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KEY WORD: DRUGS PREVENTION / VOCATIONAL STUDENTS / BANGKOK METROPOLIS
CHONLADA SAMUTPONG : THE INFLUENCE OF COMMUNICATIONS UPON DRUGS
PREVENTION AMONG VOCATIONAL STUDENTS IN BANGKOK METROPOLIS.
THESIS ADVISOR : ASSOC. PROF. THANAWADEE BOONLUE,
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The purpose of this research is to survey 420 students in Bangkok Metropolis. Questionnaires were used in collecting data. The objectives of research were 1) To study type of media used in drug prevention campaign among vocational students; 2) To study the attitude upon drug prevention; 3) To study the attitude upon the current drug prevention campaign; 4) To study refusal skill and participation upon drug prevention; 5) To study problems obstacles and threats occur when implementing drug prevention; 6) To compare the attitude refusal skill and participation upon drug prevention between early and high vocational students; 7) To compare the attitude refusal skill and participation upon drug prevention between government and private vocational schools; 8) To study the relationship of demography goal, media exposure, attitude, refusal skill and participation upon drug prevention; 9) To study variables able to explain refusal skill and participation upon drug prevention.

The statistics of research are frequency, mean, t-test, Pearson's Product Moment Correlation Coefficient and Multiple Regression Analysis. The data processing is calculated with SPSS for Windows.

The result of the study were as follows:

1. Media exposure is correlated with their participation but is not correlated with attitude and refusal skill upon drug prevention
2. Attitude upon drug prevention is significantly different among those with different educational level.
3. Refusal Skill upon drug prevention is significantly different among government and private schools.
4. First advisor and job desire are negatively correlated with their media exposure upon drug prevention.
5. Sex, major field of study, year-grade, personal income, family type and leisure are positively correlated with their refusal skill upon drug prevention.
6. Family type, family relations, leisure and education desire are positively correlated with refusal skill.
7. Sex and major study are positively correlated with participation but job desire and first advisor are negatively correlated with participation upon drug prevention.
8. Age, family relation education desire and attitude upon drug prevention were four variables able to explain refusal skill upon drug prevention.
9. Media exposure and major field of study were two variables able to explain participation upon drug prevention.

ภาควิชา..... การประชาสัมพันธ์
สาขาวิชา..... นิเทศศาสตร์พัฒนาการ
ปีการศึกษา..... 2541

ลายมือชื่อนิต..... ชลลดา นันทพงษ์
ลายมือชื่ออาจารย์ที่ปรึกษา..... ชลลดา นันทพงษ์
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....