

**Independent Study**

The Changing of Attitude and Behavior of  
the New Generation Leaders : A Study of  
Tambon Nong Kaew, Hang Dong District,  
Chiang Mai Province

**Author**

Mr. Samarn Pangwatsharakorn

**M.A. (Political Science)**

Politics and Government

**Examining Committee**

Lecturer Dr. Tanun Anumanrajadhon	Chairman
Assist. Prof. Nat Chaparnond	Member
Lecturer Dr. Sidthinat Prabudhanitisarn	Member

**ABSTRACT**

The objectives of this research are :

1. To study factors affecting the changing of attitude and behavior of the new generation leader in the rural area, who received a training program.
2. To examine the training program organized by Center for Election Studies, Chiang Mai University.
3. To offer recommendations in creating a new generation of leadership in the rural areas.

Both quantitative and qualitative methods are used to compare two groups of new generation leadership i.e., experiment group from Tambon Nong Kaew and control group from Tambon Nam Prae of the same district.

In each Tambon, 10 subjects were interviewed. The interview schedule contains questions about their social, economic, and political activities.

The findings are :

The experiment group is more aware of the rights than the control group. The former also has higher interest and better understanding in politics at the local and the national levels than the latter.

In short, the training program plays an important role in changing the attitude and the behavior of the new generation leader in the rural areas.