balanced, and leading towards peaceful living among human beings, [and] between human, nature, and environment under good management" [Wanida Mahakit, 2007]. This characterisation of wellbeing as fluid, complex, and holistic permeates the latest national plan, which aims to ensure "long-term quality of development for our future generations, welfare for the well-being of people, and conditions for societal and individual happiness" (Kittiprapas, 2006). However, it also creates a problem for the Thai government in monitoring the impact of wellbeing-focused initiatives. Specifically, wellbeing itself is difficult to measure without a clear and limited definition, ideally derived from theoretical review and empirical research. To overcome this, the Thai government uses four overlapping measures: three separate indices for wellbeing, sustainable development, and 'economic strength', and a more conventional 'target achievement' measure. This creates two further problems; firstly, how to weight data from the different measures, and secondly, whether wellbeing as conceptualised by the Thai government encompasses sustainable development, economic strength, and high scores on the Human Development Index (for example), or is something separate and distinct, in which case, what is it and why is it worth measuring?

There are two possible approaches to measuring wellbeing: the first is to develop a specific measure or suite of measures, which is applied to a representative sample of the population, possibly via a national household survey (for example, the new Personal and Social Wellbeing module in the European Social Survey [Huppert et, 2006], which builds on Diener and Seligman's avocation of "national wellbeing accounts" [2004]). The second, and more typical approach, is to develop an index using existing data to represent either dimensions of wellbeing, or the environmental conditions for its pursuit (for example, physical and material security), or the enabling factors for these conditions (for example, good governance). The selection of indicators for indices is often pragmatic and based on the coverage and reliability of the data, which means that they can seem inadequate to the concept represented (for example, the use of income as a proxy for needs fulfilment). It is also more difficult to measure the *quality* of processes (for example, accessing healthcare) than the *quantity* of outcomes, so quality is often neglected, or monitored using targets so narrow and bureaucratic that they contribute to its reduction!

### ***Needs satisfaction as a proxy for wellbeing***

Few organisations have the opportunity offered by WeD's five-year ESRC grant to explore the construction of wellbeing in diverse contexts. Having identified their area of interest (for example, for the Thai government "conditions for societal and individual happiness" [Kittiprapas, 2006]), they may therefore need to employ reliable proxies. For instance, when basic and intermediate needs are not met, it is difficult to function meaningfully and feel well, and prolonged need deprivation by definition results in serious harm (Doyal & Gough, 1991). Veenhoven (1993, 1995, 2000) has advocated measuring both the 'life-ability' of individuals and the 'liveability' of their societies (2000). He sees opportunities for need satisfaction as an aspect of liveability that can be established empirically by examining the characteristics of societies in which people 'flourish' (1995). For example, Veenhoven's meta-analysis of international survey data found that income, nutrition, equality, freedom, and education accounted for 77 percent of variation in national happiness (1993), and this is supported by Guillen-Royo and Velasco's analysis of data collected in Thailand using the RANQ (2005), which also suggested that the needs identified in THN have a pronounced effect on subjective wellbeing.

Lelkes (2005) also attempted to establish empirically whether "'expert judgements' in social science overlap with social consensus of what the 'good life' is" (p1) using indicators of basic needs such as employment, social relationships, health, and housing (drawn from the 2002-3 European Social Survey). He found that these indicators contributed significantly and separately to life satisfaction, even controlling for income and demographic characteristics. A separate study using data collected solely from Hungary during the 1990s (a period of social and economic transformation) found little

change in the relationship between these indicators and life satisfaction (ibid). This suggests the existence of a category of 'goods' that can be characterised as 'primary' (Rawls, 1971) or 'substantive' (Harsanyi, 1997) due to their consistent role in needs satisfaction. Goods that are both instrumentally and intrinsically satisfying such as primary relationships offer "gains that endure" (Frank, 1997), in contrast to some achievements and forms of consumption, which are swiftly adapted to (for example, the famous paper by Brickman, Coates and Janoff-Bulmann on lottery winners [1978]).

So if need satisfaction is a reliable proxy for the pre-conditions of wellbeing (or at least the absence of illbeing), then why isn't it more widely used? Its historical neglect may be due to political reasons (Gough et al mention a tripartite attack during the 1980s from neoliberal economists, postmodernists, and indigenous critics [2007:9]), but it is also a complex and contested phenomenon<sup>2</sup>. Additionally, there are many reasons why need satisfaction is difficult to measure directly. These include the difficulty of distinguishing between needs and wants, a tendency for respondents to discount met needs, processes of social comparison and adaptation (Graham & Pettinato, 2002), and the ambiguous relationship between needs, goals, and resources (Oishi et al, 1999).

For this reason WeD has collected both objective measures of satisfaction of intermediate needs, and subjective measures of need satisfaction (Guillen-Royo & Velazco, 2005) and valued goal attainment (Woodcock et al, 2007), where valued goals are assumed to overlap substantially with needs. WeD's focus on people's goals is part of its dynamic, person-centred methodology, which recognises both their effect on wellbeing (subjective quality of life is defined in terms of valued goal fulfilment) and reciprocal relationship with needs. This relationship is widely recognised, but the priority given to needs versus goals seems to depend on the theoretical orientation of the researcher. For example, whether they are oriented towards 'positive' or normative theories of need (i.e. Maslow; Doyal and Gough), or prefer them to be either articulated by respondents, or arise from empirical work on satisfaction, which attempts to deduce needs. Contemporary research into people's experiences of wellbeing can therefore be grouped into three broad camps:

- 1 *Subjective Wellbeing*, which covers global, or domain-specific satisfaction and ongoing emotional experience and asks, "Is my life going well, according to the standards that I choose to use?" (For example, Ed Diener, Valerie Tiberius)
- 2 *Psychological or Eudaimonic Wellbeing*, which builds on the work of Aristotle and focuses on human flourishing and virtuous action (for example, Felicia Huppert, Carol Ryff, Richard Ryan and Ed Deci, Martin Seligman and Mihaly Csikszentmihalyi); and

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<sup>2</sup> As an illustration of this, Bradshaw identified four distinct categories: normative, comparative, felt, and expressed [1972].

