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BOONKERD MAR-ONG POL.LT.COL. : A STUDY OF GROUP FORMATION AND
ITS COLLECTIVE ACTION OF JOR SOR 100 RADIO AUDIENCES. THESIS
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It is the purpose of this research to examine the characteristics of group formation, the relationships within the group, and the results of its collective action. This study uses quantitative approaches which the researcher works as a complete participant within the Jor Sor 100 radio station.

The result of the research found that the group formed itself for traffic problem solving and also for other social activities as well. The reason for group participation was to contribute for social benefits in accordance with the Jor Sor 100's concept of "with our spirit for society". The researcher also found that group participation also gained its own private benefit for the members. The research concluded that the activities of the group formation helped to minimize the traffic problem, created senses of belonging in group memberships, improved communication skills, and also to maximize successfully in other social problem solving.