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WICHEAN SANGPITAK, POL. LT. : GAMBLING AS AN ELECTION CAMPAIGN

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This research is aimed at studying the power and influence of gambling as an election campaign tactic in the general election in Sumpantawong district on the 2nd July 1995. The hypothesis of the research is that the election campaign in Sumpantawong district is involved in exploiting the gambling for gaining more votes than what it would really have taken place.

The population taken in this study is those who are entitled to vote and actually did cast their votes in the general election on the 2nd July 1995 in Sumpantawong district, Bangkok. The methods used in the research are the use of twenty-two hundred questionnaires of both stratified and accidental sampling methods, and data-collection from random observations, interviews, and questionnaires during the 1st February and the 20th September 1996.

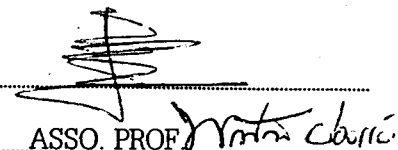
The outcome of the study can be summarized as follows. In the general election of the 2nd July 1995 in Sumpantawong, Bangkok, ten percent of the voters in the constituency has been influenced by the gambling in the election. The three-fourth of the sampling groups admitted that he/she voted for the candidate on whom he/she had gambled with expectation of winning his/her bet. Accordingly, this result has confirmed the set hypothesis. As regards the election campaigner or "the influentials", the gambling in the election campaign renders twofold benefits, namely, either their candidates win the election or they win the gambling money from losing in the election.

ภาควิชา.....GOVERNMENT.....

สาขาวิชา.....GOVERNMENT.....

ปีการศึกษา.....1996.....

ลายมือชื่อนิสิต.....POL. LT.....

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