- 3 *Happiness (positive affect) or Hedonic Wellbeing*, which builds on Epicurus and Bentham and focuses on the preponderance of positive affect (pleasure) over negative (pain) (for example, Daniel Kahneman and 'new Utilitarians' such as Richard Layard)

Diener and Lucas who fall into the first camp argue that while "biological needs, along with cultural socialisation, can strongly influence people's goals" (2000: 71), goals are the "salient information" that people use to make judgements of subjective wellbeing (SWB). For this reason "needs influence more global reports of SWB to the extent that they are taken as goals" (ibid). Lavers (2007) makes a similar observation in his study of perceived needs in rural Ethiopia, which uses data collected with the Ethiopian version of the WeDQoL (Woodcock et al, unpublished). He notes that there are

Needs that according to social science theories are universally required by all human beings in order to avoid harm but which a substantial number of individuals do not value, and there are many wants that individuals value far more highly than their supposed needs (ibid, p22)

Nonetheless, health, daily food, and protective housing were considered 'very necessary' by the majority of respondents in Lavers' study, which suggests that some basic goods are universally needed and valued.

The importance of need fulfilment has also been recognised by psychologists such as Kasser and Ryan (1993) who argue that goals only influence subjective wellbeing to the extent to which they link to posited basic psychological needs such as relatedness. Ryan et al (2006) similarly argue that the pursuit and achievement of 'extrinsic' goals (for example, wealth or fame) cannot increase wellbeing as they originate in the thwarting of basic psychological needs. By pursuing 'needs substitutes'<sup>3</sup> "an individual becomes preoccupied with second and third-order values or motives that are derivative and now disconnected from intrinsic needs that were unsatisfied" (ibid, p11).

Defining needs is made more difficult by the rhetorical power of 'need statements', which Martin Woodhead highlights by substituting other expressions for 'need': "thus, while 'want' would convey the idea of a subject's demands, 'should have' implies that an observer is judging what is desirable for the subject" (1987:131-2). He emphasises that "the authority of 'need' statements does not just come from their apparently straightforward descriptive quality. They also convey considerable emotive force, inducing a sense of responsibility, and even feelings of guilt if they are not heeded. [...] This combination of descriptive and imperative authority provides a persuasive basis for defining policy" (ibid).

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<sup>3</sup> Needs substitutes are akin to Max-Neef's 'pseudo-satisfiers' [1987].

In summary, the difficulty of direct measurement has led to material resources, operationalised as Gross National Product (GNP) and/ or individual income, being used as a proxy (e.g. Veenhoven 1991; Diener & Diener, 1995), even though there is no direct correspondence between objective circumstances and need fulfilment.

The following section reports how needs and goals were investigated by WeD in Thailand, using objective and subjective measures. It explores whether their content shows the same mix of cultural specificity and universality as in the studies described earlier, whether there are any discrepancies between material and psychosocial need satisfaction, and how this affects respondents' evaluations of wellbeing.

### ***Section 2: Responses to questions about perceived necessities for wellbeing***

Subjective *quality of life* or QoL is an important component of the WeD research, alongside *needs* and *resources* (Gough et al, 2007). The WeD definition (p3) builds on the WHOQOL group's<sup>4</sup> (1995) by highlighting the interplay between people's conceptions of their goals and satisfaction with their achievement, given their material and social circumstances. It implicitly treats all valued goals as equal, although it is assumed that in the contexts WeD is working in, these are likely to link to basic need fulfilment for the respondent and their household.

During the exploratory research, WeD used the individualised Global Person Generated Index as this represented the best operationalisation of the WeD definition. However, WeD has since developed its own measure of weighted goal attainment (the WeDQoL), which bridges the gap between the ideographic approach of the GPPI and nomothetic approach of international measures such as the WHOQOL. The findings of the WeDQoL are described below (further information on its development can be found in Copestake et al, 2007 and Woodcock et al, 2007). These data are then triangulated with the findings of the GPPI, which provides additional support for both the WeDQoL and Theory of Human Needs.

#### ***2 (i) WeDQoL-Goals-Thailand***

The WeDQoL questionnaires were developed to obtain scores that not only reflected the general perspective of people in each country, but also the priorities of each person completing the measure, taking into account their particular geographical and social position. A questionnaire was developed with a common format and additional items that reflected the priorities of people in particular countries

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<sup>4</sup> "An individual's perception of their position in life, in the context of the culture and values in which they live and in relation to their goals, expectations, standards and concerns" [WHOQOL Group, 1995].

(for example, *being satisfied with what you have and having metta-karuna for others*<sup>5</sup> in Thailand). The 51-item WeDQoL was interview-administered to 369 people aged 15 to 89 (mean age 45.7, sd 18.0). Respondents rated the perceived necessity for wellbeing of 51 goals using a three-point scale (0 to 2, where 0 represents 'unnecessary', and 2 'very necessary'), and then rated their satisfaction with the same goals. The scores for necessity were used to weight the scores for satisfaction so goals that were 'not necessary' were excluded when calculating goal satisfaction, while those that were 'very necessary' were weighted highly.

Table 2 provides the frequency of scores for each goal necessity item, in descending order of importance (according to mean score). Interestingly as the mean scores reduce, the standard deviations rise, indicating a much higher level of contestation over goals perceived as less important. The only item considered either 'necessary' or 'very necessary' by everyone was *water*. However, *faith, food, electricity, family relations, neighbour relations, health, room or house, behaving well, healthcare access, well-behaved children, satisfied with what you have and wise spending* were each considered 'not necessary' by fewer than 5 respondents. The majority of these would be counted as intermediate or basic needs by THN (*water, food, family relations, health, healthcare access, and room or house*). The remainder were almost all added in Thailand, and while clearly important are historically and environmentally specific (*neighbour relations, behaving well, well-behaved children, satisfied with what you have and wise spending*). At the other extreme, fewer than 100 respondents endorsed *personal progress, accessories, and travel for pleasure* as 'very necessary', which suggests that respondents were making considered judgements about what was necessary to their wellbeing.

