



ATTITUDE OF INTERNET USERS ON PORNOGRAPHY

by

Ms. Vimalin Mesommonta

A Final Report of the Three-Credit Course
CE 6998 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Computer and Engineering Management
Assumption University

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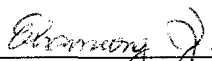
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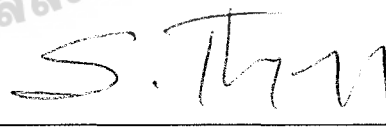
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ABSTRACT

This research, Attitude of Internet users on Pornography, is to study the opinion of Internet users on Pornography, to compare the Internet user view concerning the distribution of Internet Pornography and to find the best solution to protect minority from disturbing Pornography.

The researcher studies the Attitude of Internet user on Pornography are the following the topics: The Internet and Pornography, The Internet Pornography Addiction and Ethical Issue of Pornography. And researcher surveys the attitude of Internet user by using survey research by issuing questionnaires. A sample group is Internet users who work in Bangkok. The target are as where the researcher makes a survey is Satorn road and Silom road.

After studying this research, researcher knows the attitude of Internet user on Pornography. The results of this research can be information to find best solution to protect minority from the Pornography picture and to find what is the way to reduce the dangers from pornographic pictures.

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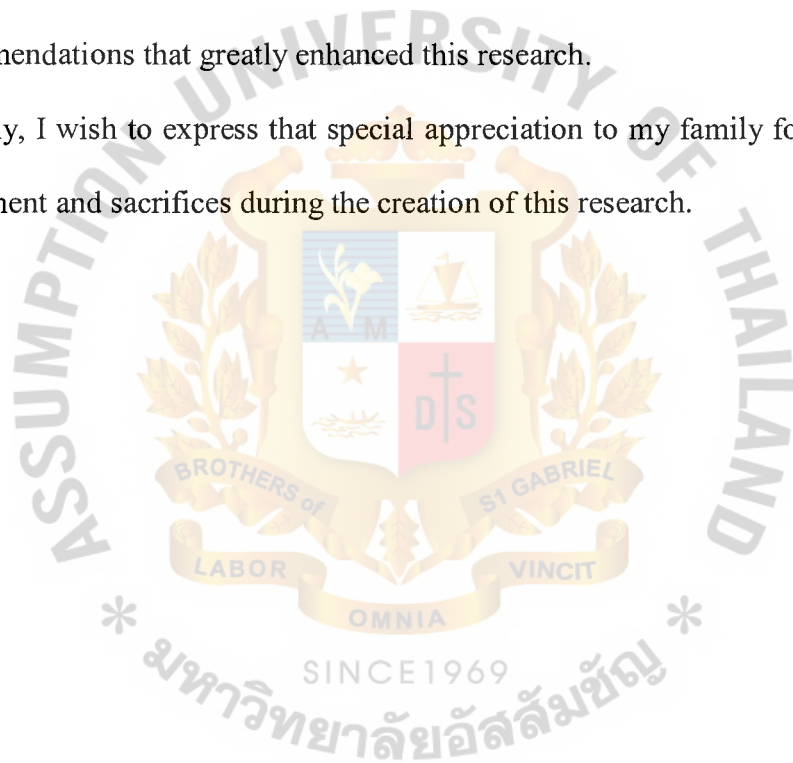


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I. INTRODUCTION

1.1 Significance

Nowadays, information technology has become an important part of human life in the world of globalization. The Internet is the most advanced technological innovation. It developed from the local and limited computer network of communication to the global and unlimited network.

Internet has become very popular. Because of the changing social structure, attitude and behavior in an individuals' way of life. It plays the role of mass medium, both mass communication and interpersonal communication. It can be seen in various sectors like education, commerce, entertainment, and so on. It has prominent characteristics. It's easy and convenient to access. It provides a variety of entertainment. Yet, it has a low expense.

On the other hand, the Internet is also used in many undesirable ways such as Chats via Internet, it can be dangerous if people are careless. Unexpected events can be happened in reality such as deceit, persecution, and victims of rape have been effected from chats. Secondly is online gamble, then online illegal trading (gun trading). Moreover, hacking or cracking computer system through the Internet is a serious problem. It causes business damages and threats to national security. So, it used to invasion of the personal privacy. The other problem is pornographic distribution. A pornographic material on line in the forms of pictures stories or film clips. It is a moneymaking business.

Online pornography is a serious problem; it is difficult to protect the children or the teenagers from seeing it. Internet pornography cannot easily be eliminated through complete censorship. The censorship involves the interference of individual's freedom.

The reason used to support the censorship of pornography is that pornography can cause harm to children, women, families and society.

Presently, the use of Internet is very popular, especially the teenagers. And the service likes Internet Café has rapidly expanded. Most teenagers use the Internet for excitement and entertainment. It is not for education. So it is one of the reasons why the problem of Internet pornography happened. Many parents support their children to use the computers for their education. Some children have computers in their bedrooms so they have a chance to open the pornographic web sites.

This research will study the attitude of Internet users on pornography because it is a serious problem for teenagers. And another reason is finding the best solution to protect minority from disturbing pornographic pictures.

1.2 Objectives

- (1) To study the attitude of Internet users on Pornography.
- (2) To Compare the Internet users' view concerning the distribution of Internet pornography.
- (3) To find the best solution to protect minority from disturbing pornographic pictures.

1.3 Background

The Internet is the worldwide network of computer links that allows millions of the Internet users all over the world to communicate and share. People can communicate by either sending or receiving E-mail.

According to advanced computer technology, the Internet has been developed continuously to help support the online network. People concern an information technology, which is widely spread across regions from a family to many places outside. People use the Internet in their life because they need to get information for

several purposes such as subjects of entertainment, education, business and politics, social and cultural purposes. Internet has both advantages and disadvantages: The advantages of Internet are the following: Easy to access. The Internet users are able to search for information all the time for less expense than other media such as books, and weekly magazines. Secondly, Internet is a multimedia. The Internet users can send and receive information in many ways: alphabet, images and sound effect that become animation of picture and sound, which is really an animated view. Thirdly, Internet is interactive. Whenever the Internet users have interpersonal communication, they can interact with each other. For example, Internet users can attend the meeting in different places. They can communicate with other people by cameras installed with each computer of users as if they are in the same workplace. The other advantage is Internet has a fast speed to transmit information throughout the world with a second.

On the other hand, Internet is used in many undesirable ways such as Chats via Internet; it can be dangerous if people are careless. Unexpected events can be happen in reality such as deceit, persecution, and victims of rape have occurred from chats. Secondly is online gamble. Then is online illegal trading (gun trading). Moreover, hacking or cracking computer system through the Internet is a serious problem. It causes business damages and threats to national security. So, it is used to invade personal privacy. The other problem is pornographic distribution. The pornographic material on line in the forms of picture stories or film clips. It is a moneymaking business.

The reason that “Attitude of Internet user on Pornography” is selected to be the topic of the research is that the researcher would like to know the opinion of Internet users on pornography. How do they feel about pornographic pictures? Is it immoral or not? What is the best solution to protect minority from the pornographic picture?

1.4 Scope

This research will study the attitude of Internet users on Pornography, these topics include The Internet and Pornography, The Internet pornography Addiction and Ethical Issues of Pornography. And to survey the attitude of Internet users, The researcher will set 400 questionnaires that have been distributed to sampling units in two areas (Silom Road and Sathorn Road) each area was distributed 200 copies. The sample group is the Internet users; all 400 questionnaires will gather and analyze data. The 400 people who answer the questionnaires which are considered to be the sample unit. Sampling process is to use 400 people to represent the whole population of Internet users.

1.5 Statements of Hypothesis

A hypothesis is a possible answer to a research question. The characteristics of hypothesis are (Green, Tull, and Albaum 1988):

- (1) Hypothesis should be a statement about the relation between 2 or more variables.
- (2) Hypothesis should carry clear statement for testing relation. Variables must be measurable.

As this project is to study the attitude of Internet users on pornography so we set hypotheses in analyzing level on the following:

First:

H₀: There is no relationship between Gender and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

H₁: There is relationship between Gender and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

Second:

H₀: There is no relationship between Gender and Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

H₁: There is relationship between Gender and Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

Third:

H₀: There is no relationship between Gender and Internet pornography causes teenagers to have lack of concentration study (Attitude of Internet user).

H₁: There is relationship between Gender and Internet pornography causes teenagers to have lack of concentration study (Attitude of Internet user).

Fourth:

H₀: There is no relationship between Gender and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

H₁: There is relationship between Gender and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

Fifth:

H₀: There is no relationship Gender and Internet pornography should be definitely prohibited (Attitude of Internet user).

H₁: There is relationship Gender and Internet pornography should be definitely prohibited (Attitude of Internet user).

Sixth:

H₀: There is no relationship between Age and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

H₁: There is relationship between Age and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

Seventh:

H₀: There is no relationship between Age and Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

H₁: There is relationship between Age and Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

Eighth:

H₀: There is no relationship between Age and Internet pornography causes teenagers to have lack of concentration to study (Attitude of Internet user).

H₁: There is relationship between Age and Internet pornography causes teenagers to have lack concentration to study (Attitude of Internet user).

Ninth:

H₀: There is no relationship between Age and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

H₁: There is relationship between Age and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

Tenth:

H₀: There is no relationship Education Background and Internet pornography should be definitely prohibited (Attitude of Internet user).

H₁: There is relationship Education Background and Internet pornography should be definitely prohibited (Attitude of Internet user).

Eleventh:

H₀: There is no relationship between Education Background and Teenagers who viewed Internet pornography imitate a sexual intercourse (Attitude of Internet user).

H₁: There is relationship between Education Background and Teenagers who viewed Internet pornography imitate a sexual intercourse (Attitude of Internet user).

Twelfth:

H₀: There is no relationship between Education Background and Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

H₁: There is relationship between Education Background and Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

Thirtieth:

H₀: There is no relationship between Education Background and Internet pornography causes teenagers to have lack of concentration to study (Attitude of Internet user).

H₁: There is relationship between Education Background and Internet pornography causes teenagers to have lack of concentration to study (Attitude of Internet user).

Fourteenth:

H₀: There is no relationship between Education Background and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

H₁: There is relationship between Education Background and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

Fifteenth:

H₀: There is no relationship Education Background and Internet pornography should be definitely prohibited (Attitude of Internet user).

H₁: There is relationship Education Background and Internet pornography should be definitely prohibited (Attitude of Internet user).

Sixteenth:

H₀: There is no relationship between Occupation and Teenagers who viewed Internet pornography imitate a sexual intercourse (Attitude of Internet user).

H₁: There is relationship between Occupation and Teenagers who viewed Internet pornography imitate a sexual intercourse (Attitude of Internet user).

Seventeenth:

H₀: There is no relationship between Occupation and Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

H₁: There is relationship between Occupation and Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

Eighteenth:

H₀: There is no relationship between Gender and Internet pornography causes teenagers to have lack of concentration to study (Attitude of Internet user).

H₁: There is relationship between Gender and Internet pornography causes teenagers to have lack of concentration to study (Attitude of Internet user).

Nineteenth:

H₀: There is no relationship between Occupation and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

H₁: There is relationship between Gender and Occupation clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

Twentieth:

H₀: There is no relationship Occupation and Internet pornography should be definitely prohibited (Attitude of Internet user).

