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KEY WORD:

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ETHICAL / MOTIVATIONS / VALIDITY / PROFESSIONAL JOURNALISTS

ATTAWUT CHANBUSARAKUM : CONSTRUCT VALIDITY AND PREDICTIVE VALIDITY OF PROFESSIONAL JOURNALISTS' ETHICAL MOTIVATIONS SCALE. THESIS ADVISOR : DUANGKAMOL CHARTPRASERT. Ph.D. 112PP. ISBN 947-636-609-2

The purpose of this study is to find motives behind the decision in ethical dilemmas by grouping the statements that reflect each type of Singletary'(1990) 13 ethical motives. In addition, to test the relationship between scores from each motive group and the actual ethical decision making. The data are gathered from 210 students in communication arts of Chulalongkorn University, Bangkok University, Rajabhat Institute Suan Dhusit and Rajabhat Institute Suan Sunandha. The test is considered to have construct validity if the factor analysis yields groups similar to those proposed by Singletary (1990) and White (1991). In testing the relationship between the score of ethical motives, the subjects are divided into high ethical and low ethical decision makers based on their choice in ethical dilemmas. A t-test is used to compared their scores on each motivational factor. The factor is considered to have predictive validity if the t-test result on that factor is statistically significant.

The factor analysis yields groups the motive related statements into 4 factors:

Factor 1 consists of such motives as standard of the field, credibility with audience and legality.

Factor 2 consists of standards of employer, public's need to know and punitiveness.

Factor 3 consists of no knowledge or concern and personal advancement.

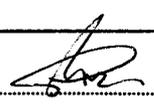
Factor 4 consists of religion.

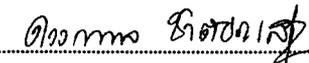
Among the four factors, only factor 2 and 3 are found to have predictive validity.

ภาควิชา..... การหนังสือพิมพ์.....

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