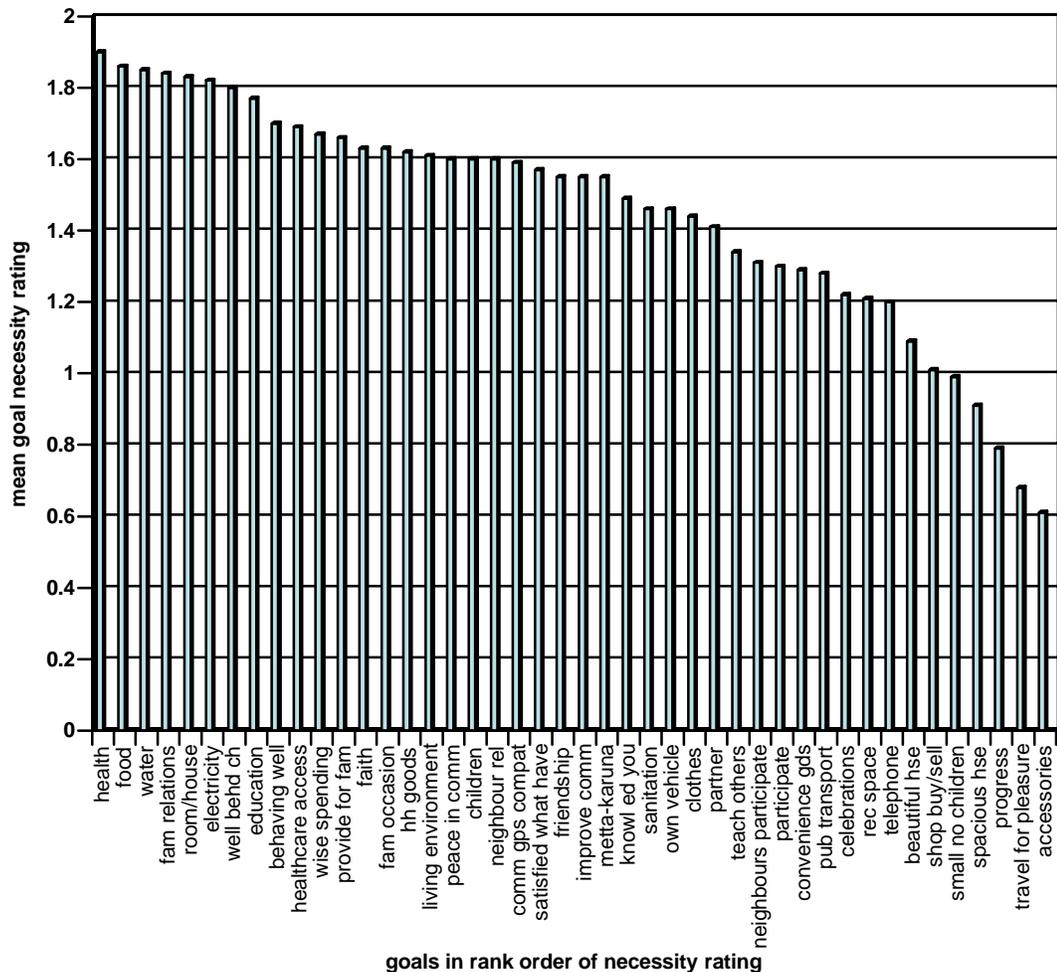
Table 2 Goal necessity item responses (51 items in WeDQoL-Thailand)

Item name	Necessity rating frequencies (%)			Mean	s.d.
	Not necess.	Necessary	Very necess.		
Health	1 (0.3%)	34 (9.2%)	331 (90.5%)	1.90	0.31
Food	3 (0.8%)	47 (12.7%)	319 (86.4%)	1.86	0.37
Water	0 (0%)	56 (15.2%)	313 (84.8%)	1.85	0.36
Family relations	2 (0.5%)	56 (15.2%)	311 (84.3%)	1.84	0.38
Room or house	4 (1.1%)	55 (14.9%)	310 (84.0%)	1.83	0.40
Electricity	2 (0.5%)	64 (17.3%)	303 (82.1%)	1.82	0.40
Well-behaved children	3 (0.8%)	66 (17.9%)	300 (81.3%)	1.80	0.42
Education children	9 (2.4%)	69 (18.7%)	291 (78.9%)	1.76	0.48
Behaving well	1 (0.3%)	108 (29.3%)	260 (70.5%)	1.70	0.46
Healthcare access	2 (0.5%)	112 (31.4%)	255 (69.1%)	1.69	0.48
Wise spending	3 (0.8%)	114 (30.9%)	252 (68.3%)	1.67	0.49
Provide for family	13 (3.5%)	101 (27.4%)	255 (69.1%)	1.66	0.54
Faith	2 (0.5%)	132 (35.8%)	235 (63.7%)	1.63	0.49

<sup>5</sup> Metta-karuna is a Sanskrit term meaning 'loving-kindness', which is an important practice for Thai Buddhists.

Family occasions	10 (2.7%)	118 (32.0%)	241 (85.3%)	1.63	0.54
Basic household goods	6 (1.6%)	129 (35.0%)	234 (63.4%)	1.62	0.52
Living environment	6 (1.6%)	132 (35.8%)	231 (62.6%)	1.61	0.52
Community peace	8 (2.2%)	130 (35.2%)	231 (62.6%)	1.60	0.53
Children	29 (7.9%)	91 (24.7%)	249 (67.5%)	1.60	0.63
Neighbour relations	4 (1.1%)	141 (38.2%)	224 (60.7%)	1.60	0.51
Community groups compatible	6 (1.6%)	141 (38.2%)	222 (60.2%)	1.59	0.53
Satisfied with what have	4 (1.1%)	151 (40.9%)	214 (58.0%)	1.57	0.52
Improving community	15 (4.1%)	135 (36.6%)	219 (59.3%)	1.55	0.57
Metta-karuna	3 (0.8%)	160 (43.4%)	206 (55.8%)	1.55	0.51
Friendship	8 (2.2%)	150 (40.7%)	211 (57.2%)	1.55	0.54
Knowledge & education self	21 (5.7%)	145 (39.3%)	203 (55.0%)	1.49	0.60
Own vehicle	29 (7.9%)	142 (38.5%)	198 (53.7%)	1.46	0.64
Sanitation	27 (7.3%)	147 (39.8%)	195 (52.8%)	1.46	0.63
Clothes	21 (5.7%)	164 (44.4%)	184 (49.9%)	1.44	0.60
Partner	50 (13.6%)	119 (32.0%)	201 (54.5%)	1.41	0.72
Teach others	16 (4.3%)	212 (57.5%)	141 (38.2%)	1.34	0.56
Participate neighbourhood	20 (5.4%)	215 (58.3%)	134 (36.3%)	1.31	0.57
Recognised in community	33 (8.9%)	194 (52.6%)	142 (38.5%)	1.30	0.62
Convenience goods	41 (11.1%)	181 (49.1%)	147 (39.8%)	1.29	0.65
Public transport	35 (9.5%)	197 (53.4%)	137 (37.1%)	1.28	0.63
Celebrations	32 (8.7%)	225 (61.0%)	112 (30.4%)	1.22	0.59
Recreational space	41 (11.1%)	209 (56.6%)	119 (32.2%)	1.21	0.62
Telephone	51 (13.8%)	193 (52.3%)	125 (33.9%)	1.20	0.66
Beautiful house	80 (21.7%)	175 (47.4%)	114 (30.9%)	1.09	0.72
Own business/shop	120 (32.5%)	126 (34.1%)	123 (33.3%)	1.01	0.81
Small no. children	113 (30.6%)	148 (40.1%)	108 (29.3%)	0.99	0.77
Spacious house	134 (36.3%)	135 (36.6%)	100 (27.1%)	0.91	0.79
Personal progress	152 (41.2)	143 (38.8%)	74 (20.1%)	0.79	0.75
Travel for pleasure	156 (42.3%)	174 (47.2%)	39 (10.6%)	0.68	0.66
Accessories	1 (0.3%)	34 (9.2%)	331 (90.5%)	0.61	0.65

