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CHARTREE SUWANNATEE : OPINIONS AND PRACTICES OF HOUSEHOLD HEADS' ON WATER POLLUTION IN SAMPRAN, NAKHONPATHOM PROVINCE. THESIS ADVISORS : PATTARABOON PICHAYAPAIBOON, Ed.D., TIPPPAN NAWAWONGS, M.A., C.A.S. SIRICHAIR CHINATANCUL, Ph.D. 74 p. ISBN 974-662-414-8

The purpose of this research was to study the level of opinions and practices of household heads' on water pollution in Sampran, Nakhonpathom province. The independent variables were sex, age, education level, occupation, duration of residence in the district and received information. The tool for data collection was a questionnaire distributed to 300 households in the area. Data were analysed by the statistical package for the social sciences (SPSS/PC+) in terms of percentage, mean, standard deviation, t-test and one way analysis of variance.

The findings of this study show at the statistically significant level 0.05 that opinions practices of household heads' on water pollution conservation were at the medium level. It was also revealed that the household heads' opinions about pollution were significantly different by sex, age, education level, occupation and information received from television but not by duration of residence in the district or information received from radio, newspaper or other people. Household heads' practices concerning water pollution were positive medium level and it was also revealed that the household heads' practices concerning pollution were not significantly different by sex, ages, education level, occupation and information received.