

Vimollak Vanichaparm 2007: Potentials of Informative Perception on Solid Waste Disposal and Wastewater Treatment of 10 Professional Groups of People in Petchaburi Province. Master of Science (Environmental Science), Major Field: Environmental Science, College of Environment. Thesis Advisor: Associate Professor Ittipol Rasrikreangkai, M. Ed. 198 pages.

The propose of this research is to study the potentiality of informative perception on solid waste disposal and Wastewater treatment, behavior of solid waste disposal and wastewater treatment and building model of informative perception on solid waste disposal and wastewater treatment for 10 professional groups of people in Petchaburi Province.

The sample group of 157 people, from the whole population of 314 people was taken from specific random, which was divided into 10 groups including agriculture, religion, commerce, tourism, education, public relations, local government, public health, industry and research. Data was analyzed by means of percentage, average and standard deviation.

From the research results, it was found that there are 10 sample groups have the potentiality of informative perception on solid waste disposal and wastewater treatment from printed media of informative perception on solid waste disposal and wastewater treatment in accordance with 3 validity values (objectives, structure and content). The objective of solid waste disposal and wastewater treatment ( $\bar{x} = 4.18$ , S.D. = 0.61), the structures of solid waste disposal ( $\bar{x} = 3.97$ , S.D. = 0.66) and wastewater treatment ( $\bar{x} = 4.00$ , S.D. = 0.65) and the content of solid waste disposal ( $\bar{x} = 3.99$ , S.D. = 0.59) and wastewater treatment ( $\bar{x} = 4.05$ , S.D. = 0.66) are in high levels. We have found that the 10 professional groups have behaviors of knowledge, attitude and awareness regarding the solid waste disposal and wastewater treatment in very high levels ( $\bar{x} = 81.70\%$ , 82.94%, 81.50%, 81.45%, 80.70% and 81.33%). The education group has average scores in accordance with environment knowledge levels in highest level (94.79% and 94.00% respectively). The building models of informative perception on solid waste disposal and wastewater treatment are consisted of 3 main models, which was divided into 14 minor models. All models of informative perception on solid waste disposal and wastewater treatment are in accordance with potentiality of informative perception on solid waste disposal and wastewater treatment and behaviors of solid waste disposal and wastewater treatment, which are in high level to highest level respectively.

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