Figure 1 shows the mean goal necessity scores, in rank order, with the aspects of life considered by the sample to be most necessary shown to the left.



There were differences within the sample, which partially reflected the demands of different environments. For example, *having food* and *electricity* were in the top five priorities of rural and peri-urban sites, but not urban, presumably because in urban areas these are relatively accessible. Similarly *family relations* was a priority in rural and urban sites, but not peri-urban, possibly because they are less likely to be disrupted by economic migration. Respondents in rural areas placed a stronger emphasis on social relationships, reporting that the 25-item factor of *Community and social relationships* was significantly more necessary than those in peri-urban and urban areas (1.67 vs. 1.57,  $p=0.000$ ), and that having a *partner* (1.59 vs 1.28,  $p=0.000$ ), and *participating in the community* (1.44 vs 1.19,  $p=0.000$ ) more necessary than those in peri-urban areas. Respondents in rural areas also perceived *having children* (1.71 vs 1.51,  $p=0.002$ ), *providing for your family* (1.76 vs 1.58,  $p=0.002$ ), *participating in the neighbourhood* (1.44 vs 1.19,  $p=0.002$ ), and *celebrations* (0.76 vs 0.55,

p=0.005) as more necessary than those in peri-urban and urban areas, however these were not significant after Bonferroni correction. *Electricity* was one of the top five priorities in the South, where it is a major productive input for rubber plantations, and *being debt-free* in the Northeast, where nine percent of RANQ households reported 'excessive' debt.

**2 (ii) Global Person Generated Index**

The Global Person Generated Index (GPGI) is an 'individualised' QoL measure that uses a mix of open-ended questions, scoring, and points allocation to establish people's satisfaction with the areas of life that are most important to them (see appendix x). It was developed in 1994, revised four years later to broaden the focus from health-related QoL to QoL itself, and piloted in three of the four WeD countries in 2004 (Ruta et al, 1994; Ruta 1998; Ruta et al, 2004).

The GPGI has three stages: firstly respondents nominate up to five areas that they consider important to their lives (for example, family) and explain their importance. Secondly, they score these out of seven to indicate their level of satisfaction (where 0 represents 'the worst you can imagine' and 6 represents 'exactly as you would like to be'). Finally, they 'spend' ten points across the areas to illustrate their relative importance and a final score is calculated to represent the shortfall between people's desired and actual achievement in these areas. The GPGI was used during the initial, exploratory phase of WeD's research into QoL in Northeast and South Thailand. It was administered to a representative sample of 102 men and women from rural and peri-urban locations, alongside a semi-structured interview (Jongudomkarn & Camfield, 2006; Camfield & Ruta, 2007), and the results are reported below.

Table 1: GPGI Areas

Area	Frequency	Percentage
Money, assets	82	83.6
Health	53	54.1
Children	52	53
Family	49	50
Employment	48	49
Accommodation	47	47.9
Material security, basic needs	34	34.7
Land	30	30.6
Spouse, partner	15	15.3
Education	11	11.2
Transport	11	11.2
Parents	9	9.2
Friends, neighbours	7	7.1
Happiness, satisfaction	7	7.1
Environment	6	6.1
Debt	5	5.1
Religion	5	5.1

102 respondents, approx. 4.8 responses per person

Table 1 shows that Money and assets was clearly the most important area in people's lives (nominated by 84 percent of respondents), followed by Health, Children, Family Relationships, Employment, and Accommodation, which were nominated by approximately half of the respondents<sup>6</sup>. The remainder were nominated by less than a third. This supports the WeDQoL's findings as Health, Family, and Accommodation were considered 'very necessary' by more than 84 percent of the sample and 'not necessary' by less than two percent. Items relating to 'money, assets' were also rated highly, but the greater level of detail in the WeDQoL items (e.g. *own business/shop*) makes it difficult to make a direct comparison.

Both measures present a slightly different picture from the one that emerged when people talked about good and happy lives in the exploratory study. For example, people named good family relationships as the main characteristic of a household living well, and the main reported source of happiness was family and/or children (Jongudomkarn & Camfield, 2006). However, if the results are read in conjunction with the individual interviews, it becomes apparent that the main function of money, or a good job, is to meet needs within the family and ensure their future security (Camfield & Ruta, 2006).

### ***Section 3: Comparison of findings from Thailand with national policy models (appendices 2-4)***

The *Basic Minimum Needs Indicators* (BMNs) were developed by NESDB in the context of the International Labour Organisation's 'World Employment Conference' in 1976. This advocated a 'basic needs approach' to development, defined as "those levels of need essential for each individual to achieve fulfilment in society". The indicators were also influenced by the 5th national plan (1981-86), which concentrated on 'high poverty incidence areas' and included specific campaigns on malnutrition and literacy (see appendix x).

The BMNs were established at national level, via a survey, and have been collected annually by Village Committees from 1985 to the present day. They comprise 40 household-level indicators divided into nine groups: (1) nutrition, (2) housing, (3) education and health, (4) security, (5) income, (6) family planning, (7) participation, (8) culture and religion, (9) environment. Every other year the National Rural Development Committee also collects the *Village Baseline Data Survey* which is used to target villages in need of development assistance and covers (1) infrastructure, (2) production,

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<sup>6</sup> During the analysis conceptually similar areas were grouped together under single category headings (for example, *Money, assets* where a respondent specifically mentioned money, assets, wealth, or riches). Little grouping was required, however, suggesting that people understood the task and responded in summary form, hence the importance of the accompanying interview in interpreting the data.

income and employment, (3) public health, (4) consumption and agricultural water, (5) education and culture, (6) natural resources and environment.

