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NANTHARAT SIRISOMBOONLARP: AN ETHICAL STUDY OF INTERNET USERS' VIEWS: A CASE STUDY OF PORNOGRAPHIC DISTRIBUTION. THESIS ADVISORS: WAREEYA BHAVABHUTANONDA, M.A., PAGORN SINGSURIYA, Ph.D., SRISAKDI CHARMONMAN, Ph.D., 152 P. ISBN 974-664-982-5.

The objective of this research was to study Internet users' ethical views concerning the distribution of pornography on the Net. The study consisted of two parts: documentary and field research. In the first part, both the pros and cons on the issue of the pornographic distribution were presented. In-depth interviews of important figures in relevant fields were also conducted to obtain the wider views and to aid the discussion. They were: Prof. Dr. Srisakdi Charmonman, Asst.Prof. Dr. Warayuth Sriwarakuel and Police Colonel Yanaphon Youngyuen.

The issue of pornographic distribution is in itself widely debated. However, when pornography is distributed through the Internet, the matter becomes of greater social concern, and therefore much more controversial. This is because the Internet is a much more efficient method of distribution than printing or other electronic media. Ultimately, the basis of the debate pertains to the principles of legitimate limitation of an individual's freedom. There are three such principles: the Harm Principle, the Offense Principle, and Paternalism.

In the second part were the results of the survey of the Internet users' ethical views about the pornographic distribution on the Net. The population consisted of male and female users, users who had or did not have the experience of viewing pornography through the Net, and users who were undergraduate students or workers. The data was collected through questionnaires. The surveyed sample consisted of 51.5 % females. 49% of the total population was between 18-24 years old and 83% had the experience of viewing pornography on the Net. Towards the pornographic distribution on Internet, 66.5% of the surveyed users had compromising views, 17% positive views, and 16.5% negative views. There was a correlation between ethical views and sexes. This was not the case with respect to the users who were students or workers and those with/ without the viewing experience. It is interesting that, while the view that viewing pornography is one's individual freedom was most approved, when it comes to the question of censorship of pornography on the Net, the method of complete censorship was most approved.

The recommendations for further study are that there should be a study on the degradation of women's values and dignity in order to encourage women to avoid pornography. Children's rights should also be considered in a final concrete solution. Moreover, there should be a study on Internet addiction which may effect the Internet users and society. Finally, there should be a study on sex education to help learners, especially children or youth, understanding human sexual desire. This will help people not to commit sexual offenses.