H₁: There is relationship Occupation and Internet pornography should be definitely prohibited (Attitude of Internet user)

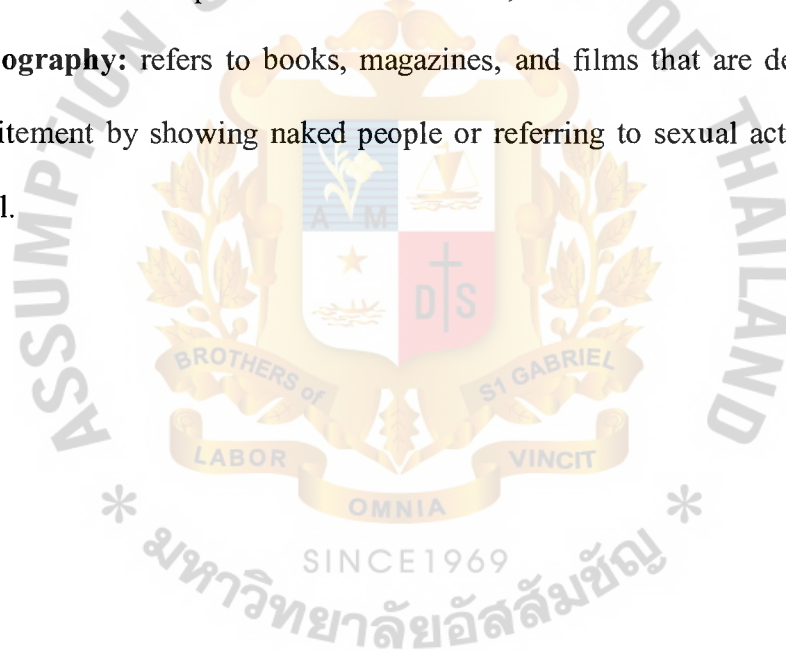
1.6 Deliverables

This research uses questionnaires to collect information. The results can be tools for evaluating attitude of Internet users on Pornography in order to find the best solution to protect minority from the Pornographic picture. And to find what is the way to reduce the dangers from pornographic pictures

1.7 Definition of Terms

Internet: is the worldwide network of computer links which allows computer users to connect with computers all over the world, and which carries electronic mail.

Pornography: refers to books, magazines, and films that are designed to cause sexual excitement by showing naked people or referring to sexual acts; used showing disapproval.



II. LITERATURE REVIEW

2.1 The Internet and Pornography

The Internet is a phenomenon, which has burst into public awareness in dramatic fashion over the last 18 months. It has been the subject of much hype in the media, yet there is little doubt that it is one of the most significant technological developments of recent years. It makes more readily available the vast range of human written and graphical information than has ever been possible. It provides many new opportunities for the church, which are explored in a parallel report of the Board of Communications. The Society, Religion and Technology Project is producing "John Knox's Guide to the Internet" to explain in simple terms what it is all about and how to get connected, and also to comment on some of the new questions it poses. The Internet also gives a new focus to some familiar issues, such as pornography and censorship. This report looks briefly at this area, in response to a request at the 1995 General Assembly.

Features of the Internet

What makes the Internet special is a combination of six features - speed, the ease and breadth of access to information, indiscriminate, uncontrollability, individuality and anonymity. Simply by joining up computers, any recordable information that can be reduced electronically - script, images, sounds and video - can be sent rapidly to and from anywhere in the world. In essence it is basically very simple to use, so that, potentially, anyone has ready access to a range of information unparalleled in the history of communication. The main limits are having computer and modem in the first place, and one's curiosity, time and phone bill.

The Internet is indiscriminate: while information is being sent, it is simply so

1979

many bits of data. Thus anyone with access to the Internet can put anything they like on it. This also means there is no way to stop it, and no one in a position to control it. Its very nature transcends national boundaries and the normal means of control exercised by a society. It is individual and anonymous. The individual "surfer" on the Net can flit from one site to another, view what they want, then move on silently and anonymously, never interacting humanly, an extreme case of individual consumerism. There is no one to watch where anyone goes, and this can have many advantages, but it can also open up a whole world of temptation. This includes children, who are not only naturally more curious to know "what happens if...?" But is often far more au fait with the Internet, its techniques and tricks than their parents.

Access to Pornography

The range of pornographic material far exceeds anything ever before, and there is no one to see you, as it were, reaching up to the top shelf to have a peep. Reliable statistics are difficult to come by, but the regular sampling of the most "visited" categories of site on the World Wide Web by "Internet" magazine suggests that visits to "adult" Websites vastly exceed all other categories. Much of this information has always been theoretically available, but in practice was inaccessible outside a relatively narrow slice of the population who knew where to find it. Via the Internet, anyone can find readily enough pornographic material of every imaginable and unimaginable kind.

The Internet reveals more readily and indiscriminately, and to more people, more of what goes on in human society, than perhaps any form of communication yet devised. This indiscriminate opening up of "all human life" brings areas to light that are normally hidden, brings some questions to light which have been far from most people's thoughts or experience. Should some controls be applied? There is much

debate and effort going on into whether it should be possible to introduce some sort of control to restrict the access of pornographic and certain other material, especially into the home. The subject is both technically difficult and highly controversial.

Pornography has been linked to violent sexual behaviors, sex crimes, and life attitudes. In this section we've accumulated some statistical information and facts concerning Pornography and Violence and Pornography and Attitudes.

2.2 Internet Pornography Addiction (Kristin C)

Many people have become addicted to on-line pornography. They find it easy to trade the difficulty of building real relationships for the brief pleasures and instant gratification associated with pornography, fantasies, and masturbation. Like other addictions, sexual addictions deal more with avoiding pain and paralyzing feelings than finding contentment in their real lives. The Internet then becomes a coping mechanism through which people can find satisfaction instead of dealing with the problems in their lives:

There are millions of people who appear manifestly healthy, but who also harbor substantial latent sickness because of developmental arrests or abnormal development, which may find expression through sexual perversion. Thus, viewing pornography activates the latent sexual problems, which exist in many people. These pornographic stimuli promote regressive rather than progressive behavior. (Dr. Harold Roth, Menninger School of Psychiatry, Topeka, KS)

Adult e-commerce (also known as "e-porn") brought in as much as \$1 billion in 1998. The top-rated pay site had almost 6 million hits in January alone this year, while the most popular free site had 58 million hits. Another horrifying fact: 70 percent of all e-porn traffic occurs during the 9 to 5 workday.

As the titles and content illustrate, these materials are not the "soft-core" pornography associated with the airbrushed nudity found in magazines like Playboy. Most titles do more to nauseate than excite or arouse. In fact, incest is the theme of the highest selling hard-core series ever, Taboo. "Normal" heterosexual intercourse between one man and one woman has become outsold by far by materials, which depict anal penetration and group sex. A Harvard study of adult bookstores demonstrated that fewer than 8 percent of the materials available showed vaginal intercourse between one consenting woman and one man. Women and men are bound, gagged, tortured, and/or mutilated. Women are shown performing sexual acts on barnyard animals and with household pets. Women and men are urinated and defecated on. Women are raped, and even simulated and real child sexual abuse is a popular theme.

Clinical and sex offender studies have shown that hard-core pornography such as this can be just as addictive as drugs or alcohol for many males.

Illegal pornography has truly become a destructive problem. Its pervasiveness affects every community, while its influences and harm are felt through rape, sexual violence, child molestation, the erosion of family and its values, and abusive attitudes towards women.

What Is Some Risk Factors Involved With Internet Addiction?

Studies have shown that those most susceptible to fall into this obsession are women and men who already suffer from depression, anxiety, low self-esteem, bipolar disorder, or who are struggling to recover from a prior addiction. Many addicts admit that they have an "addictive personality." Many also openly confess that they have previously abused food, alcohol, cigarettes, and even prescription medications. Those

who are vulnerable to sexual addiction are at an even greater risk of developing Internet addiction as a disease-free way to fulfill their needs. These people use the Internet for the sole purpose of engaging in Cybersex or seeking out and viewing Cyberporn.

Symptoms of Internet Addiction Disorder:

Kimberly S. Young, Psy.D., considered an expert in the field of Internet Addiction Disorder, conducted a study to observe 496 heavy on-line users for a 12-month period. Their behavior was compared to that used to classify pathological gamblers. This clinical criterion was used because it is considered the most closely related type of addiction to Internet addiction, because it involves a failure at impulse control without involving an actual substance or intoxicant.

The subjects were classified as dependent Internet users if they met four or more of the following criteria:

- (1) Feeling preoccupied with the Internet (constantly thinking about it while off-line)
- (2) Having to use the Internet for longer periods of time to achieve satisfaction
- (3) Feeling unable to control Internet usage
- (4) Restlessness or irritability when trying to curb or stop Internet use
- (5) Using the Internet to escape problems or to relieve a poor mood (feeling helpless, guilty, anxious, or depressed)
- (6) Lying to family members or friends in order to conceal the extent of involvement with the Internet (sneaking on-line when others are not at home with a feeling of relief)
- (7) Jeopardizing or risking the loss of an important relationship, job,

educational or career opportunity due to on-line involvement

- (8) Continually returning to the Internet even after spending an excessive amount of money on on-line fees
- (9) Withdrawal when not on-line (increased depression, anxiety, and annoyance)
- (10) Staying on-line longer than originally intended

Those that did not meet three or more of these criteria were classified as non-dependent users. Of the 496 active users in the study, 396 (239 female and 157 male) were classified as dependent users. According to Dr. Young, these people: exhibited significant addictive behavior patterns. We also discovered that the use of the Internet can definitely disrupt one's academic, social, financial, and occupational life the same way other well-documented addictions like pathological gambling, eating disorders, and alcoholism can. Our present results show that the largest of respondents who met this adapted criteria and were most likely to develop an addiction to the Internet were middle-aged and unemployed.

Why Has the Internet Become so Addictive?

The Internet has many different on-line functions. Internet addicts tend to form emotional attachments to the on-line friends and activities they find or create inside their screens. They enjoy being able to meet, socialize, and exchange thoughts and ideas with new people on-line through highly interactive Internet applications. These virtual communities fulfill unmet emotional and psychological needs and create a vehicle to escape reality.

Real names, ages, occupations, appearances, and physical responses to anyone or anything-encountered on-line can all be concealed on the Internet. Internet users who are lonely and insecure in their real lives take this freedom to pour out their darkest

secrets, deepest desires, and strongest feelings, leading to the illusion of an intimate relationship. However, real disappointment and pain are felt when reality underscores the severe limitations of depending on a faceless community for the love and caring that can only be experienced in the real world.

People who use on-line personas to alter their identities and pretend to be someone other than who they are in real life help build confidence, express repressed feelings and desires, and cultivate a "fantasy world" inside their computers. Those most vulnerable for falling into this secret on-line life suffer from low self-esteem, feelings of inadequacy, and fear of disapproval from others. These negative self-images lead to clinical depression and anxiety, which also lead to excessive Internet use and manipulated self-presentations.

2.3 Ethical Issues of Pornography

Dickey (Ed., 1876: 173-4, 293) defines pornography as written graphic or oral depictions of erotic subjects, which intended to arouse sexual excitement in the audience. Pornography is often equated with obscenity and commonly divided into two categories: soft-core and hard-core.

