

C 143266 : MAJOR SOCIAL PSYCHOLOGY

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UNDERGRADUATES
ITTISAK INTRAPRASIT : A STUDY OF COOPERATIVE BEHAVIOR WITH THE
USE OF GAME REWARD STRUCTURE AMONG BUSINESS ADMINISTRATION
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The purpose of this research was to study cooperative behavior of freshmen and senior business administration undergraduates. In the experiment, the non-matrix type of the Prisoner's Dilemma game reward structure with 3 kinds of response condition : cooperative, competitive and TIT-FOR-TAT, was used.

The results show that there are significant differences ($P < .001$) between cooperative behaviors of freshmen and senior students in every kind of response condition. However, further analysis reveals that among the freshmen, cooperative behavior in both the cooperative and TIT-FOR-TAT response conditions are significantly higher ($p < .05$) than in the competitive condition. The cooperative behavior in the cooperative condition do not differ significantly from that in the TIT-FOR-TAT condition. For the senior students, there are no differences in cooperative behavior among the three kinds of response condition.