

TITLE : Factors that affect to public mind of Upper Elementary students in the Office of Bungkan Primary Education Service Area

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ABSTRACT

The purposes of this research were (1) to study the correlation between public mind and attitude towards public mind, self-efficacy, transmit public mind from family, school, and mass media for the upper elementary students in the Office of Bungkan Education Area; (2) to create predictive equation for public mind of the upper elementary students in the Office of Bungkan Education Area.

The sample were 462 upper elementary students that studying in the 2014 academic year, in the Office of Bungkan Education Area by multi-stage random sampling. The research tools were 1) inventory for measure public mind with discrimination power between .37 - .81, reliability .87, and 2) inventory for measure factors that affect to public mind with discrimination power between .33 - .81, reliability .95. The statistics used to data analysis were percentage, mean, standard deviation, Pearson's correlation coefficient, and stepwise multiple regression. The results of this research were as follows:

1. The correlation between public mind and attitude towards public mind, self-efficacy, transmit public mind from family, school, and mass media for the upper elementary students in the Office of Bungkan Education Area were positively correlation with .58 - .81 correlation coefficient and statistical significant at .01 level.

2. The weight of factors that could predict public mind statistically significant at .01 level, in form of standard score (β), for self-efficacy, transmit public mind from family, and attitude towards public mind were .470, .258, and .165, and .313, .220, and .105 for raw score (b), respectively. The results have predictive powered public mind for upper elementary students in the Office of

Bungkan Education Area 69.50 %. The predictive equation of factors that affect to the public mind of upper elementary students in the Office of Bungkan Education Area was written in from of raw score and standard score as:

The predictive equation of raw score

$$Y' = -.107 + .313X_2 + .220X_3 + .105X_1$$

The predictive equation of standard score

$$Z_{Y'} = .470Z_{X_2} + .258Z_{X_3} + .165Z_{X_1}$$