Pornography is an age-old phenomenon. This word derives from the ancient Greeks writing about harlots or prostitute until modern times. The most graphic and widely disseminated pornography appeared in the great eastern civilizations. In the West, the Judeo-Christian view of sex as taboo in art and literature limited depictions of erotic subjects until the 20th century. Historically, most objections to pornography have been based on religious grounds. Because in the Judeo-Christian tradition sex is considered primarily a means of procreation, any purely erotic treatment of the subject was looked on as perverse or immoral. In the same way, pornography is often called

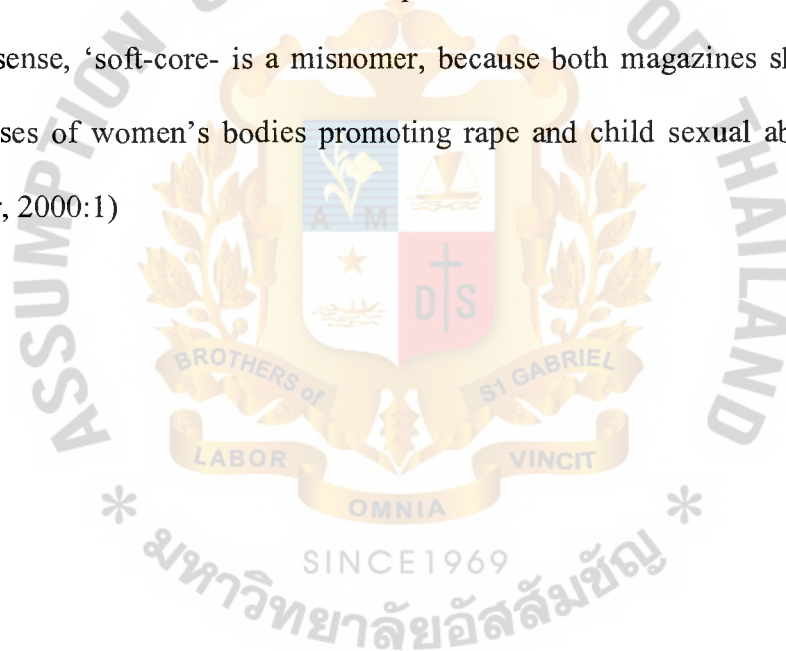
‘obscenity’

Pornography has no legal meaning what is forbidden, as a crime is not pornography but obscenity, which is defined by the law in the case of Miller. (Introduction: Pornography in our Lives, 1995:1) Miller v. California (quoted in Louis A. Day, 1997:277-8) holds that material is obscene if “(1) an average person, applying contemporary community standards, finds that the works, taken as a whole, appeals to prurient interest: (2) the work depicts in a patently offensive way sexual conduct specifically defined by applicable state law; and (3) the work in question lacks serious literary, artistic, political, or scientific value.”

Moreover, pornography is the graphic sexually explicit subordination of women through pictures and/or words that also includes one or more of the following: “(1) women are presented dehumanized as sexual objects, things or commodities; or (2) women are presented as sexual objects who enjoy pain or humiliation; or (3) women are presented as sexual objects who experience sexual pleasure in being raped; or (4) women are presented as sexual objects tied up or cut up or mutilated or bruised or physically hurt; or (5) women are presented in postures or positions of sexual submission, servility, or display; or (6) women’s body parts-including but not limited to vaginas, breasts, or buttocks –are exhibited such that women are reduced to those parts; or (7) women are presented as whores by nature; or (8) women are presented being penetrated by objects or animals; or (9) women are presented in scenarios of degradation, injury, torture, shown as filthy or inferior, bleeding, bruised, or hurt in a context that makes these conditions sexual.” (Mackinnon & Dworkin 1998:1-7)

However, the use of men, children, or transsexuals in the place of women as described in the paragraph above is also pornography. As Dickey defines, pornography can be divided into 2 categories: soft-core and hard-core. The difference between them

is, hard-core means pornography in which an erect penis is shown. The penis could belong to a man or to an animal, for example, the pornography of bestiality, which usually showed a male animal penetrating a woman. There is a real taboo against showing the erect penis on the screen or in magazine. Police are more likely to make arrests and to confiscate material if the erect penis is graphically shown. So 'hard-core' is pornography that someone thinks is the real stuff, dirty, mean and at least a little abusive and repulsive. When someone thinks 'soft-core' is material that is supposedly purely sexual, not misogynist or violent, for example, Playboy or Penthouse. Because both magazines neither shows the erect penis nor nude men. Obviously, in a more important sense, 'soft-core' is a misnomer, because both magazines show violent and violating uses of women's bodies promoting rape and child sexual abuse. (Question and answer, 2000:1)



III. RESEARCH METHODOLOGY

3.1 Research Overview

The Research Process

The marketing research process has 8 steps as follows:

- (1) Problem / opportunity identification and formulation
- (2) Creating the research design
- (3) Choosing a basic method of research
- (4) Selecting the sampling procedure
- (5) Collecting the data
- (6) Analysis of the data
- (7) Preparing and writing the report
- (8) Follow-up

Step one: Problem / opportunity identification and formulation

Once a problem is recognized, it is important to understand what needs to be examined, it is important to study the nature of problem and the environment surrounding it. Then we define research objectives. Objectives must be as specific and unambiguous as possible, with no level of ignorance and it should lead to a decision.

Often researchers state research objectives in the form of a hypothesis.

Step two: Creating the Research Design

The research design is the plan to be followed to answer the research objectives; the structure or framework to solve a specific problem. Research design always is subject to the various constraints such as research cost, time constraints, etc. A research has to decide whether the research will be descriptive or casual.

Step three: Choosing a basic method of research

There are 2 kinds of data collection that are primary data collection and secondary data collection

Primary Data Collection

Primary data is new data gathered to help solve the problem at hand. It can be gathered information via the method of observation, experimentation and survey research

(a) Observation

Observation is descriptive research that monitors respondents' actions without direct interaction. This approach can avoid much of the biasing factors caused by the interviewer and question structure associated with the survey method. Some forms of data are gathered more quickly and accurately by observation. But only behavior and physical personal characteristics can be examined. Research is not learning about motives, attitudes, intentions or feelings. It can be time consuming and costly if the observed behavior occurs infrequently.

(b) Experimentation

Experimentation research uses an approach where one variable is manipulated and the effect on another variable observed. It is to study 3 things: correlation, appropriate time order of occurrence and the elimination of other possible casual factors. Experiments can be planned in lab or in a field.

(c) Survey research

There are reasons for the popularity of surveys. First is the need to know why people do or do not do something. Second is the need to know

people make decisions. Third is the need to know who makes decision with the information of demographic or life style perspective. There are many types of survey that are door-to-door interviewing, executive interview, mall intercept, central location telephone interview, direct computer interview, self-administered questionnaires, ad hoc (one-shot) mail survey and mail panel. Several factors that determine the selection of a particular survey method are: sampling precision, budget available, need to expose responses to various stimuli, quality of data required, length of questionnaire, necessity of having respondent perform certain specialized tasks, incidence rate, degree of structure of questionnaire and time available to complete survey.

Secondary Data Collection

Secondary data are data that have been previously gathered. Secondary data can be useful in one or more of three ways: in exploratory work, as a news source, or in making decisions. Sources of secondary data are Internet, libraries, trade paper, newsletters, journals and magazines, etc.

Step four: Selecting the sampling procedure

A sample is a subset from a larger population. Define the population of interest. It should include all the people whose opinions, behavior, preferences, attitudes, etc. Which can help in decision-making. Once the population is defined, then determine to use a probability sample or a non-probability sample. A probability sample is characterized by every element in the population having a known nonzero probability of being selected. Non-probability samples include all samples that are not probability samples.

Step five: Collecting the data

There are 3 ways of collecting the data. They are observation, survey research and experimentation. The researcher must study which method is proper for gathering information. The questionnaire is one method of Survey research approach for data collection.

Step six: Analysis of the data

To interpret and conclude the collected data. Once the questionnaire has been returned from the field, a five-step process takes place. These steps are quality control checks, coding, data entry, machine cleaning and tabulation and statistical analysis. Analysis is to examine the relationship between variables and measure of the degree to which changes in one variable are associated with changes in another.

Step seven: Preparing and Writing the Report

The researcher must prepare the report and communicate the conclusions and recommendations to management. The basic components of a research report are executive summary, detailed introduction, and analysis of findings, conclusions, recommendations, methodology and appendices. The report must be as concise as possible and provide enough information for determining easily.

Step eight: Follow-up

The researcher should determine whether the recommendations were followed.

Questionnaire Design

Improper design can lead to incomplete information, inaccurate data, and higher cost. Criteria for good questionnaire are the questionnaire must provide the necessary decision-making information and the questionnaire should consider the respondent.

The questionnaire development process has 10 steps.

- (1) Determine the survey objective
- (2) Determine data collection method
- (3) Determine question response format
- (4) Decide question wording
- (5) Establish questionnaire flow and layout
- (6) Evaluate the questionnaire and layout
- (7) Obtain approval from all relevant parties
- (8) Pretest and revise
- (9) Prepare final copy
- (10) Implementation

Step one: Determine the survey objective

Survey object is the decision-making information sought through the questionnaire. Empathizing with the respondent is critical. This initial stage is the time to make sure that other projects are not tagged onto the study objectives. It is also the point weight budget constraints versus information needs.

Step two: Determine data collection method

Discuss and choose the way to survey data. There are several ways to collect data such as telephone, in-person, mail, etc. Each method will have an impact on questionnaire design.

Step three: Determine question response format

Three majors used are use in research are open-ended, closed-ended, and scale response questions.

- (a) Open-ended questions are questions that ask respondents to reply in their own words. Using the question words such as what, why, when, why and

how. Open-ended questions require probes from the interviewer. They enable respondents to give their general reactions to questions. They can provide the researcher with a rich array of information. They may suggest additional alternatives not listed in a closed-ended question. But they also have limitations. One point is that time and money consuming process of editing and coding. Another point is that it is difficult in interpreting the meaning. The researcher must decide on the proper set of categories and then each response must be evaluated as to which category it falls into. Interviewer bias is also the problem of open-ended questions.

(b) Closed-ended questions

Closed-ended questions are questions that ask respondents to choose from a list of answers. Their advantages are: interviewer and coder biases are removed because the interviewer is simply checking a box, circling a category or recording a number. The interviewer simply checks the points on the precoded answers as they are given. Closed-ended questions can be separated into 2 types. Dichotomous questions are two choice answers. Multiple-choice or multichotomous are a list of more than two answers. Limitation of dichotomous question is that frequently the responses fail to communicate any intensity of feeling from the respondent. Disadvantages of multiple-choice are the researcher must spend time generating the list of possible responses. Another problem is the range of possible answers and any bias list of answers.