The coverage of the needs indicators has been extended by NESDB's *Household Happiness Index* (see appendix x), which has been compiled since 1995 and is reported on a quarterly basis in *Social Outlook*. The index is unweighted and has 20 indicators, grouped in four categories: 1. *Human quality* (population, health, education, employment); 2. *Social security* (social insurance, social peace); 3. *Human wellbeing & behaviour* (consumption behaviour, human protection, daily time use); and 4. *Environment* (hazardous substances, solid waste, air pollution).

Since 2002 NESDB have also collected *Wellbeing Indicators*, which are used to generate an unweighted, composite index of 25 indicators, grouped in seven categories (see appendix x). The indicators were devised by Nannak Kakwani to demonstrate the reciprocal relationship of poverty reduction and wellbeing, and were based on Sen's concept of 'functionings' and 'capabilities' (Sen, 1985). They enable a holistic 'Development Impact Evaluation' by supplementing existing measures of 'Target Achievement' (e.g. GDP growth), 'Economic Strength', and 'Sustainable Development'. The Wellbeing Index covers: 1. *Health* (Long Life; Good Health; Equal distribution of services); 2. *Knowledge* (Access to full education; Quality of education); 3. *Working life* (Employment; Employees' security); 4. *Income and its distribution* (Income; Income distribution), 5. *Environment* (Houses and public services; Security of life and possessions; Environment), 6. *Family life*, and 7. *Good governance*.

The wellbeing indicators may soon be superseded by the *Gross Domestic Happiness Index* (also known as the 'Green and Happy Society Index'), which is currently being developed by NESDB in articulation with the Gross National Happiness measure developed by the Bhutanese government (see Ura & Ghalay, 2004). The Index is designed to support development that is human-centred, holistic and balanced, and bottom-up. It brings together the three principles of the Sufficiency economy, the ideal of human-based integrated development, and the vision of Thailand as a 'Green and Happy Society' from the 10th national plan. It contains six components of wellbeing, based on the six essential factors for individual and societal happiness, which are measured by 35 indicators at family/ individual, community, and national levels. The indicators are grouped under two overarching headings: *Wellbeing of person and family* (Having personal balance; Contented family) and *Factors leading towards happiness* (Economic strength and justice; Community strength, Good environment and ecological quality; Good governance under a democratic society).

Two independent initiatives are the *Thai Happiness Index* (Apisit Thamrongwarangkool, 2003) and

*Community Happiness Indicators* (Amara Pongsapit, 2003), which indicate the vigour of this debate (see appendix x). These were funded by the Thailand Research Fund and profiled in the *Thailand Human Development Report 2003* ('Community Empowerment and Human Development'); however, they have not been widely used. The NESDB also developed a Thailand-specific *Human Achievement Index* (HAI), in conjunction with UNDP, to assess the state of development across Thailand. HAI data is collected in 76 provinces, and was most recently reported in *Thailand Human Development Report 2007* ('Sufficiency Economy and Human Development'). It provided a striking illustration of inter and intra-regional inequalities as indicator values are calculated by taking into account minimum, maximum, and actual values.

#### *Comparing the WeDQoL with national measures of wellbeing*

As there are a number of national measures, this comparison focuses on the two most influential indices: *Basic Minimum Needs* and *Wellbeing*. Although one might expect close correspondence between BMN and THN, the BMNs have a stronger conceptual link with the Wellbeing indicators, as they are both culturally specific (for example, one BMN indicator monitors whether family members are involved in religious practices at least once per month). For this reason they also overlap with the WeDQoL (for example, in the omission of *personal progress*) and cover items omitted by THN such as *faith, community participation, good behaviour* of yourself and other household members, and *feeling satisfied with what you have*. The latter is an important ideal for Thai Buddhists and for this reason was added as country-specific item.

Nonetheless, a couple of areas that are clearly important to WeDQoL respondents have been omitted; for example, *recreational space* (considered 'very necessary' by 32 percent of respondents) and *public transport* (37 percent). This seems surprising as sports fields are valued by young people in rural, peri-urban, and urban areas (Camfield & Jongudomkarn, 2007), and promoting aerobic exercise is an important part of the government health promotion strategy. Similarly, the BMN and Wellbeing indicators focus on family life, ignoring the intrinsic and instrumental importance of wider social networks; for example, *friends* (considered 'very necessary' by 37 percent of respondents) and *neighbours* (61 percent).

#### *Summary*

The WeDQoL shows many points of connection with both international and national measures, suggesting that it provides an accurate measure of the perceived satisfaction of universal and 'local' needs and other valued goals. The disconnects provide interesting points for debate; for example, the omission of *clothes* (considered 'very necessary' by 50 percent of respondents), which are important both on a practical level, and because the absence of appropriate clothing takes away people's ability

to socialise without embarrassment (Kenny, 2005). Similarly, *being recognised in the community* was considered 'very necessary' by over a third of respondents, and was an important theme of the Thai Participatory Poverty Assessment (Paiboon et al, 1999). Access to *electricity* was also considered very necessary (82 percent), especially in the South where it is a key productive input. While its importance has been reflected in government expenditure on electrical infrastructure (e.g. hydroelectric dams), the contribution to wellbeing of access to a reliable and inexpensive supply is not being monitored.

Three other items considered necessary by a substantial percentage of respondents were not included in THN or the national measures: *own vehicle* (mean score 1.46, sd 0.64), which was considered to be slightly more important than *sanitation* (possibly an example of discounting met needs?), *convenience goods* (1.29, sd 0.65) and *beautiful house* (1.09, sd 0.72). While these could be characterised as wants rather than needs, if we accept that both categories are socially constructed, and that within particular societies their absence might harm people's self-esteem and reduce their ability to participate in their chosen form of life, then they clearly have a place in a concept of wellbeing. This raises further debates, which are not explored here: firstly, the relationship between individual and collective wellbeing as *positional goods*<sup>7</sup> have positional externalities (Hirsch, 1976; Frank 1997; Kasser, 2002, Guillen-Royo, 2007); and secondly, whether experienced wellbeing is a good guide for policy as its focus is on the aspirations and experiences of current selves, rather than those of future selves or future others (Dolan, 2007).

