

C550880 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: MEDIA EXPOSURE/KNOWLEDGE/AWARENESS/PARTICIPATION
IN ENVIRONMENT CONSERVATION

LADAWAN PHOCHAI : MEDIA EXPOSURE, KNOWLEDGE, AWARENESS AND
PARTICIPATION IN ENVIRONMENT CONSERVATION OF PEOPLE IN AMPHOE PHIPUN
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The study was to examine media exposure, knowledge, awareness, and participation in environment conservation. In addition, the relationship between media exposure, knowledge, awareness and participation in environment conservation in Amphoe Phipun Nakhon Si Thammarat. Questionnaires were used to collect data from a total of 300 samples. SPSS program were used for data processing.

The results of the study:

1. No correlation was found between media exposure and knowledge in environment conservation among the people.
2. Significant positive correlation was found between media exposure and awareness toward environment conservation at low level.
3. Significant positive correlation was found between media exposure and participation at medium level.
4. Significant positive correlation was found between knowledge and awareness toward environment conservation at low level.
5. Significant positive correlation was found between knowledge and participation in environment conservation at medium level.
6. Significant positive correlation was found between awareness and participation in environment conservation at low level.
7. Media Exposure mutually explain the participation in environment conservation among the people.