Step four: Decide question wording. Question wording must have characteristics as follows:

- (a) The wording must be clear and should avoid ambiguous terminology. Avoid jargon. Avoid double-barred question that means each question should address only one aspect of evaluation. Each question must be understandable to all those participating in the study. The word must have a common meaning to all.
- (b) Select words so as to avoid biasing the respondent. The true purpose of the study must be disguised to obtain an unbiased response.
- (c) Consider the ability of the respondent to answer the question. To avoid the problem of a respondent's inability to recall, time periods should be kept relatively short.
- (d) Consider the willingness of the respondent to answer the question. Embarrassing topics must be asked in the third person. Another method for handling embarrassing information is to state that the behavior or attitude is not unusually prior to asking the question.
- (e) A question relating to respondents' private lives probably should be phrased in a direct, businesslike approach, in a way that suggests this is simply another matter-of-fact question.
- (f) Behavior questions must be specific, not generalized.
- (g) Questions that involve the respondent's pride must be handled with considerable care so as to avoid incorrect replies.

Step five: Establish questionnaire flow and layout

This step is to sequence and develop a layout for the questionnaire. One question should flow logically from another. Each question should lead to the next. Pride and

personal questions should not appear early in the questioning. Sometimes personal or private questions are easier to ask when they are in a context of other easy-to-answer questions. Memory questions must be asked in the right order because the question sequence may possibly lead to biased replies. Below are some guidelines in organizing the questionnaire.

- (a) Use the screener questions to identify qualified respondents. The screeners are questions used to identify appropriate respondents.
- (b) After obtaining a qualified respondent, begin with questions that are simple, interesting and nonthreatening, easy to answer.
- (c) Ask general questions. General questions are covered first to get the person thinking about a concept, company and then to the specifics.
- (d) Ask questions that require work in the middle of the questionnaire. Build interest and commitment early to motivate the respondent to finish the rest of the questionnaire.
- (f) Insert prompters at strategic points. To insert short encouragement at strategic locations in the questionnaire.
- (f) Position sensitive, threatening, and demographic questions at the end. Embarrassing topics should be covered near the end of the questionnaire.

Step six: Evaluate the questionnaire and layout

Several items should be considered

- (a) The need of a given question. Every question must serve a purpose.
- (b) The length of questionnaire must not be too long.
- (c) The desired information to accomplish the research objectives.
- (d) Several key considerations of layout and design of questionnaire are as follow: Appearances of questionnaire should be as professional looking as

possible. It should avoid a cluttered look. Allow plenty of space for open ended responses. Consider color.

Step seven: Obtain approval from all relevant parties

Once the first draft of the questionnaire has been completed, copies of it should be distributed to all parties to welcome some suggestions for development.

Step eight: Pretest and revise

After final managerial approval, the questionnaire must be pretested that is put it through a trial run. Then make changes if necessary.

Step nine: Prepare final copy

Precise typing instructions, spacing, numbering, and precoding must be set up, monitored, and proofread.

Step ten: Implementation

This step is to collect data via distributing questionnaire.

Measurement and Attitude Scales

Measurement is the process of assigning numbers or labels to things in accordance with specific rules to represent quantities or qualities or quantities of attributes. Measurement is a procedure used to assign numbers that reflect the amount of an attribute, which measure attitudes, age, income and other relevant factors not the event, object or person. Here are some examples of attitude scales that are rank-order scales, staple scales, and Likert scales.

Rank-order scales

Rank-order scales are scales in which the respondent compares one item with another or a group of items against each other and ranks them. Rank-order scales are comparative because the respondent is asked to judge one item against another. They are easy to use. Instructions are easy to understand the process typically moves at a

steady pace. But if all of the alternatives in a respondent's choice set are not included, the results could be misleading. And the Scale gives the researcher only ordinal data.

The Stapel Scale

The stapel scale is a scale ranging from +5 to -5 that requires the respondent to rate how close and in what direction a descriptor adjective fits a given concept. The technique is designed to measure both the direction and intensity of attitudes simultaneously. Its advantage is that it permits finer discrimination in measuring attitudes. But its problem is that descriptor adjectives can be phrased in a positive, neutral, or negative vein. The choice of phrasing has been shown to affect the scale result and the person's ability to respond.

The Likert Scale

The Likert scale is a scale in which the respondent specifies a level of agreement or disagreement with statements that express a favorable or unfavorable attitude toward the concept under study.

To develop the Likert scale:

- (1) The researcher identifies the concept to be scaled.
- (2) The researcher assembles a large number of statements
- (3) The researcher classifies between favorable and unfavorable attitudes
- (4) For each statement, the sample of people respond to each statement
 - (a) Strongly agree (5 points)
 - (b) Agree (4 points)
 - (c) Neither agree nor disagree (3 points)
 - (d) Disagree (2 points)
 - (e) Strongly disagree (1 point)

The researcher refines the scale by eliminating statements where most respondents agree on the answer, as well as statements not discriminating between those who are generally favorable and those who are generally unfavorable.

The 20 to 25 items finally selected are those that are discriminated best between high versus low total scorers in the pretest.

The Likert scale is quick and easy to constructed and can be administered over the phone. But it takes time and money to develop (McDaniel 1998) (Blankenship 1998).

3.2 Sampling Process and Sampling Size Determination

This research uses a questionnaire for data collection. It involves studying the characteristics of some population of interest. It is impossible to survey information from all members of the population. Therefore sampling procedures are employed. Various steps in the sampling process are:

- (1) Determining the target population.
- (2) Determining the sampling frame
- (3) Selecting a sampling procedure
- (4) Determining the sample size

Step one: Determining the target population

Population can be defined as the set of all objects that process some common set of characteristics with respect to a marketing research problem (Aaker 1998). A target population for this project is people who work in Bangkok area. The reason is that Bangkok is the capital city of Thailand where it is the center of works, people, civilization, traffic, etc. The scope of this project is to study the attitude of Internet users on Pornography.

Step two: Determining the sampling frame

The sampling frame is a list of population members used to obtain a sample. The sample will be picked from any given people who work in Bangkok, of which they may not include all of the people who are working in Bangkok (Nonprobability sampling).

Step Three: Selecting a sampling procedure

There are 2 kinds of sampling methods that are probability sampling and nonprobability sampling. This project employs the nonprobability sampling procedure since the costs and trouble of developing frame are less but it is possible to find the biases and uncertainties. Convenience sampling is carried since it is accessible, convenient, and easy to measure and it is cooperative.

Step Four: Determining the sample size

Factors determining sample size are number of groups within the sample, value and accuracy of information, cost of sample and variability of the population. Sampling size related to precision.

Since the exact population size and population variance is unknown in this research, the sample size will be determined by an interval estimate of a population as the following equation (Andemon D. R., D. J. Sweeney, and T. A. Williams 1996).

$$n = \frac{Z^2 p (1-p)}{E^2}$$

where

n = sample size

E = allowable error (precision required)

Z = Z score based on research's desired level of confidence

P = population proportion that has the required characteristic

(or estimate)

For this research;

Table 3.1. represent the value of population.

“p”	Represents 98% of Internet users who view pornography on internet
“(1-p)”	Represents 2% (100%-98%) of Internet users whom quit using their current
“Z”	Represents 1.96 based on 95% level of confidence. The researcher uses 95% because it locates at the middle between 90% and 99%. For 90%, it is more precision but less confidence; while 99% is less precision but more confidence.
“E”	Represents 3%. The desired maximum sampling error or margin of error for estimating a population proportion is usually 0.10 or less. In national public opinion polls conducted by organizations such as Gallup and Harris, a 0.03 or 0.04 margin of error is generally reported.

$$n = \frac{1.96^2 (0.98) (1-0.98)}{0.03^2}$$

$$n = 83.66$$

Therefore, according to the above theoretical equation, the minimum sample size for this research is 83.66. However, this number is not practical in conducting the robust research, thus the researcher came to unanimous decision to use the sample size at 400. Furthermore, this number comply with the range of 30-500 suggest by Roscoe (1975).

3.3 Variables and Hypotheses

There are 2 Kinds of variables:

- (1) Independent variable is a symbol or a concept that the researcher can manipulate and that is hypothesized to cause or influence the dependent variable.
- (2) Dependent variable is a symbol or concept expected to be explained or caused by the independent variable.

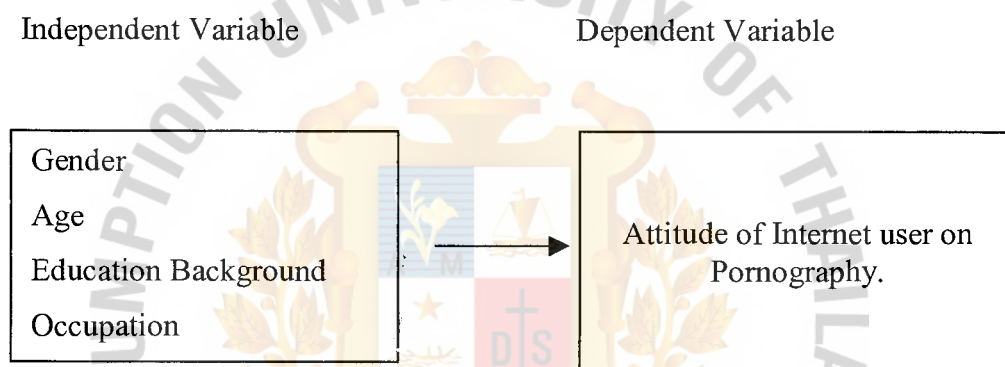


Figure 3.1. Relationship between Independent Variables and the Dependent Variable.

A hypothesis is a possible answer to a research question. The characteristics of hypothesis are (Green, Tull, and Albaum 1988):

- (3) Hypothesis should be a statement about the relation between 2 or more variables.
- (3) Hypothesis should carry clear statement for testing relation. Variables must be measurable.

A hypothesis testing consists of 6 steps as follows:

Step one: Formulate the null hypothesis H_0 .

Step two: Formulate the alternative H_1 in statistical terms

Step three: Set the level of the significance and the sample size n .

Step four: Select the appropriate test statistic and the reject rule.

Step five: Collect the data and calculate the test statistic.

Step six: If the calculated value of the test statistic falls in the rejection region, then reject H_0 . If the calculated value of the test statistic doesn't fall in the rejection region, then do not reject H_0 (Billingsley and Huntsberger 1996).

As this research is to study the attitude of Internet users on pornography so the researcher set hypotheses in analyzing the data of this research.

The example of this research as follows:

H_0 : There is no relationship between Gender and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

H_1 : There is relationship between Gender and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

3.4 Survey Instrument

A questionnaire is classified into 2 parts:

The first part is to study general information of the sample group. It is questions about demographic information such as sex, age, educational background, etc.

The second part is the questions about attitude of Internet user on pornography this part the Likert scale is people who work in Bangkok. A five choice answer for rating attitude measurement (positive and negative attitude) is used.

IV. DATA ANALYSIS

4.1 Demographic Data Analysis

(a) Personal information is analyzed in the form of frequency and percentage

Frequencies

Statistics

Gender

N	Valid	400
	Missing	0

Table 4.1. Gender of Respondents (Personal Information).

Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	232	58.0	58.0	58.0
	Female	168	42.0	42.0	100.0
	Total	400	100.0	100.0	

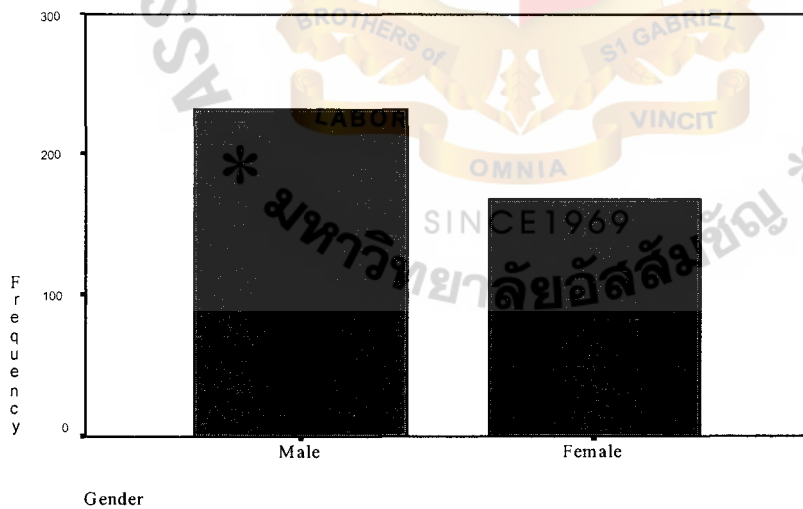


Figure 4.1. Bar Chart of Gender (Personal Information).

From Table 4.1 and Figure 4.1, the total of a sample is 400 respondents; 232 people are male (58%) and 168 people are female (42%).

Statistics

Age

N	Valid	400
	Missing	0

Table 4.2. Age of Respondents (Personal Information).

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	error	4	1.0	1.0	1.0
	under 18 years old	56	14.0	14.0	15.0
	18-25 years old	128	32.0	32.0	47.0
	26-33 years old	136	34.0	34.0	81.0
	34-41 years old	48	12.0	12.0	93.0
	41 years old and above	28	7.0	7.0	100.0
Total		400	100.0	100.0	

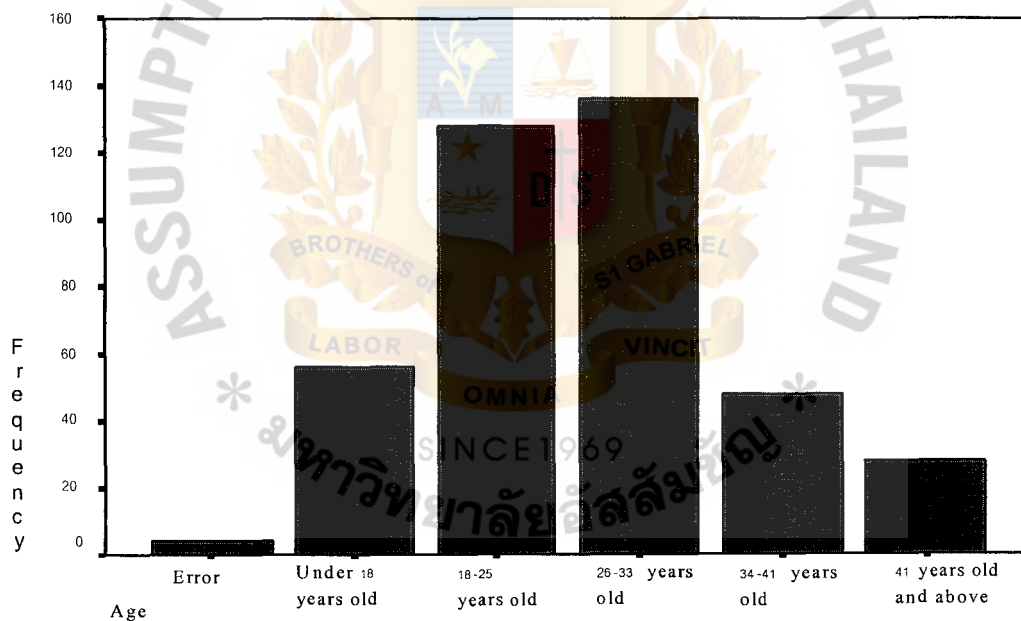


Figure 4.2. Bar Chart of Age (Personal Information).

From Table 4.2 and Figure 4.2, the value of 400 respondents, 136 people (34%) are at 26-33 years old, 128 people (32%) are at 18-25 years old, 56 people (14%) are at below 18 years old, 48 people (12%) are at 34-40 years old, 28 people (7%) are at 41 and above years old.

Statistics

Education background

N	Valid	400
	Missing	0

Table 4.3. Education Background of Respondents (Personal Information).

Education background		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	56	14.0	14.0	14.0
	Bachelor degree	212	53.0	53.0	67.0
	Master degree	120	30.0	30.0	97.0
	P H D and up	12	3.0	3.0	100.0
Total		400	100.0	100.0	

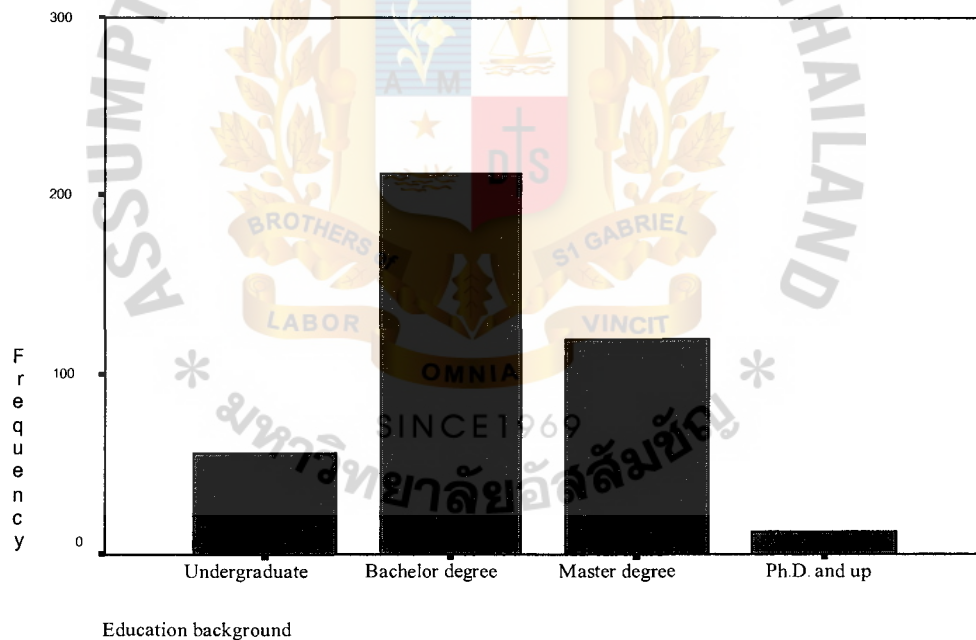


Figure 4.3. Bar Chart of Education Background (Personal Information).

From Table 4.3 and Figure 4.3, the education levels of this sample group are divided into 4 levels that are 212 people (53%) with Bachelor Degree, 120 people (30%) with Master Degree, 56 people (14%) with below Bachelor Degree and 12 people (3%) with Doctorate and above.

Statistics

Occupation

N	Valid	400
	Missing	0

Table 4.4. Occupation of Respondents (Personal Information)

Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	56	14.0	14.0	14.0
	Private Company staff	196	49.0	49.0	63.0
	Government staff	84	21.0	21.0	84.0
	Business owner	64	16.0	16.0	100.0
Total		400	100.0	100.0	

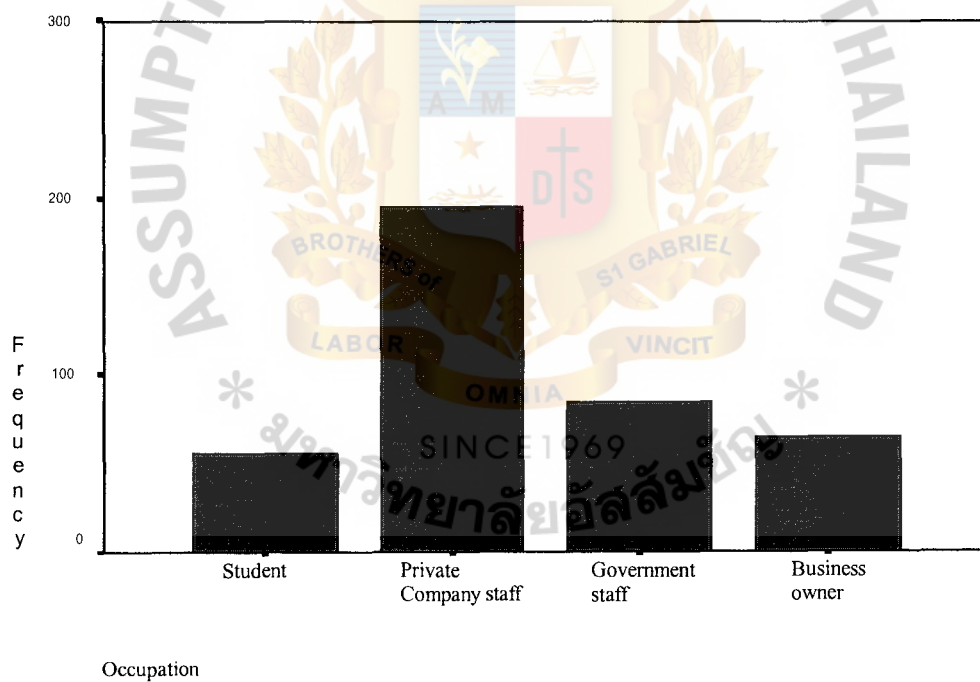


Figure 4.4. Bar Chart of Occupation (Personal Information).

From Table 4.4 and Figure 4.4, Among types of job variables there are 196 people (49%) who work in private company, 84 people (21%) who work in government unit, 64 people (16%) who work in their own business and 56 people (14%) who are students.

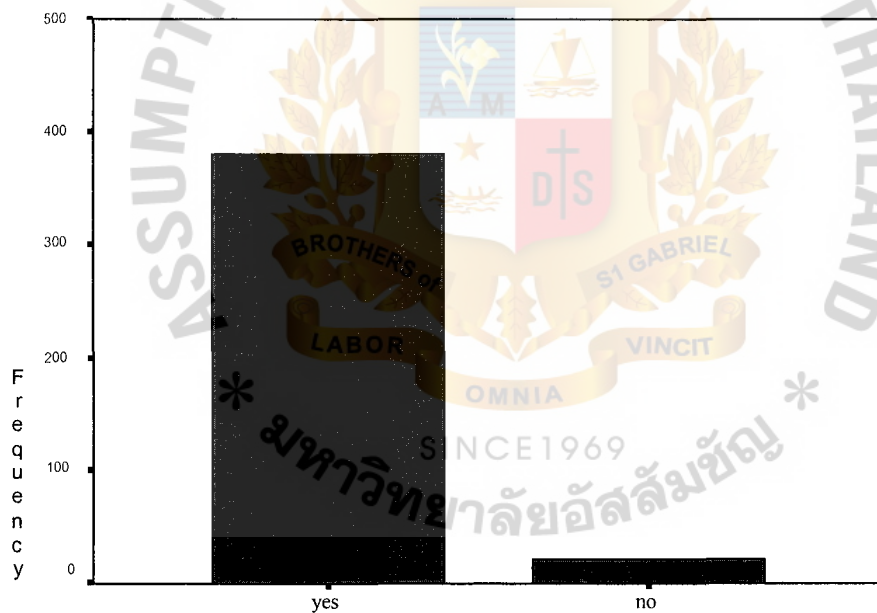
Statistics

Have you ever seen pornography on Internet

N	Valid	400
	Missing	0

Table 4.5. Seen and Unseen Pornography of Respondents.

