

3331029 SHED/D : MAJOR : POPULATION EDUCATION; Ed.D. (Population Education)

KEY WORD : VALUES / VALUES TRANSFERRED / UNIVERSITY FACULTY
MEMBERS / BUSINESSMEN

LOUIS UMSUTHI : VALUES AND VALUES TRANSFERRED AMONG
CHILDREN OF UNIVERSITY FACULTY MEMBERS AND BUSINESSMEN. THESIS

ADVISORS : CHAIWAT PANJAPHONGSE, Ph.D., NARONG TIANSONG, Ed.D.,
BENCHA YODDUMNERN - ATTIGS, Ph.D., SAIRUDEE VORAKITPHOKATORN, Ph.D.,
219 P. ISBN 974-589-407-9

The objectives of this study were to investigate 1) the university faculty members' and businessmen's values, 2) factors influencing the values of children of university faculty members and businessmen such as demographic, socio-economic status and family factors, and 3) the method by which the values are transferred to children of university faculty members and businessmen. The sample population consisted of 720 students in high school level (1-3) in Demonstration School under the jurisdiction of the Ministry of University Affairs and their parents who are university faculty members and businessmen. Quantitative data were collected using self-administered questionnaires with reliability of 0.75. Collected data were analyzed by using percentage, arithmetic mean, standard deviation and stepwise multiple regression analysis.

The findings of this study identified six dimensions of values of university faculty members and businessmen; value of education and occupation, success in life, gender and love, family affairs, social responsibility and self-fulfillment, national and global issues. University faculty members and businessmen held different values across all dimensions. Values were also found to be different between the children of university faculty members and those of businessmen. The university faculty members' and their children's values were alike, as were the businessmen's and their children's values. Factors found to be significantly related to the values of children of university faculty members were number of children and family relationship. And factors found to be significantly related to the values of children of businessmen were their parents' values, education level and family relationship. The method to transfer the values to children for both groups of parents was solely being model for their children.