

Kultida Pengphol 2008: Factors Correlated with Global Warming Reducing Behavior of Undergraduate Students in Bangkok. Master of Science (Resource Management), Major Field: Resource Management, Interdisciplinary Graduate Program. Thesis Advisor: Assistant Professor Nuchanata Mungkung, Ph.D. 123 pages.

Global warming is a problem that is related to the ecosystem and human lives. The changing life style of human beings has partly contributed to the global warming. The objective of this research was to study the activities done, as well as, the policies made, in Bangkok for reducing global warming. Another objective was to study the behavioral trends of university students towards reducing global warming. It also included the study of the factors influencing the behavior of the students of 1) Sociology and Humanities and 2) Science and Technology fields of various universities in Bangkok, in reduction of global warming. The study was conducted by using questionnaires and 400 students were selected by random sampling. The data were analyzed by Path analysis.

The results showed that most of the university students in Bangkok had the opinion that the government policy about global warming related issues in Bangkok is suitable. The participation level of the university students in the global warming reducing activities was about average (58.00 percent) even though it has always been promoted by different agencies and Bangkok Metropolitan Administration (BMA) through different mass communication media, particularly television. Similarly, global warming reducing behavior of students studying in both fields was in moderate frequency (66.16 percent). Of these, students from Science and Technology fields were involved in the global warming reducing activities more than Sociology and Humanities fields, denoted by a 0.4 percent difference. Participating activities and receiving information associated with the global warming are the main correlative factors to global warming reducing behavior of university students.

The government should keep on organizing the global warming reducing campaigns conscientiously and continuously through the accessible mass communication media. Besides, the government should do some networking to support the public and private sectors cooperatively for global warming abatement. Consequently, these actions would be beneficial for the university students to have more opportunity to participate in particular activities.

Student's signature

Thesis Advisor's signature

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