

The research on Ethical Paradigms of Prince of Songkla University's students has aimed to explore its graduates ethical Paradigm. For 34 years, Prince of Songkla University has offered a wide range of courses and it will continue to give our students access to flexible learning options, and we are dedicated to preparing our students for the competitive job market.

The research objectives entail the following :

1. Ethical paradigms drawn from various faculties, the survey covering student educational different result of achievements, i.e. high, medium and low levels.
2. Comparing student ethical paradigms ranging from freshman to senior year of various disciplines.

In addition to the above study objectives, the research include relevant topics :

1. the formation or creation of ethics
2. factor analysis and an analytical tool for testing ethical hypothesis

The study areas have been confined within two campus of both Hatyai and Pattani; data were drawn from 12 faculties and one college offering a bachelors degree level. A total sample size of 811 respondents were drawn from the first year students and the final year students from all 13 faculties / college of 2001 academic year. The 811 respondents represented 10.66% of total population, calculation of sample size based on Yamane Taro technique, the level of confidence is 96.6% quota sampling was included in the sampling methodology.

Structured questionnaires has been launched, and after data has been collected and analyzed. With quantitative research, which includes the use of statistics, discrimination was above 0.30 and the level of reliability was at 95.54%

Data analysis was based on : arithmetic mean, t – test and F – test.

The research findings revealed the following :

1. Three categorized groups of the first year students from all faculties having high, medium and low GPA the average ethical marks scored were insignificant different at 0.05 and the three groups were in the highest ethical level or in the fifth level.

2. The final year students from all faculties having high, medium and low GPAS were significantly different at 0.05. The high GPA group was in the fifth ethical level, the medium and low GPA groups were in the forth ethical level.

3. The results of ethical comparison study between the first year students and the final year students, revealed that both groups scored highest ranking scale of ethic.

4. Ethical comparison study of all the first year students, categorized according to GPAS as high, medium and low grade achievement showed that all the first year students of all disciplines scored a high ranking of ethics.

5. Ethical comparison study of the final year students, indicated that the students with high GPAS scored highest ethical score.

6. It is suggested that Ethical formulation strategy, university and all concerned must emphasize extracurricular activities, student participations and ethical practice and code of conduct and or transfer of ethical knowledge be part of this program.

7. In the originality of indepth study and literature review on ethical issues, the researcher has comprised of 10 ethical groups. However, the researcher has also adopted the use of "exploratory factor analysis", yield 12 ethical groups with corresponding questions, which were later used to construct a structurally valid questionnaire. It is hoped that such questionnaire will be a valid instrument for further studies on ethics and also for appropriate hypothesis on related research.