

สำหรับค่านิยมการยึดมั่นในชาติตระกูลและชนชั้นพบว่า กลุ่มที่ไม่มีบุคคลในครอบครัว
มีการศึกษาสูงกว่าระดับประถมศึกษา มีแนวโน้มว่ามีค่านิยมนี้ต่ำกว่ากลุ่มที่มีบุคคลในครอบครัว
มีการศึกษาสูงกว่าระดับประถมศึกษา แต่เมื่อเปรียบเทียบแล้วไม่พบความแตกต่างถึงขั้นที่
ยอมรับได้ทางสถิติ และค่านิยมความต้องการความสนุกสนานพบว่า กลุ่มที่มีบุคคลในครอบครัว
มีการศึกษาสูงกว่าระดับประถมศึกษา มีแนวโน้มว่ามีค่านิยมนี้ต่ำกว่ากลุ่มที่ไม่มีบุคคลในครอบครัว
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ขั้นที่ยอมรับได้ทางสถิติ

ATTITUDES, VALUES AND NEEDS OF THE RURAL THAIS LIVING IN VILLAGES WITH
DIFFERENT STAGES OF DEVELOPMENT AND DIFFERENT EXHIBITING
CERTAIN TYPES OF FAMILY BEHAVIORS

AN ABSTRACT

BY

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The main purpose of this study was to find the differences in attitudes, values and needs of the Thai villagers who live in villages with different stages of development and who had different type of family behaviors.

Eight hundreds male from 4 types of villages in northern province of Thailand (Chiangrai Province) were chosen for the interview. These 4 types of villages were small size-less developed one, small size-more developed one, large size-less developed one and large size-more developed one. The villages were characterized as small or large, less or more develop by their sizes and their physical environments. The more-developed villages were the ones that were named by the province as the outstanding villages. There 800 samples were also divided into 4 types of family behaviors; low level of education with record of female prostitution, low level of education with no record of female prostitution, high level of education with no record of female prostitution

The samples were interviewed to complete 3 sets of questionnaires; one for attitude, one for value and the last one for need. The results came out as follows :

1. In comprising attitudes, values and levels of need of the Thai villagers who lived in villages with different stages of development, it was found that the villagers who lived in large size-more developed villages had higher levels of certain types of value such as economic value, health value and academic value. They were also found to have high level of self-confidence and internal control.

In addition, they had tendency to accept innovation and reject prostitution.

2. In comparing attitudes, needs and levels of need of the Thai villagers who had different types of family behaviors, it was found that families with high level of education had positive attitudes toward education and mass communication. They also had higher level of education and positive attitude toward education and mass communication. They also had higher levels of health value, academic value, economic value and good citizenship value. They were found to have less levels of personal-oriented value. It was also found that villagers in less developed villages had lower levels of self actualization. As for attitude toward prostitution, it was found that families that has record of female prostitution has positive attitude toward prostitution. And finally, it was found that villagers from families with higher level of education and had no record of prostitution had highest level of good-cilizenship value and the lowest level of personal-oriented value.