

The objectives of this study, "The Political Socialization of Voters in Constituency 1 of Chiang Mai Province" are 1) to study about the level of political socialization of people in the urban area having highly economic and social development and people with high education and income and could be able to access to any media easily, 2) to study about units of political learning, such as groups of people or media that influence the level of political socialization of people, and 3) to analyze the relationship between the unit of political learning that influences the political socialization and the level of political learning after being socialized. The study focuses only on voters who live in the Constituency 1 of Chiang Mai. The result of this research can be used in Thai political development process, in terms of, giving political understanding to people and support political participation of people.

The hypotheses of this research are that voters have been highly socialized from many learning units; voters with high political socialization have high political learning and understanding; voters have already had good political understanding; education, occupation, and income have some significance in political socialization; and media are the most influential unit.

Field research using questionnaires is used in the gathering of the data and information with the sample of 300 cases in Constituency 1 of Chiang Mai Province.

The study finds that:

Television is the most important learning unit and has the greater role on political socialization in the way that increases voters' political learning.

People already have good political learning and understanding. Other learning units have some important role on voters' socialization both in positive and negative ways. However, some units have no relationship with voters' socialization level. Education, occupation, and income have relationship with political socialization level only in some aspects.