Have you ever seen pornography on Internet		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	380	95.0	95.0	95.0
	no	20	5.0	5.0	100.0
Total		400	100.0	100.0	



Have you ever seen pornography on Internet

Figure 4.5. Bar Chart of Seen or Unseen Pornography.

From Table 4.5 and Figure 4.5, 380 people (95%) who have ever seen pornography on internet and 20 people (5%) who have never seen pornography on Internet.

The Result of the test hypothesis # 1

H_0 : There is no relationship between Gender and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user)

H_1 : There is relationship between Gender and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

Table 4.6. Crosstabulation and Chi-Square Tests:
Gender * Teenagers Who Viewed the Internet Pornography Tend to Imitate and to Have Sexual Intercourse.

Crosstabulation

		Teenagers who viewed the internet pornography tend to imitate and to have sexual intercourse			
		Strongly agree	Agree	Neither agree nor disagree	Total
Gender	Male	4	208	20	232
	Female	12	144	12	168
Total		16	352	32	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.591(a)	2	.022
Likelihood Ratio	7.625	2	.022
N of Valid Cases	400		

A. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.72.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.6, shows us the value of the Pearson's Chi-square significance value: 0.022 so we make the decision to reject the null hypothesis, meaning that Gender is related to teenagers who viewed the Internet pornography tend to imitate and to have sexual intercourse (Attitude of Internet user)

The result of testing Hypothesis #2

H_0 : There is no relationship between Gender and Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

H_1 : There is relationship between Gender and Sexual intercourse causes social problems such as abortion (Attitude of Internet user)

Table 4.7. Crosstabulation and Chi-Square Tests
Gender * Sexual Intercourse Causes Social Problems such as Abortion.

Crosstab

		Sexual intercourse causes social problems such as abortion				
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Total
Gender	Male	4	172	56		232
	Female	12	124	20	12	168
Total		16	296	76	12	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.400(a)	3	.036
Likelihood Ratio	36.111	3	.036
N of Valid Cases	400		

A. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.04.

If the P-value (The person Chi-square) is greater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.7, shows us the value of the Pearson's Chi-square significance value: 0.036 so we make the decision to reject the null hypothesis, meaning that Gender is related sexual intercourse causes social problems such as abortion (Attitude of Internet user)

The result of testing hypothesis # 3

H₀: There is no relationship between Gender and Internet pornography causes teenagers to have lack of learning concentration (Attitude of Internet user).

H₁: There is relationship between Gender and Internet pornography causes teenagers to have lack of learning concentration (Attitude of Internet user).

Table 4.8. Crosstabulation and Chi-Square Tests:
Gender * the Internet Pornography Causes Teenagers to Have Lack of Learning Concentration

Crosstabulation

		Gender and the Internet pornography causes teenagers to have lack of learning concentration					
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Gender	Male	4	100	104	20	4	232
	Female	20	92	28	28		168
Total		24	192	132	48	4	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.161(a)	4	.039
Likelihood Ratio	55.146	4	.038
N of Valid Cases	400		

A. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.68.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.8, shows us the value of the Pearson's Chi-square significance value: 0.039 so we make the decision to reject the null hypothesis, meaning that Gender is related to Internet pornography causes teenagers to have lack of learning concentration (Attitude of Internet user)

The result of testing hypothesis # 4

H_0 : There is no relationship between Gender and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

H_1 : There is relationship between Gender and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

Table 4.9. Crosstabulation and Chi-Square Tests:

Gender * Nude Clubs Boot the Demand and Supply of Sexual Intercourse.

Crosstabulation

Nude clubs that opens for membership promotes more sex employers and providers		Strongly agree	Agree	Neither agree nor disagree	Disagree	Total
Gender	Male	4	200	28		232
	Female		140	16	12	168
Total		4	340	44	12	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.136(a)	3	.032
Likelihood Ratio	25.855	3	.031
N of Valid Cases	400		

A. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.68.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.9, shows us the value of the Pearson's Chi-square significance value: 0.032 so we make the decision to reject the null hypothesis, meaning that Gender is related to Nude clubs that opens for membership promotes more sex employers and providers (Attitude of Internet user)

The result of testing hypothesis # 5

H₀: There is no relationship Gender and Internet pornography should be definitely prohibited (Attitude of Internet user).

H₁: There is relationship Gender and Internet pornography should be definitely prohibited (Attitude of Internet user).

Table 4.10. Crosstabulation and Chi-Square Tests:
Gender * The Internet Pornography Should Be Definitely Prohibited
Crosstabulation.

		The internet pornography should be definitely prohibited					
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Gender	Male		12	156	56	8	232
	Female	4	44	96	24		168
Total		4	56	252	80	8	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	48.370(a)	4	.000
Likelihood Ratio	53.380 ^{AB}	4	.000
N of Valid Cases	400		

A. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.68.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.10, shows us the value of the Pearson's Chi-square significance value: 0.037 so we make the decision to reject the null hypothesis; meaning that Gender is related to The Internet pornography should be definitely prohibited. (Attitude of Internet user)

The result of testing hypothesis # 6

H₀: There is no relationship between Age and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

H₁: There is relationship between Age and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

Table 4.11. Crosstabulation and Chi-Square Tests:

Age * Teenagers Who Viewed the Internet Pornography Tend to Imitate and to Have Sexual Intercourse.

Crosstabulation

Teenagers who viewed the internet pornography tend to imitate and to have sexual intercourse					
		Strongly agree	Agree	Neither agree nor disagree	Total
Age	under 18 years old	4	48	4	56
	18-25 years old		116	12	128
	26-33 years old	8	112	16	136
	34-41 years old	4	44		48
	41 years old and above		28		28
			4		4
Total		16	352	32	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.628(a)	10	.007
Likelihood Ratio	33.132	10	.006
N of Valid Cases	400		

A. 9 cells (50.0%) have expected count less than 5. The minimum expected count is 1.68.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.11, shows us the value of the Pearson's Chi-square significance value:0.007 so we make the decision to reject the null hypothesis; meaning that Age is related to Teenagers who viewed the Internet pornography tend to imitate and to have sexual intercourse (Attitude of Internet user)

The result of testing hypothesis # 7

H₀: There is no relationship between Age and Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

H₁: There is relationship between Age and Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

Table 4.12. Crosstabulation and Chi-Square Tests:
Age * Sexual intercourse causes social problems such as abortion
Crosstabulation

		From 8, sexual intercourse causes social problems such as abortion				
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Total
Age	under 18 years old	4	24	16	12	56
	18-25 years old		112	16		128
	26-33 years old	8	112	16		136
	34-41 years old	4	24	20		48
	41 years old and above		20	8		28
			4			4
Total		16	296	76	12	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	125.239(a)	15	.025
Likelihood Ratio	103.575	15	.024
N of Valid Cases	400		

A. 12 cells (50.0%) have expected count less than 5. The minimum expected count is 0.12.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.12, shows us the value of the Pearson's Chi-square significance value:0.025 so we make the decision to reject the null hypothesis; meaning that Age is related to Sexual intercourse causes social problems such as abortion (Attitude of Internet user)

The result of testing hypothesis # 8

H₀: There is no relationship between Age and Internet pornography causes teenagers to have lack of learning concentration (Attitude of Internet user).

H₁: There is relationship between Age and Internet pornography causes teenagers to have lack of learning concentration (Attitude of Internet user).

Table 4.13. Crosstabulation and Chi-Square Tests:
Age * The Internet Pornography Causes Teenagers to Have Lack of Learning Concentration
Crosstabulation

		The internet pornography causes teenagers to have lack of learning concentration					
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Age	under 18 years old		12	28	16		56
	18-25 years old	8	72	36	8	4	128
	26-33 years old	8	72	36	20		136
	34-41 years old	4	16	24	4		48
	41 years old and above	4	16	8			28
			4				4
Total		24	192	132	48	4	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	66.214(a)	20	.027
Likelihood Ratio	72.459	20	.027
N of Valid Cases	400		

A. 14 cells (46.7%) have expected count less than 5. The minimum expected count is .04.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.13, shows us the value of the Pearson's Chi-square significance value:0.027 so we make the decision to reject the null hypothesis; meaning that Age is related to The internet pornography causes teenagers to have lack of learning concentration. (Attitude of Internet user).

The result of testing hypothesis # 9

H_0 : There is no relationship between Age and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

H_1 : There is relationship between Age and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

Table 4.14. Crosstabulation and Chi-Square Tests:
Age * Nude Clubs Boot the Demand and Supply of Sexual Intercourse.
Crosstabulation

		Nude clubs that opens for membership promotes more sex employers and providers				
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Total
Age	Under 18 years old		48	4	4	56
	18-25 years old		108	16	4	128
	26-33 years old		116	16	4	136
	34-41 years old	4	40	4		48
	41 years old and above		28			28
				4		4
Total		4	340	44	12	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.398(a)	15	.026
Likelihood Ratio	49.822	15	.025
N of Valid Cases	400		

A. 15 cells (62.5%) have expected count less than 5. The minimum expected count is .04.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.14, shows us the value of the Pearson's Chi-square significance value: 0.026 so we make the decision to reject the null hypothesis; meaning that Age is related to Nude clubs boot the demand and supply of sexual intercourse. (Attitude of Internet user)

The result of testing hypothesis # 10

H₀: There is no relationship Age and Internet pornography should be definitely prohibited (Attitude of Internet user)

H₁: There is relationship Age and Internet pornography should be definitely prohibited (Attitude of Internet user).

Table 4.15. Crosstabulation and Chi-Square Tests:
Age * The Internet Pornography Should Be Definitely Prohibited.
Crosstabulation

		The internet pornography should be definitely prohibited					
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Age	Under 18 years old		4	24	28		56
	18-25 years old		12	84	24	8	128
	26-33 years old	4	24	84	24		136
	34-41 years old		12	36			48
	41 years old and above		4	24			28
Total		4	56	252	80	8	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	97.970(a)	20	.029
Likelihood Ratio	104.496	20	.028
N of Valid Cases	400		

A. 16 cells (53.3%) have expected count less than 5. The minimum expected count is 0.04.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.15, shows us the value of the Pearson's Chi-square significance value:0.029 so we make the decision to reject the null hypothesis; meaning that Age is related to the Internet pornography should be definitely prohibited (Attitude of Internet user)

The result of testing hypothesis # 11

H_0 : There is no relationship between Education Background and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

H_1 : There is relationship between Education Background and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

Table 4.16. Crosstabulation and Chi-Square Tests:
Education background * Teenagers Who Viewed the Internet
Pornography Tend to Imitate and to Have Sexual Intercourse.

Crosstabulation

Teenagers who viewed the internet pornography tend to imitate and to have sexual intercourse					
		Strongly agree	Agree	Neither agree nor disagree	Total
Education background	Undergraduate		52	4	56
	Bachelor degree	4	192	16	212
	Master degree	12	96	12	120
	P H D and up		12		12
Total		16	352	32	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.930(a)	6	.009
Likelihood Ratio	19.957	6	.008
N of Valid Cases	400		

A. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .48.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.16, shows us the value of the Pearson's Chi-square significance value: 0.009 so we make the decision to reject the null hypothesis; meaning that Education background is related Teenagers who viewed the Internet pornography tend to imitate and to have sexual intercourse (Attitude of Internet user)

The result of testing hypothesis # 12

H_0 : There is no relationship between Education Background and Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

H_1 : There is relationship between Education Background and Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

Table 4.17. Crosstabulation and Chi-Square Tests:
Education background * Sexual Intercourse Causes Social Problems such as Abortion.