#### **Section 4. Conclusion**

The paper began with an exploration of the relationship between needs, wants, and wellbeing, in universal theories of human needs and national policy models. Some of the measurement issues were outlined and need satisfaction was proposed as a proxy measure for wellbeing. The positive relationship between need satisfaction and wellbeing underlines the value of focusing on people's goals as broadly representative of their values and aspirations. The findings of a similar exercise carried out by WeD in Thailand (using open-ended questions and the WeDQoL measure of 'perceived necessities for happiness') were compared with indicators of basic needs and wellbeing put forward by the Thai government. The WeDQoL presented a more comprehensive account of needs than either universal theories of need or national measures. It included, for example, items on community participation, social interaction, and religious practice that were omitted by THN, and ones on local infrastructure and social networks, which were omitted by the national measures.

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<sup>7</sup> Positional goods are economic goods that possess a relative or social value rather than an absolute one (for example, couture clothing).

The focus of the paper has been theories of human need and national policy models, namely why they should be operationalised, how it can be done, and what this will tell us. However, another important question relates to the nature of the WeDQoL measure and its fit with WeD's theoretical framework. Earlier in the paper, we distinguished between measures of subjective, hedonic, and psychological or eudaimonic wellbeing. Although the WeDQoL's emic origins and individualised approach to measurement provides a point of connection to the subjective wellbeing approach, its focus on the fulfilment of valued needs in the form of goals brings it closer to eudaimonic measures of human flourishing. Its advantage over existing 'eudaimonic' measures is that it doesn't impose a particular and overly psychological model of what this would entail, but enables respondents to identify and prioritise the areas that contribute to their wellbeing. Basing assessments of wellbeing on these areas should produce a more accurate measurement, whether objective or subjective methods are used. The goal is therefore not a single figure, whether income or happiness, but an integrated framework for exploring wellbeing that incorporates objective and subjective measures of what people have, what they can do, and what they feel about what they have and can do. As WeDQoL only represents one subjective piece of this puzzle, we are not advocating its use in isolation - even Ed Diener, who has spent his life studying subjective wellbeing, admits that it is a "necessary, but not sufficient condition for a good life". However, the fact that the WeDQoL had relatively low correlations with measures of life satisfaction and positive and negative affect (ranging from 0.16 to 0.33), suggests that it is capturing something distinct from existing measures of subjective wellbeing, and can therefore make a novel contribution to our understanding of wellbeing.

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## Appendices

### Appendix 1: 'Global' Person Generated Index© of Quality of Life [PGI]

Step 1: Identifying Areas	Step 2: Scoring Each Area	Step 3: Spending Points
<p>We would like you to think of the areas of your life that are most important to you. Please write up to FIVE areas in the boxes below</p>	<p>In this part we would like you to score the areas you mentioned in step 1. This score should show how you felt about this area over the past MONTH. Please score each area out of 10 using this scale:</p> <p>10 = Exactly as you would like to be            9 = Close to how you would like to be            8 = Very good but not how you would like            7 = Good, but not how you would like            6 = Between good and fair            5 = Fair            4 = Between poor and fair            3 = Poor but not the worst you could imagine            2 = Very poor but not the worst you could imagine            1 = Close to the worst you could imagine            0 = The worst you could imagine</p>	<p>We want you to 'spend' 10 points to show which areas of your life you feel are most important to your overall quality of life.</p> <p>Spend more points on areas you feel are most important to you and less on areas that you feel are not so important.</p> <p>You don't have to spend any points on an area.</p> <p>You can't spend more than 10 points in total.</p>
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## **Appendix 2: National Measures - Thailand**

### **Basic Minimum Needs [NESDB & National Rural Development Committee, 1985]**

#### ***I. Adequate food and nutrition***

- 1) Proper nutrition surveillance from birth to five years and no moderate and severe PEM [Protein Energy Malnutrition]
- 2) School children receive adequate food for nutritional requirements.
- 3) Pregnant women receive adequate and proper food, and delivery of newborn babies with birth weight not less than 3,000 g.

#### ***II. Proper housing and environment***

- 4) The house will last at least five years.
- 5) Housing and the environment are hygienic and in order.
- 6) The household possesses a hygienic latrine.
- 7) Adequate clean drinking water is available all year around.

#### ***III. Adequate basic health and education services***

- 8) Full vaccination with BCG, DTP, OPV and measles vaccine for infants under 1 year.
- 9) Primary education for all children.
- 10) Immunization with BCG, DTP and typhoid vaccine for primary school children.
- 11) Literacy among 14-50 year old citizens.
- 12) Monthly education and information in health care, occupation and other important areas for the family.
- 13) Adequate antenatal services.
- 14) Adequate delivery and postpartum services.

#### ***IV. Security and safety of life and properties***

- 15) Security of people and properties.

#### ***V. Efficiency in food production by the family***

- 16) Growing alternative crops or soil production crops.
- 17) Utilization of fertilizers to increase yields.
- 18) Pest prevention and control in plants.
- 19) Prevention and control of animal diseases
- 20) Use of proper genetic plants and animals.

#### ***VI. Family Planning***

- 21) Not more than two children per family and adequate family planning services.

#### ***VII. People participation in community development***

- 22) Each family is a member of self-help activities.
- 23) The village is involved in self-development activities.
- 24) Care of public properties.
- 25) Care and promotion of culture.
- 26) Preservation of natural resources.
- 27) People are active in voting.
- 28) The village committee is able to plan and implement projects.

#### ***VIII. Spiritual or ethical development***

- 29) Being cooperative and helpful in the village.
- 30) Family members are involved in religious practices once per month.
- 31) Neither gambling nor addiction to alcohol or other drugs by family members.

32) Modest living and expenses.

