

Darika Traiwattanawong 2012: Impacts of Game Online Playing Behavior among Undergraduate Students in Bangkok. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Professor Nottakrit Vantamay, Ph.D. 210 pages.

This research aims to investigate 1) To study the game online playing behavior among undergraduate students in Bangkok 2) To study the influence of the demographics to the frequency of the game online playing among undergraduate students in Bangkok 3) To study the influence of the frequency of the game online playing to the Impacts of Game Online Playing Behavior among Undergraduate Students in Bangkok 4) To study the influence of the interaction effect of the demographics and the frequency of game online playing to the Impacts of Game Online Playing Behavior among Undergraduate Students in Bangkok This study is quantitative research by using surveyed questionnaire and the sample group is 400 undergraduate students aged 18-24 years who has studied in Bangkok. Analysis and data processing used descriptive analysis including frequency, percentage, mean, standard deviation and inferential statistical analysis used simple regression analysis and multiple regression analysis at statistically significant level 0.05.

The results found that 1) The sample use the house as a place to play game online. The highest time for each game is 1-2 hours and an average of 5 times per week. The sample play games on Saturday – Sunday and usually play games in the range of 20.01 to 24.00 hours. The samples play adventure games. An option to play game online as much as possible. Choose a game online based on a favorite. The most fun to play. The sample play game online because they want to relax. The cost of game online playing is less than 50 bath. The sample like to play Dot A 2) The influence of demographic to the frequency of game online playing are 5 independent variables are sex ($\beta = .124$), age ($\beta = .144$) income from the parents ($\beta = .118$), marital status of parents ($\beta = -.156$) and residential ($\beta = .100$) 3) The influence of the frequency of the game online playing to the Impacts of Game Online Playing Behavior among Undergraduate Students in Bangkok ($\beta = .320$) 4) The influence of demographic and frequency of game online playing to the effects caused by the game's online undergraduate students are 5 independent variables, sex ($\beta = .212$) the family income average per month ($\beta = .181$), marital status of parents ($\beta = -.122$) residential ($\beta = .122$) and frequency of game online playing ($\beta = .209$). So who is involved with the students as family institution, educational institution, community friends etc. It should be working together. In order to prevent and correct the effects caused by the game online playing behavior among Undergraduate Students in Bangkok.

Student's signature

Thesis Advisor's signature