

C550933 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: EXPOSURE TO ENVIRONMENTAL ISSUES ON TELEVISION/ KNOWLEDGE/
AWARENESS/ PARTICIPATION IN ENVIRONMENTAL CONSERVATION.

PAILIN SASITHANAKORNKAEW : EXPOSURE TO ENVIRONMENTAL ISSUES ON
TELEVISION, KNOWLEDGE, AWARENESS AND PARTICIPATION IN ENVIRONMENTAL
CONSERVATION OF BANGKOK METROPOLITAN RESIDENTS. THESIS ADVISOR :
ASSO. PROF. PATCHANEE CHEYJUNYA. 119 pp. ISBN 974-584-068-8

The study was to examine exposure to environmental issues on television of people in Bangkok Metropolis and to study its relationship with awareness and participation in environmental conservation of Bangkok Metropolis residents. Questionnaires were used to collect data from a total of 319 samples. Frequency, percentage, mean, one-way ANOVA and Pearson product moment correlation coefficients were the statistics applied to analyze the data SPSS^x program was used for data processing.

The results of the study were as follows:

1. Most samples exposed to environmental issues on television at the moderate level. Their knowledge, awareness and participation in environmental conservation were also at the moderate level.
2. Exposure to environmental issues on television of people in Bangkok Metropolis were significantly different at 0.01 level among those with different educational levels, occupations and income levels.
3. Television exposure to environmental issues were not correlated to knowledge of environmental conservation.
4. Television exposure to environmental issues were not correlated to awareness of environmental conservation.
5. Television exposure to environmental issues were positively correlated to participation in environmental conservation.