

Rattana Supsangun 2010: The Image of Gay Group in the Opinion of Kasetsart Student's University Bangkok Campus. Master of Arts (Applied Sociology), Major Field: Applied Sociology, Department of Sociology and Anthropology. Thesis Advisor: Mrs. Dusadee Charoensuk, Ph.D. 127 pages.

The cross sectional study aim to asses 1) the socio demographic characteristic 2)the opinion of gay image and social interaction 3) the correlation between socio demography and social factors with gay image among Kasetsart University students ,Bang Ken campus 365 samples were selected and random by quota sampling. Analyzed statistics were percentage , means , standard deviation and Stepwise Multiple Regression Analysis used to investigate the correlation and predictive factors toward the image of gay group with the significant level at .05

The research result showed : that most of the samples were male , study at faculty of social ,studying with the 3rd year of bachelor degree , parents stay together , living with family during their study , obtained personal income less than 5,000 – 7,000 bath per month ,and has family income less than 50,000 bath per month ,they had high level of positive opinion regarding gay image. For hypothesis testing, it indicated that sex had relationship with the image of gay groups in the opinion of Kasetsart student's university Bangkok campus significantly at .05 level. The predictive the image of gay groups in the opinion of Kasetsart student's university were accessing to attitude about gay, the experience of gay interaction, knowledge and perception about gay all of them were able to predict the image of gay group all together .182 percent statistical significantly at 05.

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Student's signature

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Thesis Advisor's signature