

Pornpen Rattanaphosaengsri 2007: Impact of Legal Lotto on the Life Style and World View of the Householdheads in Bann Bart Community, Khet Pom Prab Sattru Phai Bangkok. Master of Arts (Development Social Sciences), Major Field: Development Social Sciences, Interdisciplinary Graduate Program. Thesis Advisor: Professor Chamnong Adivadhanasit, Ph.D. 166 pages.

The objective of this research was to study the impact of legal lotto on the life style and world view of the householdheads and to find out how to prevent and reduce the lotto.

The researcher had selected 13 householdheads engaged in legal lotto gamble for main information and 3 householdheads not ever engaged in legal lotto gamble for support information. By means of qualitative research, document and in-depth interview methods were used for collecting data.

The result of research shows that the positive impact of legal lotto on the life style is seen in limited budget to be spent on the game and exciting. The positive world view for the person is seen in taking a chance and the game might be good for national economy. On the other side, the negative impact on the life style is the buyer's indebtedness, resulting in great expense and lower saving. When people lose their money from buying legal lotto and never win, they feel to get money back by playing more. The negative world view about legal lotto is that though the game is legal, it is in conflict with religious doctrine. The game may introduce teenagers to legal lotto gamble like their parents. Even though the legal lotto game is permitted, it does not help solving illegal lotto. The way to prevent the lotto gamble is difficult to be carried out and would take time.

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Thesis Advisor's signature