Crosstabulation

		Sexual intercourse causes social problems such as abortion				
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Total
Education background	Undergraduate		32	12	12	56
	Bachelor degree	4	180	28		212
	Master degree	12	80	28		120
	P H D and up		4	8		12
Total		16	296	76	12	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	118.166(a)	9	.005
Likelihood Ratio	87.147	9	.004
N of Valid Cases	400		

A. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .36.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.17, shows us the value of the Pearson's Chi-square significance value:0.005 so we make the decision to reject the null hypothesis; meaning that Education background is related to Sexual intercourse causes social problems such as abortion (Attitude of Internet user)

The result of testing hypothesis # 13

H₀: There is no relationship between Education Background and Internet pornography causes teenagers to have lack of learning concentration (Attitude of Internet user).

H₁: There is relationship between Education Background and Internet pornography causes teenagers to have lack of learning concentration (Attitude of Internet user).

Table 4.18. Crosstabulation and Chi-Square Tests:
Education background * The Internet Pornography Causes Teenagers to Have Lack of Learning Concentration.

Crosstabulation.

		The Internet pornography causes teenagers to have lack of learning concentration					
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Education background	Undergraduate		12	28	16		56
	Bachelor degree	12	128	52	20		212
	Master degree	8	52	44	12	4	120
	P H D and up	4		8			12
Total		24	192	132	48	4	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	79.017(a)	12	.003
Likelihood Ratio	79.073	12	.002
N of Valid Cases	400		

A. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .12.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.18, shows us the value of the Pearson's Chi-square significance value:0.003 so we make the decision to reject the null hypothesis; meaning that Education background is related to the Internet pornography causes teenagers to have lack of learning concentration (Attitude of Internet user)

The result of testing hypothesis # 14

H_0 : There is no relationship between Education Background and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

H_1 : There is relationship between Education Background and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

Table 4.19. Crosstabulation and Chi-Square Tests:
Education background * Nude Clubs Boot the Demand and Supply of Sexual Intercourse

Crosstabulation

		Nude clubs that opens for membership promotes more sex employers and providers				
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Total
Education background	Undergraduate		44	8	4	56
	Bachelor degree		184	20	8	212
	Master degree	4	100	16		120
	P H D and up		12			12
Total		4	340	44	12	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.566(a)	9	.021
Likelihood Ratio	25.136	9	.021
N of Valid Cases	400		

A. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .12.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.19, shows us the value of the Pearson's Chi-square significance value:0.021 so we make the decision to reject the null hypothesis; meaning that Education background is related to Nude clubs that opens for membership promotes more sex employers and providers (Attitude of Internet user)

The result of testing hypothesis # 15

H₀: There is no relationship Education Background and Internet pornography should be definitely prohibited (Attitude of Internet user).

H₁: There is relationship Education Background and Internet pornography should be definitely prohibited (Attitude of Internet user).

Table 4.20. Crosstabulation and Chi-Square Tests:
Education background * The Internet Pornography Should Be Definitely Prohibited

Crosstabulation

		The internet pornography should be definitely prohibited					
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Education background	Undergraduate		4	20	28	4	56
	Bachelor degree		24	156	32		212
	Master degree	4	24	68	20	4	120
	P H D and up		4	8			12
Total		4	56	252	80	8	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	73.538(a)	12	.005
Likelihood Ratio	70.640	12	.004
N of Valid Cases	400		

A. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .12.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.20, shows us the value of the Pearson's Chi-square significance value:0.005 so we make the decision to reject the null hypothesis; meaning that Education background is related to The Internet pornography should be definitely prohibited (Attitude of Internet user).

The result of testing hypothesis # 16

H₀: There is no relationship between Occupation and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

H₁: There is relationship between Occupation and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

Table 4.21. Crosstabulation and Chi-Square Tests:
Occupation * Teenagers Who Viewed the Internet Pornography Tend to Imitate and to Have Sexual Intercourse.

Crosstabulation

Teenagers who viewed the internet pornography tend to imitate and to have sexual intercourse		Strongly agree	Agree	Neither agree nor disagree	Total
Occupation	Student		48	8	56
	Private Company staff	8	176	12	196
	Government staff	8	72	4	84
	Business owner		56	8	64
Total		16	352	32	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.718(a)	6	.013
Likelihood Ratio	20.208	6	.012
N of Valid Cases	400		

A 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.24.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.21, shows us the value of the Pearson's Chi-square significance value:0.013 so we make the decision to reject the null hypothesis; meaning that Occupation is related Teenagers who viewed the Internet pornography tend to imitate and to have sexual intercourse (Attitude of Internet user).

The result of testing hypothesis # 17

H₀: There is no relationship between Occupation and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

H₁: There is relationship between Occupation and Teenagers who viewed the Internet pornography imitate a sexual intercourse (Attitude of Internet user).

Table 4.22 Crosstabulation and Chi-Square Tests:
Occupation * Sexual Intercourse Causes Social Problems such as Abortion.

Crosstabulation

		From 8, sexual intercourse causes social problems such as abortion				
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Total
Occupation	Student		28	16	12	56
	Private Company staff	8	160	28		196
	Government staff	8	60	16		84
	Business owner		48	16		64
Total		16	296	76	12	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	97.116(a)	9	.033
Likelihood Ratio	73.840	9	.031
N of Valid Cases	400		

A. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 1.68.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.22, shows us the value of the Pearson's Chi-square significance value:0.033 so we make the decision to reject the null hypothesis; meaning that Occupation is related to Sexual intercourse causes social problems such as abortion (Attitude of Internet user).

The result of testing hypothesis # 18

H₀: There is no relationship between Gender and Internet pornography causes teenagers to have lack of learning concentration (Attitude of Internet user).

H₁: There is relationship between Gender and Internet pornography causes teenagers to have lack of learning concentration (Attitude of Internet user).

Table 4.23 Crosstabulation and Chi-Square Tests:
Occupation * the Internet Pornography Causes Teenagers to Have Lack of Learning Concentration.

Crosstabulation

		The internet pornography causes teenagers decrease their concentration in studying					
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Total
Occupation	Student		12	28	16		56
	Private Company staff	16	100	64	12	4	196
	Government staff	4	56	20	4		84
	Business owner	4	24	20	16		64
Total		24	192	132	48	4	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	63.710(a)	12	.036
Likelihood Ratio	66.211	12	.035
N of Valid Cases	400		

A. 6 cells (30.0%) have expected count less than 5. The minimum expected count is .56.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.23, shows us the value of the Pearson's Chi-square significance value:0.036 so we make the decision to reject the null hypothesis; meaning that Occupation is related to The internet pornography causes teenagers to have lack of learning concentration.(Attitude of Internet user).

The result of testing hypothesis # 19

H₀: There is no relationship between Occupation and Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

H₁: There is relationship between Gender and Occupation clubs boot the demand and supply of sexual intercourse (Attitude of Internet user).

Table 4.24 Crosstabulation and Chi-Square Tests:
Occupation * Nude Clubs Boot the Demand and Supply of Sexual Intercourse.

Crosstabulation

Nude clubs that opens for membership promotes more sex employers and providers		Strongly agree	Agree	Neither agree nor disagree	Disagree	Total
Occupation	Student		48	4	4	56
	Private Company staff	4	168	16	8	196
	Government staff		80	4		84
	Business owner		44	20		64
Total		4	340	44	12	400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.632(a)	9	.015
Likelihood Ratio	42.782	9	.015
N of Valid Cases	400		

A. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .56.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.24, shows us the value of the Pearson's Chi-square significance value: 0.015 so we make the decision to reject the null hypothesis; meaning that Occupation is related Nude clubs boot the demand and supply of sexual intercourse (Attitude of Internet User)

The result of testing hypothesis # 20

H₀: There is no relationship Occupation and Internet pornography should be definitely prohibited (Attitude of Internet user).

H₁: There is relationship Occupation and Internet pornography should be definitely prohibited (Attitude of Internet user).

Table 4.25. Crosstabulation and Chi-Square Tests:
Occupation * The Internet Pornography Should Be Definitely Prohibited

Crosstabulation

		The internet pornography should be definitely prohibited				
		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Occupation	Student		4	28	24	
	Private Company staff		24	132	32	8
	Government staff		16	52	16	
	Business owner	4	12	40	8	
Total		4	56	252	80	8
						400

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	54.096(a)	12	.032
Likelihood Ratio	47.849	12	.031
N of Valid Cases	400		

A. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .56.

If the P-value (The person Chi-square) is grater than 0.05, we will accept the null hypothesis; we will reject the null hypothesis and accept the other.

The result from the test of hypothesis, depicted in Table 4.25, shows us the value of the Pearson's Chi-square significance value:0.032 so we make the decision to reject the null hypothesis; meaning that Occupation is related Viewing pornography is immoral (Attitude of Internet user).

V. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

This research is to study the attitude of the Internet users on Pornography of people who work in Bangkok. The reason is that we would like to know the best solution to protect minority to see the pornographic picture and to find what is the way to reduce the dangers from pornographic picture.

The researcher employed a questionnaire as our instrument to survey information. The questionnaire has 2 parts. The First part is about demographic information such as sex, age, education Background, occupation etc. The other part is the questions on Attitude of Internet users on Pornography.

The summary of demographic information from 400 respondents is that the majority of the sample group is 232 male or 58% between the age of 26-33 years old or 34%. The education background of the majority of sample group is Bachelor Degree or 53% and the occupation of the majority of the sample group is who work in private company or 49%.

In this study the researcher employed the Pearson's Chi-Square test in analyzing there relationship between the dependent variable (Attitude of Internet user on Pornography) and independent variables (Gender, Age, Education Background and Occupation).

The Pearson's Chi-Square value (P-value) crosstabulation between Gender and Teenagers who viewed the Internet pornography tend to imitate and to have sexual intercourse is 0.022. The P-value between Age and Teenagers who viewed the Internet pornography tend to imitate and to have sexual intercourse is 0.007. The P-value between Education Background and Teenagers who viewed the Internet pornography

tend to imitate and to have sexual intercourse is 0.009. And the P- value between Occupation and Teenagers who viewed the Internet pornography tend to imitate and to have sexual intercourse is 0.013.

Among the 4 demographic variables, Age is highly related to Teenagers who viewed the Internet pornography tend to imitate and to have sexual intercourse with Person Chi-square (P-value) of 0.007.

The Pearson's Chi-Square value (P-value) crosstabulation between Gender and Sexual intercourse causes social problems such as abortion is 0.036. The P-value between Age and Sexual intercourse causes social problems such as abortion is 0.025. The P-value between Education Background and Sexual intercourse causes social problems such as abortion is 0.005. And the P- value between Occupation and Sexual intercourse causes social problems such as abortion is 0.033.

Among the 4 demographic variables, the Education Background is highly related to Sexual intercourse causes social problems such as abortion with Person Chi-square (P-value) of 0.005.