**Thai Community's "Happiness Index" [Apisit Thamrongwarangkool, 2003]**

**1. Life Security**

- Sufficient Land
- Permanent Housing
- Sufficient Food

**2. Physical and Mental Health**

- Healthy Body
- Healthy Mind

**3. Good Family**

- Living with all family members and having a job
- Love and understanding within family without quarrels and jealousy
- members can earn for their livings and self-reliance
- Single husband and single wife
- Have time for the family

**4. Strong Community**

- Group Learning
- Informal Leader and Leadership Development
- Group Activities

**5. Good Living Environment**

- Fertile Soil, plenty of Water and Animals
- Toxic / chemical-free environment
- Road, pipe-water, electricity
- Livable environment
- Diversity

**6. Freedom**

- Ability to do anything that does not incur negative impacts on others
- Debt-free
- Not be dominated by others
- Free career

**7. Self-Pride**

- Successful family
- Successful career
- Knowledge transfer to others

**8. Access to Dharma**

- Living in peaceful life together
- Self-Content
- Merit-Making or Helping Others

**Household Happiness Index [NESDB, 1995]**

**Human Quality**

*Population*

% of dependant people on family

% Poor people

### *Health*

Rate of illness per 1,000 people  
Cancer per 1,000 people  
Heart Disease per 1,000 people  
Diabetes per 1,000 people  
High Blood Pressure per 1,000 people  
Psychological Disorders per 100,000 people  
Stress related disorders per 100,000 people  
Mental Illness per 100,000 people  
Worry related disorders per 100,000 people  
Depression per 100,000 people  
Iodine deficiency per 100,000 people  
Cases of Anemia during pregnancy per 100,000 people  
Inadequate diet level 1  
Inadequate diet level 2  
Normal dietary level

### *Education*

Primary  
Secondary  
High School  
Average years of schooling of pop. Age > 15yr olds  
Average years of schooling Male  
Average years of schooling Female

### *Employment*

Labour (baht/capita/year)  
No. Of working hours  
Manual Labour  
Employment (%)  
Unemployment (%)  
% of people who are overqualified for the work they do

### **Social Security**

% of households with permanent house  
Good household relations Index  
Neglected elderly per 100,000 people  
Neglected children per 100,000 people

### *Social Insurance Scheme*

% of people are part of health insurance scheme  
Social Security Fund  
% of people who are part of civil servant welfare fund  
% of people who belong to 30 baht per hospital visit scheme  
% of people who have not got any insurance.  
Ratio of people who pay all social insurance themselves  
Total premium of insurance (millions of Baht)  
Life Insurance Fund (millions of Baht)  
Accident insurance fund (millions of Baht)  
Health Insurance Fund (millions of Baht)

### *Social Peace*

Deaths from road traffic accidents per 100,000 people

Crimes of burglary per 100,000 people  
Incidents of sexual assault per 100,000 people  
Incidents of drug abuse per 100,000 people  
Number of Bombs per year

### ***Human Behaviour and Wellbeing***

#### *Consumption Behaviour*

% of Expenditure for Consumption  
% of Expenditure not for Consumption  
Rate of alcohol drinking per 100,000  
Rate of cigarette smoking per 100,000 people

#### *Consumer Protection*

Number of cases of complaint  
Real estate  
Goods and services  
Advertising  
Number of calls to hotline 1166 for advice on legal action

#### *Daily time use*

Occupied by any form of media (hours/day)  
Reading (hours/day)  
TV and Video (hours/day)  
Listening to music or the radio (hours/day)  
Getting information from the computer (hours/day)  
In a library (hours/day)  
Using the Internet (hours/day)

### ***Environment***

Hazardous substances  
Amount of chemicals used (millions of tonnes)  
No. Of cases of illness caused by hazardous waste  
Number of Deaths by hazardous waste  
Solid Waste  
Amount of solid waste, whole country (millions of tonnes)  
Amount of solid waste in Bangkok (millions of tonnes)  
Capacity of solid waste management in Bangkok (millions of tonnes)  
Amount of Hazardous waste in the whole country  
Air Pollution  
Amount of carbon dioxide released Ton/per capita  
Daily average micro-dust emission smaller than 10 microns mg/CuM.

### **Well-Being Indicators [NESDB, 2002]**

#### ***1. Health •***

- Longevity
- Healthiness
- Creation of Fairness in Health Systems

#### *Indicators:*

- Average Life Expectancy
- Ratio of Population with No Illnesses per Year
- Ratio of Population with Possession of Health Insurance

## **2. Knowledge •**

- Coverage and Equality of Access to Education
- Quality of Education

### *Indicators:*

- Average Number of Years Getting Education
- Percentage of Enrolment in Primary and Secondary Schools
- Test Scores on Subjects of Thai, English, Mathematics and Science

## **3. Working Life**

- Coverage of Employment
- Job Security

### *Indicators:*

- Unemployment Rate
- Ratio of Employees Receiving Social Security & Welfare

## **4. Income & its Distribution**

- Income
- Income Distribution

### *Indicators:*

- Ratio of the Poor in Economic Terms
- Coefficient of Income Distribution

## **5. Surroundings**

- Accommodations and Access to Infrastructure
- Safety in Life and Property
- Environment

### *Indicators:*

- Ratio of Households with Home Ownership
- Ratio of Households with Access to Water
- Ratio of Crime to Total Population
- Ratio of Drug Cases to Total Population
- Quality of Water Sources
- Ratio of Garbage to Total Population per Year
- Ratio of Forest Areas to Total Areas

## **6. Family Life**

- Warm Relationships within Families
- Economic Self-Reliance of Households

### *Indicators:*

- Divorce Rate
- Rate of Registration of Marriage
- Warmth in Families
- Percentage of Households with Income exceeding Expenses over 10 Percent

## **7. Good Management**

- Moral Principles
- Participation

- Value
- Transparency

*Indicators:*

- Ratio of Bureaucrats being Disciplined
- Ratio of Voters Participating in Elections
- Ratio of Government Expenditures to GDP
- Indicators of International Corruption

**Gross Domestic Happiness Index [NESDB, *under development*]**

*Indicators:*

Data used will try to measure the following (in decreasing order of importance according to Buddhist ideology)

1. Mind emptiness
2. Cultural preservation
3. Social welfare
4. Natural conservation
5. Political participation
6. Communication
7. Culture
8. Education
9. Good governance
10. Materialism

