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KEY WORDS : MOTHERS / CHILD-REARING PRACTICES / SELF-ESTEEM
WICHAKORN LANGKAFHA : FACTORS AFFECTING THE STATE OF MATERNAL CHILD-REARING PRACTICES TOWARD ENHANCING SELF-ESTEEM OF SCHOOL CHILDREN. THESIS ADVISORS : CHAIWAT PANJAPHONGSE, Ph.D., SOBHA SPIELMANN, Ph.D., SIRAVIT KOOLROJANAPAT, Ph.D., DUSADEE YOLAO, Ph.D., 259 P. ISBN 974-664- 471-8

This research was a survey study using cross-sectional design, having the objectives for studying and identifying the demographic, social and psychological factors affecting the state of maternal child-rearing practices toward enhancing self-esteem of school children. Multiple regression and path analysis techniques are used to test this effect. A total of 160 interviewed respondents were analyzed by using the SPSS program.

The research found that the state of maternal child-rearing practices toward enhancing self-esteem of school children was affected by the following factors arranged in order of importance were: 1) acceptance 2) positive expectation on her children 3) positive communication to her children 4) correcting inappropriate behavior 5) responsibilities 6) cooperation 7) turning failure into success and 8) security respectively.

The factors which directly affect the state of maternal child-rearing practices toward enhancing self-esteem of school children were: the order of children and the maternal self-esteem. The factor which directly and indirectly affect the state of maternal child-rearing practices toward enhancing self-esteem of school children was the family income. Other factors which were not directly and indirectly affected to the state of maternal child-rearing practices toward enhancing self-esteem of school children were the sex of children, number of children, maternal employment, maternal age, maternal education level, social support, gender role attitude and marital satisfaction.

When considering 3 factors both directly and indirectly affected to the state of maternal child-rearing practices toward enhancing self-esteem of school children, finding that the family income was the most important influence, the subordinate was the maternal self-esteem and the order of children respectively by having 22 % for joint explanation of 3 factors for the state of maternal child-rearing practices toward enhancing self-esteem of school children. Overall, this research findings suggest partial support for the established hypotheses.