

Thesis Title : The Opinion of Chiang Mai University
Officials Toward Politicians' Ethic

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Abstract

The major objectives of this research are the study of the following :

1. The Chiang Mai University Officials' opinions towards the political ethic of Thai politicians
2. The Chiang Mai University officials' expectations towards the political ethic in Thai politics

The sample consisted of 400 quota-selected Chiang Mai University officials' (the groups of Academic Assistant staff and Administrative staff) working in 26 Divisions affiliated to Chiang Mai University.

The tool for data collection was the questionnaires handed out asking for (1) Personal data, Political participation and the means of receiving political news (2) the opinions concerning the political

ethic characterized by Buddhist Virtues of a ruler and (3) The expectation from the politician's performance of the virtues of a ruler.

The questionnaire was divided into 3 parts :

- Part I Personal data, Political Participation and
 the media of receiving political news
- Part II The opinions towards political activities
 in the current Thai politics
- Part III The expectation expressed in the political
 ethic

The findings of this research were as follows.

Most of the informants had received political news from televisions and news papers (Thai Rath and Matichon were the most favorite). Ninety percent of the informants voted in the previous general election and will to go to vote in the next election.

The informants' decision to vote was influenced by the politician's moral characters and their past political performances in accord with the policies of their political parties.

The informants were satisfied with the roles and activities of politicians whom they had personal contact whereas they were not satisfied with those of politicians whom they had known through the mass media.

The informants had expected the politicians to practice all Buddhist virtues of a ruler and the most important virtue for the Thai Politician at the present time is integrity, or honesty and truthfulness.

This research also offers recommendations for politicians and political parties following which in the performance of their political roles and in the making of their political policies will largely win the voter's political allegiance.