

### Abstract

**Research Paper** : Psycho-social Correlates of Waste Minimization Behavior  
of Students in Rung Arun Project 's Schools

**By** : Mrs.Linda Suwandee

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This research aims at studying antecedents of waste - minimization behavior of 9<sup>th</sup> grade pupils in highschoools participating in Rung Arun (Environmental) Project with important four objectives :1) to find the differences of waste - minimization behavioral of pupils in schools with and without this project and its intervening variables, 2) to explore the relationship between the pupils' psychological characteristics and the waste - minimization behaviors 3) to compare these psychological characteristics of the pupils in schools with and without the projects, and 4) to compare and contrast the favorable outcomes of the project in students with different bio-social and background characteristics and their explanatory factors.

The sample consisted of 480 students from grade 9 in four schools under General Education Department. Two schools in Samutr-Prakarn and Nakhon-Pratom areas participated in Rung Arun Project for at least 1 year two other non - participating schools in the same area of the same type, size and student's background.

This research is a comparative - correlation study using questionnaires and summated rating scales measurements. The variables are based on Psychological Theory of work and moral behavior (Duangduen Bhanturnavin,1995) Reasoned Action Theory (Ajzen and Fishbein,1980) and related studies. There are five groups of variables as follows : 1) Social situational variables comprising of 4 variables i.e. Rung Arun Project schools, love-reason oriented child - rearing practices, perceived social norm and received environmental information. 2) Preceding psychological characteristics comprising 3 variables i.e. good mental health, internal locus of control and future orientation and self control. 3) Situational psychological characteristics comprising 3 variables i.e. favorable attitude towards waste - minimization behavior , behavioral

intention and favorable attitude towards Rung Arun project. 4) Waste - minimization behaviors comprising 2 variables i.e. optimal utilization behavior and waste-making avoidance behavior. 5) Bio -social and background characteristics of the students ,such as sex, education records and family economic status.

In this study, three-way Analysis of Variance and Multiple Regression Analysis, were carried out to test seven hypotheses. In addition, there was other sub-statistical analysis like multiple comparison of mean by the Scheffe's method. The above mentioned statistical analyses have been done to both total and sub-samples divided by the bio - social characteristics and background of the students.

There are 4 major groups of findings.

Firstly, the students who attended the Rung Arun Project schools showed significantly higher optimal utilization behavior as well as waste-making avoidance behavior than the untrained students. It is obvious that the project has prompted the students in many ways such as having favorable attitude towards waste-minimization behavior, intention to minimizing the waste, future orientation and self control, receiving more the environmental information, and perceiving the social norm. All these factors are the important correlates of the 2 waste-minimization behavior.

Secondly, the psychological characteristics could account for 45% and 36 % of the variance in waste-making avoidance behavior and optimal utilization behavior of the pupils. The highest prediction of 51% is found for waste-making avoidance behavior in high achievement students and 41 % for the optimal utilization behavior in girl students. The four important predictors here are behavioral intention, favorable attitude towards waste-minimization behavior, future orientation and self control ,and good mental health.

Thirdly, the important social situational factors were the perceived environmental information , when combined with psychological characteristics, can account for 47 % and 38 % of the variation in waste-making avoidance behavior and optimal utilization behavior. The highest prediction of 52% is for waste-making avoidance behavior in the high achievement group and high socio-economic status students as well

as of 42 % for the optimal utilization behavior in the girl students. comprising 3 variables i.e. favorable attitude towards waste-minimization behavior,

Finally, The students with different bio-social and background characteristics were found to differentially benefit from Rung Arun Project. It is evident that the students who gained the most from this experience are girls, high achievers and low economic status students. On the other hand, it is found that the students more with different degrees of psychological characteristics could also benefit differently from the project, i.e., those who were high scores on future orientation and self control and who were low on good mental health. As for the students from different social situations, the advantage of be affiliated with the Rung Arun Project was found in the students who possessed three characteristics, namely, having poorer mental health, less environmental - information intake but being raised in high love - reason orientation - homes.

Based on these research findings, three recommendations are offered:

Firstly, Rung Arun Project should be promoted more forcefully and continuously. It should be extended to other schools especially in which most or all of their students are girls and also students from low socio - economic status families.

Secondly, as for the boys, the low achievement students and high socio - economic status students who did not gain much advantage from the project, four development approaches are recommended. They should received training future orientation and self control characteristic, and to get more environmental informations from medias, Their family should practice higher for heightening their love-reason oriented child - rearing, and the people around these pupils should help to encourage their waste-minimization behavior.

Thirdly, in order to promote more waste - minimization behavior, in grade 9 student , various approaches should be employed at the same time. There are Rung Arun Project activities in schools, love-reason oriented rearing practices in families, environment information from the medias together with psychological training in 4 areas, which are waste - minimization behavioral intention, favorable attitude towards these behaviors, future orientation and self control and internal locus of control , which can promise a cleaner community in the near future.