

C551036 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: MEDIA EXPOSURE / KNOWLEDGE / ATTITUDE / PARTICIPATION

SUMALEE TANGJITSIL : MEDIA EXPOSURE AND KNOWLEDGE, ATTITUDE AND PARTICIPATION IN CONSERVATION OF WATER RESOURCE : A CASE STUDY OF PEOPLE IN BANGKOK METROPOLIS. THESIS ADVISOR : ASSO. PROF. PARAMA SATAWEDIN, Ph.D. 168 pp. ISBN 974-584-501-9

The purpose of this research was to study the correlation among media exposure, knowledge, attitude and participation in conservation of water resource of people in Bangkok Metropolis. Questionnaires were used to collect data from a total of 400 samples. Frequency, percentage, mean, t-test, F-test and Pearson's product moment correlation coefficient were employed for the analysis of data. SPSS^X program was used for data processing.

The results of the study were as follows :

1. Most samples were female, between 20-35 years old, had educational level of higher than lower-secondary education, were the owners of the bussiness and had incomes of lower than 10,000 baht.
2. Television and husband / wife were mostly used in exposure to information about conservation of water resource.
3. Demographic characteristics did not correlate with exposure to information about water resource.
4. Sex, educational level, occupation and income correlated with knowledge.
5. Educational level, occupation and income correlated with attitude.
6. Educational level correlated with participation.
7. Exposure to information about conservation of water resource did not correlate with knowledge.
8. Media exposure did not correlate with attitude.
9. Exposure to information about conservation of water resource from husband / wife correlated with participation.
10. Knowledge correlated with attitude.
11. Knowledge correlated with participation
12. Attitude correlated with participation