

Jariyaphorn Wongpanyo 2008: A Study of the Way of Life and Sociocultural Dynamics in the Community of Kunchong Wat Bot of Pitsanulok Province Before and After the Construction of the Kwaie Noi Dam. Master of Arts (Development Social Science), Major Field: Development Social Science, Interdisciplinary Graduate Program. Thesis Advisor: Professor Chamnong Adivadhanasit, Ph.D. 135 pages.

The objective of thesis research is to study the Way of Life and Sociocultural Dynamics in the Community of Kunchong Wat Bot Pitsanulok Province Before and After the Construction of the Kwaie oi Dam. Population under the study consisted of 8 populations from the Community of Kunchong. Data were collected by Documentary, Observation, and Questionnaire methods.

The results showed that there were 2 changes; general area and social structure; and the people in community gained more income from part-time job. There was also the professional change in the increasing number of retail shops and more capitalism in the community. However, the traditional and cultural changes were almost constant. Most villagers still conserve their tradition, medical treatment style, and culture. They still believe in the law of Karma, generousidy, self-sacrifice and mutual assistance.

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