

Charunee Chancharoen. (2012). *Psycho-Social Factors related to Public Mind Behavior of Students in Muang Lopburi District, Lopburi Province*. Master thesis, M.Sc. (Applied Behavioral Science Research). Bangkok : Graduate School. Srinakharinwirot University. Advisor Committee : Dr. Supaporn Thanachanun.

This research main purposes are: 1) To compare public mind behavior between the students who have different bio-social factors 2) To study the interaction between psychological and social qualities that affect students' public mind awareness in both entire group and subgroups. 3) To study the power to predict public mind behavior with psychological quality and social quality of students in both entire group and subgroups.

The research sample is 375 junior high school students in Umper muang district of Lopburi province. The sample students are chosen by Stratified Random Sampling method. The instruments which being used in this study were consisted of 8 questionnaires that were Rating Scales, and reliability was in the range of .81 to .91. The data were analyzed by basis statistic, T-test, Two Way Analysis of Variance and Standard Multiple Regression Analysis

The results are

1. Students with different bio-social qualities: genders and school record (grad), are different in public mind behavior awareness with significant statistic result at .05
2. There is no interaction between Positive attitudes toward public mindedness and Media idol to students' public mind behavior in both entire group and subgroups.
3. There is interaction between Self-efficacy toward Public mindedness behavior and Social-Religious value embedded from parent to students' public mind behavior in female group.
4. In entire group, Psycho variable and Co-Social quality that can predict public mind behavior at 62 percent can be arrange from ascending as Self-efficacy toward Public mindedness behavior ,Positive attitudes toward Public mindedness behavior, and Belief of 4 objects of sympathy.