

Samanan Watthanapongphasuk 2013: The Importance of “Canvassers” in Election of Sing Buri Province. Master of Arts (Political Science), Major Field: Political Science, Department of Political Science and Public Administration. Thesis Advisor: Associate Professor Somkiat Wanthana, Ph.D. 129 pages.

The purpose of this research is to examine the importance of “Election Canvassers” and the factors affecting to the importance of election canvassers in election of Sing Buri Province. The research has been conducted in quantitative methods. A survey instrument was used to collect data from a sample group of 140 election canvassers in Sing Buri Province. After collecting all of the questionnaires, the data has been analyzed by statistical analysis program using mean in analyzing the sample group characteristic, T-test and One-way ANOVA for testing the relationship between personal factors and the importance of election canvassers in election of Sing Buri Province with level of significance at 0.05.

Research findings are the importance of election canvassers in election of Sing Buri is at the highest level regarding to their highest significance in playing role as the supporters of election candidate. The role in supporting their election candidates is promoting the candidates’ local development plan in order to gain the candidates’ popularity. The research also finds that the factors affecting the importance of election canvassers in election of Sing Buri Province are age, core career and average income.

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Thesis Advisor’s signature