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PRACHAYA PUTTICHOT : SOCIALIZATION, MEDIA EXPOSURE AND SUPERSTITIONS OF
UNDERGRADUATE STUDENT IN BANGKOK METROPOLIS. THESIS ADVISOR :
ASSOC. PROF. JARANAI GLAEGOSOL 125 pp. ISBN 974-332-302-3

The research is a survey on undergraduate student studying in the universities in Bangkok aiming to examine the relationship between socialization, media exposure and superstitions. The data was analyzed in term of frequency percentage, mean, t-test, Pearson product moment correlation and scheffe through SPSS/PC statistical package.

The results of the research could be summed up as follows :

1. The sample accumulate superstitious beliefs in term of socialization process originated from peer group, family member and mass media in moderate level whereas educational system and religious agent are the institutions which proceed on socialization yielding low level of superstitious beliefs in all aspects except for conviction in hell-and heaven which the religious agent has high level of socialization role.

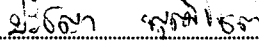
2. On the expect of exposure to superstition message, it is found that, the major percentage of sample acquire the information from television, newspaper and magazines respectively. However, which remarkable evidence that there respondents expose to the information from radio in low level.

3. The result of the research confirms that in general universities students believe in almost all of convictions in moderate level, except for belief in hell-and heaven is at high level.

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