

Abstract

The study on “Ways to Cultivate Moral Integrity and Ethics to the Youth” aims to studying the means that the parents use in cultivating moral integrity and ethics to the youth, problems and obstacles encountered, and possible appropriate measures to be used in cultivating moral integrity and ethics to the youth in the family. The study is a qualitative study. Study sampling consists of 41 persons from 4 groups namely students, parents, friends of the students, and teachers groups. Filling-up questionnaires are used for data collection, followed by additional in-depth interviews.

The study finds that the majority of the students group are females from single-mom families. Almost all of them spend their time after schooling in doing homework and watching television. Most of the students' parents do not live with their spouses, are bachelor's degree graduates, and are occupied in either commerce business or employment with an income of approximately 10,000-20,000 baht per month.

The majority of the students sampling group have good conduct according to a standard evaluation of moral integrity and ethics by their teachers at the levels ranging from “satisfactory” to “very good”. The parents cultivate moral integrity and ethics of their children by combining various ways as followed : 1) direct instruction by telling them what to do or not to do, using reward and punishment as part of the instruction; 2) acting as models in 3 looks namely real model, symbolic model, and hearsay model; 3) insertion of substances concerning moral integrity and ethics during spending times together on holidays ; and 4) applying religious inspiration by taking the children to the temple to do good on holidays, persuading them to pray before bed-time, and explaining them about sins caused by the five moral precepts offences and the outcome of bad deeds.

Problems and obstacles hindering the cultivation of moral integrity and ethics to the youth are societal environment, influence of friends and of all types of

media, parents and children have little time to spend together, children are often out of parents' sight, and generation gap that causes communication problems.

The study recommends that appropriate and possible ways for the cultivation of moral integrity and ethics to the youth should be pooled together and adjusted to each family's conditions. The parents should be reasonable in giving reward or punishment. The youth themselves should have reasons and wit in choosing the right media and do not comply with bad examples. Last but not least, all types of media should realize their responsible roles and present to the public only matters that help cultivating moral integrity and ethics to the youth.