

## **ABSTRACT**

This study's purpose was to discover the level of understanding and application of the voluntary television rating system among parents in the Bangkok area. All data was collected by a self-administered questionnaire and interpreted in terms of percentages result. The findings revealed that higher educated parents did not possess a higher level of understanding. The general usage of ratings among parents to control their children's television viewing behavior was at an average level. Moreover, the factors that contributed to parents' usage were the age range of their children, allowing children to possess television in the bedroom and co-viewing. Parents reported an average level of positive attitudes toward the project; however, the public relations campaign to publicize the system was to be encouraged.