

The main objectives of this thesis are threefold : (1) to study those social psychological factors underlying people of Chiangmai's past movement against the proposal construction of Doi Suthep Skyline Project, with an emphasis on measuring and identifying the degree and pattern of people's involvement; (2) to study the processes of mobilization of participants for action against the proposal project, with an emphasis on assessing the relative impact of ordinary persuasive communication and agitation on the people's feelings and subsequent decision; and (3) to identify the social psychological factor which plays the most important role in the people's decision to take part in the demonstration.

The data based on a sample of 100 participants and 60 non-participants of the recent event, purposively drawn from three groups of people in Muang District of Chiangmai - monks, scholars and students as well as villagers, indicate that 60 percent of the participants may be classified as "slightly involved" in the collective action. Only 12 percent were deeply involved. The pattern of their involvements are in the form Guttman-type scale.

The non-participants, on the other hand, were found to be statistically different from their counterpart in such characteristics as level of conservatism, attitudes toward the proposed construction, and level of expectancy concerning the outcome of participation.

Among the independent variables under investigation, only the participants' negative attitudes toward the project, which were derived from their beliefs about the detrimental effect of the project on the social and physical environment, were found to be related to their involvement. But it explains only 12 percent of the total variance.

Finally, the data show that only the strategies of agitation were successful in stirring up people to take part in the demonstration.