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CHATCHAI SILPSOONTHRON : THE CORRELATION BETWEEN
VIEWING ENVIRONMENTAL PROGRAMMES ON TELEVISION AND THE
ENVIRONMENTAL CONSCIOUSNESS OF MAHIDOL UNIVERSITY
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The purpose of this study was to investigate the relationship between viewing environmental programmes on television, extraneous variables and the environmental consciousness of Mahidol University students. The self-constructed questionnaires were used to collect the data from 349 students and then analyzed by percentage, mean, t-test, ANOVA and Pearson's Product Moment Correlation Coefficient. The results revealed that the majority of the students in the sample had an average family income of 20,000 Bahts per month, lived in dormitories or apartments and did not own television. Their awareness of the local environmental problems near their domiciles was at a moderate level. Most of the sample group had never participated in environmental activities and did not have any related environmental courses while studying. An average amount of the sample group had a moderate level of knowledge about the environment, and also received environmental information in a moderate level. Half of the sample group watched environmental programmes by chance and stated that the content and presentation styles of the television programmes should be improved.

The sample group as a whole had a moderate level of environmental consciousness. The study identified the following variables influencing the difference between levels of environmental consciousness found among the students in the sample group : the awareness of the local environmental problems their domiciles, family income, level of education about the environment. The study found a correlation between the degree of environmental consciousness of the individuals in the sample group and the following variables : amount of information received about environment issues, knowledge about the environment, opinions about environmental television programmes, and the frequency that students in the sample group viewed environmental television programmes, at a level of 0.05.