The Pearson's Chi-Square value (P-value) crosstabulation between Gender and The Internet pornography causes teenagers to have lack of learning concentration is 0.039. The P-value between Age and The Internet pornography causes teenagers to have lack of learning concentration is 0.027. The P-value between Education Background and The Internet pornography causes teenagers to have lack of learning concentration is 0.003. And the P- value between Occupation and The Internet pornography causes teenagers to have lack of learning concentration is 0.036.

Among the 4 demographic variables, the Education Background is highly related to

The Internet pornography causes teenagers to have lack of learning concentration is with Person Chi-square (P-value) of 0.003.

The Pearson's Chi- Square value (P-value) crosstabulation between Gender and Nude clubs boot the demand and supply of sexual intercourse is 0.032. The value between Age and Nude clubs boot the demand and supply of sexual intercourse is 0.026. The P-value between Education Background and Nude clubs boot the demand and supply of sexual intercourse is 0.021. And the P- value between Occupation and Nude clubs boot the demand and supply of sexual intercourse is 0.015.

Among the 4 demographic variables, Age is highly related to Nude clubs boot the demand and supply of sexual intercourse with Person Chi-square (P-value) of 0.015.

The Pearson's Chi- Square value (P-value) crosstabulation between Genders and The Internet pornography should be definitely prohibited is 0.037. The P-value between Age and The Internet pornography should be definitely prohibited is 0.029. The P-value between Education Background and The Internet pornography should be definitely prohibited is 0.005. And the P-value between Occupation and The Internet pornography should be definitely prohibited is 0.032.

Among the 4 demographic variables, Education Background is highly related to The Internet pornography should be definitely prohibited with Person Chi-square (P-value) of 0.005.

According to 4 demographic variables, the most importance one, which related to attitude of Internet users on pornography, is Education Background, Age, Occupation and Gender consequently.

6.2 Recommendations

From this research, Education background, age, occupation and gender is effected to attitude of Internet user on pornography. But the most importance source that induced

to the attitude of Internet user on pornography is Education background. Therefore, there were 3 solutions to recommend as follows.

(1) Education

In the traditionally Thai society, the children were prohibiting to learn or discuss about sexual topics either in school or at home. In order to solve this problem. The school and the parents should give more knowledge about sexual study to the kids such as the seminar in school or the discussion between kids and parents at home. The well understanding of the children about how to handle with the sexual problems will lead to the decreasing in sexual crime and harassment.

(2) Software

Nowadays, the children can access to the porn websites in a click. The solution to this problem is to use the specialize software to protect them from accessing to the inappropriate section online for child. The software such as Surfwatch, NetNanny and CyberPatrol can be use in this case. Those software are tools that help parents and educators keep kids safe online at home and at school. Below is the feature of the software that keeps the kids away from sexual related topics online.

As we know Net Nanny is one of the specialize software. The features of Net Nanny are following:

- (a) Filter harmful web sites
- (b) Restrict Internet access
- (c) Monitor online activity
- (d) Protect personal information
- (e) Customize for each user

(3) Law and regulation

As to protect the children from accepting the porn photography and message online. The government should declare the critical law and regulations concerning to the release of the improper sexual communication media on the Internet. A division of the cyber police should be settling to control, monitor and follow up How's the law performed.





APPENDIX A
A QUESTIONNAIRE

Questionnaire

“ Attitude of Internet user on pornography”

Instruction:

This questionnaire is set with an objective to study attitude of Internet user on Pornography. This researcher has divided the questions into two parts. Please fill in all questions by checking (3) in front of the answers choices that best matches your own opinion. There are neither right nor wrong answers. Your responses will be kept confidential. Your cooperation will be highly appreciated.

Part I: General Data.

Please make a check (3) in front of the answers in every question which best matches to your situation.

1. Gender:

☐ male

☐ female

2. Age:

☐ under 18 years old ☐ 18-25 years old

☐ 26-33 years old ☐ 34-41 years old

☐ 41 years old and above

3. Education Background:

☐ under graduate

☐ bachelor degree

☐ master degree

☐ P.H.D and up

4.Occupation:

- () student () government unit staff
- () private company staff () business owner
- () other. Please write

5.Have you ever seen pornography on Internet?

- () yes () no

Part II: Attitude Measurement

Please make a check (3) in every question which best matches to your opinion.

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1.Recently, Several media especially via the internet have exposed Pornography.					
2.Nudity exposed human body natural beauty.					
3.Nudity are more accepted in Thai society than previous day.					
4.Nudity, giving knowledge about sexual education and understanding of human physique					
5.Viewing nudity is one's individual right.					
6.Everyone are able to open the internet pornography easier than other media such as magazine, video					
7.Most of internet user like to view the internet pornography than other media.					
8.Teenagers viewed the internet pornography tend to imitate and to have sexual intercourse.					
9. From 8, sexual intercourse causes social problems such as abortion.					

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
10.The internet pornography causes teenagers to have lack of learning concentration					
11.Pornography are sexual oppression, which insults women and demeans them as sexual objects.					
12.Pornography invades other internet users' privacy who are unwilling to view the obscene images.					
13.Sending the obscene picture to someone else are wrong.					
14.Perverse pornography with torture causes viewers to have aggressive sentiment.					
15. Nude clubs that opens for membership promotes more sex employers and providers.					
16.The popularity of viewing internet pornography causes businesses to insert, edit and assemble other pornography, which invades other's rights and privacy.					
17.Viewing pornography is immoral.					
18.The internet pornography should be definitely prohibited.					
19. The internet pornography should be freely permitted.					
20.The internet pornography should be conditionally permitted, such as installing control programs to filter any indecency from the approach of teenagers.					

แบบสอบถาม

แบบสอบถามฉบับนี้ถูกออกแบบขึ้น โดยมีวัตถุประสงค์ที่จะทราบความคิดเห็นเกี่ยวกับภาพอนาจารหรือ
ภาพนู้ดบนอินเทอร์เน็ตของผู้ใช้อินเทอร์เน็ตทั่วไปเพื่อใช้เป็นข้อมูลประกอบการทำรายงานและเพื่อเป็น
ประโยชน์แก่ผู้สนใจศึกษาค้นคว้า ผู้วิจัยได้แบ่งคำถามออกเป็น 2 ส่วน ซึ่งเป็นคำถามเหล่านี้ไม่มีข้อถูกหรือ
ข้อผิด ข้อมูลเหล่านี้จะถูกเก็บเป็นความลับ จึงขอความอนุเคราะห์ให้ตอบแบบสอบถามทุกข้อตามความเป็น
จริงมากที่สุด

ส่วนที่ 1: คำถามทั่วไป

1. เพศ
() ชาย () หญิง
2. อายุ
() ต่ำกว่า 18 ปี () 18-25 ปี
() 26-33 ปี () 34-41 ปี
() 41 ปีขึ้นไป
3. การศึกษา
() ต่ำกว่าปริญญาตรี () ปริญญาตรี
() ปริญญาโท () ปริญญาเอกหรือสูงกว่า
4. อาชีพ
() นักเรียน () พนักงาน/รัฐวิสาหกิจ
() พนักงานบริษัทเอกชน () ธุรกิจส่วนตัว
() อื่นๆ โปรดระบุ
5. ท่านเคยเห็นภาพนู้ดบนอินเทอร์เน็ตหรือไม่
() เคย () ไม่เคย

ส่วนที่สอง: ความคิดเห็นของผู้ใช้อินเทอร์เน็ตเกี่ยวกับภาพนู้ดบนอินเทอร์เน็ต

กรุณาตอบคำถามทุกข้อโดยการทำเครื่องหมาย () ในช่องว่างที่ท่านเห็นว่าตรงกับความเป็นจริงมากที่สุด

คำถาม	เห็นด้วย อย่างยิ่ง	เห็น ด้วย	ไม่แน่ใจ	ไม่เห็น ด้วย	ไม่เห็นด้วย อย่างยิ่ง
1. ในปัจจุบันมีการเผยแพร่ภาพนู้ดใน หลายๆสื่อ โดยเฉพาะอย่างยิ่งผ่าน ทางอินเทอร์เน็ต					
2. ภาพนู้ดเป็นศิลปะที่แสดงความงาม ทางสรีระมนุษย์					
3. ในปัจจุบันภาพนู้ดถูกยอมรับมากขึ้น ในสังคมไทย					
4. ภาพนู้ดให้ความรู้เกี่ยวกับเพศศึกษา และความเข้าใจสรีระมนุษย์					
5. การดูภาพนู้ดเป็นเสรีภาพส่วนบุคคล					
6. ท่านคิดว่าทุกคนสามารถเห็นภาพนู้ด บนอินเทอร์เน็ตได้ง่ายกว่าสื่ออื่นๆ เช่น นิตยสารหรือวีดีโอ					
7. ผู้ใช้อินเทอร์เน็ตมีแนวโน้มนิยมเปิดดู ภาพนู้ดจากอินเทอร์เน็ตมากกว่าสื่ออื่นๆ					
8. วัยรุ่นที่ดูภาพนู้ดจะเลียนแบบและ ทดลองมีเพศสัมพันธ์มากขึ้น					
9. จากข้อ 8 การมีเพศสัมพันธ์ของวัยรุ่น ทำให้เกิดปัญหาสังคม เช่นปัญหาการ ทำแท้ง					
10. ภาพนู้ดทำให้วัยรุ่นขาดสมาธิในการ ศึกษา					
11. ภาพนู้ดทำให้การกดขี่ทางเพศทำให้ ผู้หญิงถูกดูหมิ่นเสียศักดิ์ศรีเหมือน เป็นวัตถุทางเพศ					

คำถาม	เห็นด้วย อย่างยิ่ง	เห็น ด้วย	ไม่แน่ใจ	ไม่เห็น ด้วย	ไม่เห็นด้วย อย่างยิ่ง
12. ภาพ nude ละเมิดสิทธิความเป็นส่วนตัว ของผู้ใช้อินเทอร์เน็ตคนอื่นๆ โดย เฉพาะผู้ที่ไม่ต้องการให้มีภาพ nude					
13. การส่งภาพ nude ให้บุคคลอื่นเป็นสิ่งที่ไม่ดี					
14. ภาพ nude ที่แสดงความวิถึถาวรหรือความ รุนแรงจะทำให้ผู้ดูเกิดความรู้สึกก้าว ร้าว					
15. สโมสร nude ที่เปิดรับสมาชิกบน อินเทอร์เน็ตส่งเสริมให้มีผู้ใช้และผู้ขาย บริการทางเพศเพิ่มมากขึ้น					
16. ความนิยมดูภาพ nude ทำให้เกิดการติดต่อ ภาพผู้อื่นเป็นธุรกิจที่ละเมิดสิทธิของผู้อื่น					
17. การดูภาพ nude เป็นสิ่งที่ผิดศีลธรรม					
18. ควรห้ามไม่ให้มีภาพ nude บนอินเทอร์เน็ต เลย					
19. ควรให้มีภาพ nude บนอินเทอร์เน็ตอย่าง เสรี					
20. ควรปล่อยให้มีความ nude บนอินเทอร์เน็ต อย่างมีเงื่อนไข เช่น การติดตั้ง โปรแกรมควบคุมเด็กหรือเยาวชน					

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