Appendix 3: Comparison of WeDQOL items with international and national measures

<b>WeD-QoL-Goals-Thailand (WeD)</b>	<b>Intermediate/ <i>psychological</i> need (THN &amp; SDT)</b>	<b>Basic Minimum Need (NESDB &amp; NRDC)</b>	<b>Wellbeing Indicators (NESDB)</b>
Celebrations	<i>Relatedness</i>	Culture & religion; Participation	
Clothes (50%)			
Faith		Culture & religion	
Food	Nutritional food & clean water	Nutrition	Income; Family life
Education children	Appropriate education	Education & health	Knowledge
Knowledge & education self	Appropriate education	Education & health	Knowledge
Electricity (82%)			
Sanitation	Nutritional food & clean water	Environment	Environment
Water	Nutritional food & clean water	Environment	Environment
Friendship	<i>Relatedness</i>		
Family relations	Significant primary relationships/ <i>Relatedness</i>		Family life
Neighbour relations	<i>Relatedness</i>		
Children	Significant primary relationships/ <i>Relatedness</i>		Family life
Health	Health	Education & health	Health
Basic household goods	Economic security		Income
Improving community		Participation	Good governance
Own vehicle (54%)			
Participate neighbourhood		Participation	Good governance
Personal progress	<i>Competence</i>		
Public transport (37%)			
Room or house	Protective housing	Housing	Environment
Own business/shop	Economic security	Income	Working life; Income
Recognised in community (39%)			
Behaving well		Culture & religion	
Recreational space (32%)			
Living environment	Non-hazardous physical environment	Housing; Environment	Environment
Teach others	<i>Competence</i>	Education & health; Participation; Culture & Religion	
Community peace	Physical security	Security	Environment
Partner	Significant primary relationships/		Family life

	<i>Relatedness</i>		
Telephone (34%)			
Healthcare access	Appropriate healthcare	Education & health	Health
Accessories (9%)			
Convenience goods (40%)			
Provide for family	Economic security	Income	Family life
Travel for pleasure (11%)			
Family occasions	Significant primary relationships/ <i>Relatedness</i>		Family life
Community groups compatible	Physical security	Security; Culture & religion	Environment
Beautiful house (31%)			
Small no. children (29%)	Safe birth control	Family planning	
Metta-karuna (for others)	<i>Relatedness</i>	Culture & religion	
Well-behaved children		Culture & religion	Family life
Satisfied with what have		Culture & religion	
Wise spending		Culture & religion	Family life
Spacious house	Protective housing (no overcrowding)		

Appendix 4: National Measures – Summary table

Title	Reference/ Date	Indicators	Notes
Basic Minimum Needs Indicator	NESDB & National Rural Development Committee 1985 to present day	Household-level 40 indicators divided into 9 groups – (1) nutrition, (2) housing, (3) education and health, (4) security, (5) income, (6) family planning, (7) participation, (8) culture and religion, (9) environment.	Originated at 1976 ILO conference to formulate “those levels of need essential for each individual to achieve fulfilment in society”. BMNs established at national level, via a survey, so little local variation. Conducted annually by Village Committees & benchmarks for indicators adjusted in accordance with 5-year plans
National Rural Development Committee – 2C	NESDB & National Rural Development Committee. 1990 to present day	Village-level (“Village Baseline Data Survey”) Approx. 40 indicators cover (1) infrastructure, (2) production, income and employment, (3) public health, (4) consumption and agricultural water, (5) education and culture, (6) natural resources and environment.	Developed in 1984 as part of the 5th NESDP (1982-86). Used to target villages in need of development assistance; collected bi-annually.
Economic and Social State Indicator	National Statistics Office 1994	Provincial & regional levels Separate measures of economic and social states Social - 9 categories & 113 sub-categories	
Household Happiness Index	NESDB 1995	4 categories & 20 indicators. 1. Human quality (population, health, education, employment); 2. Social security (social insurance, social peace); 3. Human wellbeing & behaviour (consumption behaviour, human protection, daily time use); 4. Environment (hazardous substances, solid waste, air pollution)	Reported on a quarterly basis in NESDB <i>Social Outlook</i>
NESDB Wellbeing Indicator	NESDB 2002 onwards	7 equally weighted components with 25 indicators generate composite index: 1. Health (Long Life; Good Health; Equal distribution of services); 2. Knowledge (Access to full education; Quality of education); 3. Working life (Employment; Employees’ security); 4. Income and its distribution (Income; Income distribution), 5. Environment (Houses and public services; Security of life and possessions; Environment), 6. Family life, 7. Good governance	Launched in 9th NESDP 2002-06 to complement measures of ‘Target Achievement’ (e.g. GDP growth), and two indices of ‘Economic Strength’ and ‘Sustainable Development’ (the addition of an index for ‘Wellbeing’ enables a holistic ‘Development Impact Evaluation’)
Thai Community ‘Happiness Index’	Apsit Thamrongwarangkool (doctor & community development activist). Funded by Thailand Research Fund 2003 (in HDR)	Individual-level Composite index from sum of weighted ‘happiness indicators’. 8 aspects: Life security, Physical & mental health, Good family, Strong community, Good living environment, Freedom, Self-pride, Access to Dharma.	Focus groups with NE villagers – 10 local leaders & 190 farmers from 4 Northeastern provinces

Community Happiness Indicators	Amara Pongsapit, Chulalongkorn University. Funded by Thailand Research Fund 2003 (in HDR)	Community-level 'happiness indicators' 9 indicators: Personal/household economic situation; education; health; information; environment; basic infrastructure & natural resources; family life; culture & morality; community life & strength; social security & safety net.	Identified 4 development goals (self-reliance, strong people's organizations, participation, and equity) through PAR with 8 categories of communities nationwide. Designed for community-based self-management and national planning but national data not yet collected
Human Achievement Index or HAI  Most recently collected in HDR 2007	NESDB-UNDP 2003	Composite index of 8 equally weighted components with 40 sub-indicators 1. Health; 2. Education; 3. Employment; 4. Income; 5. Housing & living conditions; 6. Family & community life; 7. Transportation & communication; 8. Participation (political & civic).	Developed from international frameworks to assess state of development across Thailand (replacing the Index of Human Deprivation). Collected in 76 provinces (e.g. (HDR 2007). Indicator values are calculated by taking into account minimum, maximum, & actual values.
Gross Domestic Happiness Index (also known as Green and Happy Society Index)	NESDB, <i>under development</i>	Measured at family/ individual, community, & national levels (will form the new wellbeing component of 'Development Impact Evaluation') 6 components with 35 indicators; based on the 6 essential factors for individual & societal happiness: 'Wellbeing of person & family' (Having personal balance; Contented family) and 'Factors leading towards happiness' (Economic strength & justice;; Community strength, Good environment & ecological quality; Good governance under a democratic society)	Will incorporate the three principles of the Sufficiency economy, Human-based integrated development, and the vision of Thailand as a 'Green & Happy Society' in the 10 <sup>th</sup> NESDP. Aims to ensure "long-term quality of development for our future generations, welfare for the well-being of people, and conditions for societal and individual happiness." (Kittiprapas, 2006) by supporting development that is human-centred, holistic & balanced, & bottom-up