

PIMOLPAN SOOTTIWONG : MASS MEDIA EXPOSURE AND
EXPOSURE TO MASS MEDIA CAMPAIGN, CONSCIOUSNESS AND
PARTICIPATION IN EFFICIENT USE OF WATER OF PEOPLE IN
BANGKOK METROPOLITAN AREA. THESIS ADVISOR : ASSO. PROF.
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The purpose of this research was to study the correlation among mass media exposure and exposure to mass media campaign, consciousness and participation in efficient use of water of people in Bangkok metropolitan area. Questionnaires were used to collect data from a total of 432 samples. Frequency, percentage, mean and Pearson's product moment correlation coefficient were employed for the analysis of data. SPSS program was used for data processing.

The results of the study were as follows :

1. Most samples were exposed to mass media at the moderate level and to mass media campaign at the high level. Consciousness and participation in efficient use of water were at the high level.
2. Mass media exposure positively correlated with exposure to mass media campaign.
3. Exposure to mass media campaign had no correlation with consciousness and participation in efficient use of water.
4. Consciousness of efficient use of water positively correlated with participation in efficient use of water.