

Alissa Mahasawasde 2007: Influence of Personal Factors, Community Factors, and Adversity Quotient of the Community Leaders on Community Empowerment: A Case Study of the Tambol Administration Organization in the Southern Region of Thailand. Master of Science (Community Psychology), Major Field: Community Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Wing Commander Ngamlamai Piolueang, Ph.D. 203 pages.

The objectives of this study were the following; 1) to study the level of the adversity quotient of the community leaders in the southern region; 2) to study the level of the community empowerment of the community leaders in the southern region; 3) to study influence of personal factors, community factors and adversity quotient of the community leaders on the community empowerment. The data were randomly collected from 285 leaders of all community leaders in the southern region of Thailand by using questionnaires. Then, the data were analyzed by using a computer package statistical program. Statistical methods were percentage, mean, standard deviation and multiple regression analysis with stepwise method.

The results were as follow; 1) The community leaders in the southern had an adversity quotient in a high level. 2) The community leaders in the southern had a community empowerment in a high level. 3) The factors including; adversity quotient in control, adversity quotient in reach, adversity quotient in endurance, and the community factor of participate on environment have influenced on community empowerment at the .001 level of significance, in addition, work period have influenced community empowerment at the .01 level of significance. All of those variables could predict community empowerment at the .001 level of significance with the possibility at 53.4 percents ( $R^2_{adj} = .534$ ). Especially, adversity quotient in control was the best predictor among those of factors analyzed.

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Thesis Advisor's signature