

Thiradech Bhromkhoch 2014: Anti-Global Warming Operations: A Case Study of Social Sciences Students at Kasetsart University. Master of Arts (Social Development and Administration), Major Field: Social Development and Administration, Faculty of Social Sciences. Thesis Advisor: Associate Professor Nathabhol Khanthachai, Ph.D. 122 pages.

The objectives of this research were: 1) to evaluate anti-global warming operations level among Social Sciences students at Kasetsart University; 2) to evaluate global warming knowledge together with activity leadership and participation level ; 3) to analyze causal relationship between individual characteristics, global warming knowledge together with activity leadership and participation on the one hand and anti-global warming operations of Social Sciences Students at Kasetsart University on the other. The samples in this research consisted of 360 students at Faculty of Social Sciences, Kasetsart University. The research data was collected by the application of questionnaires. Data was analyzed by using SPSS program. Analytical statistics employed were frequency, percentage, mean, standard deviation and multiple regression analysis.

The results were as follows: Social Sciences Students had high level of global warming knowledge and moderate levels of activity leadership and participation together with anti-global warming operations. Comparison of Social Sciences students' characteristic showed that female had higher level of operation than male. Major of Psychology and Social and Anthropology had higher level of operations than others majors. Students whose monthly salary ranging 8,001 – 12,000 baht had higher level of operations than others ranges.

Hypothesis testing revealed that individual characteristics, global warming knowledge together with activity leadership and participation could jointly account for the overall anti-global warming operations by 20.5% at 0.001 level of significance.

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