

SUPARUK JUTRAKUL : THE CORRELATION AMONG MEDIA EXPOSURE, KNOWLEDGE, ATTITUDE AND PARTICIPATION IN GARBAGE SEPARATION FOR RECYCLING OF POPULATION IN BANGKOK METROPOLITAN AREA. THESIS ADVISOR: ASSO. PROF. PARAMA SATAWEDIN, Ph.D. 171 PP. ISBN 974-583-793-8

The purposes of this study were: (1) to investigate media exposure to information about garbage separation for recycling of population in Bangkok Metropolitan area classified by demographic characteristics: sex, age, occupation, education and income. (2) to test the relationship between knowledge levels, attitude and participation with media exposure to information about garbage separation for recycling. Questionnaires were used to collect data from a total of 432 samples. Frequency, percentage, mean, Pearson's product moment correlation coefficient, t-test and ANOVA were employed for the analysis of data. SPSS^x program was used for data processing.

The results of the study were as follows:

1. Different sexes were exposed to information about garbage separation for recycling in exhibitions differently.
2. Different ages were exposed to information in magazines, radios, teachers, posters and exhibitions differently.
3. Different careers were exposed to information in mass media, persons in family, persons in the careers, teachers, pamphlets, posters and exhibitions differently.
4. Different educational levels were exposed to information in mass media, pamphlets, posters and exhibitions differently.
5. Different incomes were exposed to information in newspapers, radios, persons in the careers, teachers, pamphlets, posters and exhibitions differently.
6. Exposure to information in newspapers, radios, televisions, pamphlets, posters and exhibitions correlated with knowledge of garbage separation for recycling.
7. Exposure to information in mass media, persons in family, posters and exhibitions correlated with attitude.
8. Exposure to information in mass media, persons in family, neighbors, persons in the careers and pamphlets correlated with participation.