

Maliwan Anantarattanachai 2007: The Opinions of Kasetsart University's Students on Modern Thai Songs. Master of Arts (Development Social Sciences), Major Field: Development Social Sciences, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Somkiat Wanthana, Ph.D. 86 pages.

The objectives of this research were to study the level of opinions of Kasetsart students on modern Thai songs in terms of their characteristics and values, and to compare the factors which affected their opinions. The samples consisted of 386 undergraduate students of Kasetsart University, Bang Khen Campus. Data were collected by using questionnaires. Statistics employed for data analysis were percentage, mean, standard deviation, t- test, one-way ANOVA, and Scheffé's test. The level of statistical significance was set at 0.05

The research found out that the level of opinions of Kasetsart students on modern Thai songs was positively moderate. Both in terms of characteristics and values, the students liked contemporary songs most, and then life songs, country songs, and romantic songs respectively. Hypotheses testing revealed that gender, age, year of study, field of study, birth place, and family income of the students affected their opinions on modern Thai songs.

Maliwan A.

Student's signature

S. Wanthana

Thesis Advisor's signature

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