

บทคัดย่อ

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การชมรายการสิ่งแวดล้อมทางโทรทัศน์ กับความรู้ ความสำนึก และการมีส่วนร่วมในการอนุรักษ์
สิ่งแวดล้อมของนักเรียนระดับมัธยมศึกษาตอนปลายในอำเภอเมืองลำปาง

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ABSTRACT

Abstract of special problem submitted to the Graduate School Project of Maejo University
in partial fulfillment of the requirements for the degree of Master of Arts in Communications

VIEWING ENVIRONMENTAL TELEVISION PROGRAMS V.S. KNOWLEDGE AWARENESS AND PARTICIPATION IN ENVIRONMENTAL CONSERVATION OF HIGH SCHOOL STUDENTS IN AMPHOR MUANG LAMPANG

By

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The objectives of this research were to 1) study the way students viewed environmental television programs, i.e. viewing frequencies, length of time viewing and attention to the programs viewed; 2) study the relationship between the way students view environmental television programs and the following aspects - their recurring viewing, environment knowledge, awareness of problems and of their responsibility the problems and to the environmental conservation, and participation in environment conservation. The samples of this study was 386 high school students in Amphor Muang Lampang. Data were collected by using questionnaires constructed by the researcher. The reliability of all scales used in the questionnaire was at the acceptable levels. The researcher used the Statistical Package for the Social Sciences, SPSS/PC⁺, to analyze the data. Result of the study are as follows:

The research results revealed that high school students in Amphor Muang Lampang were exposed to environmental television programs at a low level. The environmental program that they usually viewed was Channel 9's National Geographic program. Their average weekly viewing frequency was 4.68 times and their average length of time viewing was 2.33 hours.

There were positive relationships between the way the student viewed environmental television programs - frequencies, length of time viewing and attention to the programs viewed and the following aspects - their recurring viewing and their participation in the environmental conservation at the significant level of 0.01. There was no significant relationship between the way the student viewed environmental television programs and the following topics, i.e. environment knowledge and awareness of problems and of their responsibility to the problems and to the environmental conservation.