

## CONTENTS

	Page
Acknowledgements	c
Abstract in Thai	d
Abstract in English	f
List of Tables	j
List of Figures	m
Chapter 1 Introduction	
1.1 Principle and Rational of the Study	1
1.2 Purpose of the Study	9
1.3 Advantage of the Study	9
1.4 Definition	10
1.5 Scope of the Study	11
Chapter 2 Theories and Literature Reviews	
2.1 Theories	12
2.2 Literature Reviews	21
Chapter 3 Methodology	
3.1 Data Collection	26
3.2 Conceptual framework	27
3.3 Population and Sampling	28
3.4 Sampling Method	28

3.5 Research Methodology	28
3.6 Data Analysis	29
3.7 Statistics used for data analysis	30
 Chapter 4 Empirical Results	
4.1 Basic Characteristics of the sample.	32
4.2 Average score of opinions and attitudes about nuclear power plants, both before and after obtaining the knowledge sheet.	34
4.3 Analysis of change in knowledge and understanding about nuclear power plants, both before and after obtaining knowledge by Chi-Square Tests.	35
4.4 Analysis of the average scores about nuclear power plants, both before and after obtaining knowledge by T-Tests.	56
4.5 Analysis of the knowledge and understanding scores about nuclear power plants, both before and after obtaining knowledge by Logit Model.	57
 Chapter 5 Conclusion and Suggestion	
5.1 Conclusion	82
5.2 Suggestion	84
5.3 Further study	85
References	86
 Appendix	
Appendix A Information about nuclear power plants	90
Appendix B Questionnaire	95
Appendix C The Results of Original Data	99
Curriculum Vitae	125

## LIST OF TABLES

	Page
Table 1.1: The Radioactive Estimates from sources of electrical production	5
Table 1.2: Nuclear power plants world-wide, in operation and under construction	7
Table 3.1: Scoring Scales	29
Table 3.2: Scoring Scales	29
Table 3.3: The level score of opinions and attitudes about nuclear power plant	30
Table 3.4: Scoring Scales	30
Table 4.1: General information about respondents	33
Table 4.2: Average score of opinions and attitudes about the nuclear power plant, both before and after obtaining knowledge sheet	34
Table 4.3: Details about the amount of data collected	35
Table 4.4: The relationship of data from Chi-Square Tests	36
Table 4.5: Details about the amount of data collected	36
Table 4.6: The relationship of data from Chi-Square Tests	37
Table 4.7: Details about the amount of data collected	37
Table 4.8: The relationship of data from Chi-Square Tests	38
Table 4.9: Details about the amount of data collected	38
Table 4.10: The relationship of data from Chi-Square Tests	39
Table 4.11: Details about the amount of data collected	40
Table 4.12: The relationship of data from Chi-Square Tests	41
Table 4.13: Details about the amount of data collected	41
Table 4.14: The relationship of data from Chi-Square Tests	42
Table 4.15: Details about the amount of data collected	42

Table 4.16: The relationship of data from Chi-Square Tests	43
Table 4.17: Details about the amount of data collected	44
Table 4.18: The relationship of data from Chi-Square Tests	45
Table 4.19: Details about the amount of data collected	45
Table 4.20: The relationship of data from Chi-Square Tests	46
Table 4.21: Details about the amount of data collected	47
Table 4.22: The relationship of data from Chi-Square Tests	47
Table 4.23: Details about the amount of data collected	48
Table 4.24: The relationship of data from Chi-Square Tests	49
Table 4.25: Details about the amount of data collected	49
Table 4.26: The relationship of data from Chi-Square Tests	50
Table 4.27: Details about the amount of data collected	51
Table 4.28: The relationship of data from Chi-Square Tests	52
Table 4.29: Details about the amount of data collected	52
Table 4.30: The relationship of data from Chi-Square Tests	53
Table 4.31: Details about the amount of data collected	54
Table 4.32: The relationship of data from Chi-Square Tests	55
Table 4.33: Analysis result of the average scores about nuclear power plants, both before and after obtaining knowledge by T-Tests	56
Table 4.34: The questions about knowledge and understanding about nuclear power plants	58
Table 4.35: The factors for respondents to choose solar energy	59
Table 4.36: The factors for respondents to choose solar energy	60
Table 4.37: The factors for respondents to choose nuclear power plant	61
Table 4.38: The factors for respondents to choose nuclear power plant	62
Table 4.39: The factors for respondents to choose other alternatives	63
Table 4.40: The factors for respondents to choose other alternatives	64
Table 4.41: The factors that affect to the difference scores of opinion	65
Table 4.42: The factors that affect to the difference scores of opinion	66
Table 4.43: The factors that affect to the difference scores of opinion	67
Table 4.44: The factors that affect to the difference scores of opinion	68

Table 4.45: The factors that affect to the difference scores of opinion	68
Table 4.46: The factors that affect to the difference scores of opinion	69
Table 4.47: The factors that affect to the difference scores of opinion	70
Table 4.48: The factors that affect to the difference scores of opinion	71
Table 4.49: The factors that affect to the difference scores of opinion	72
Table 4.50: The factors that affect to the difference scores of opinion	73
Table 4.51: The factors for respondents to choose solar energy	74
Table 4.52: The factors for respondents to choose nuclear power plant	75
Table 4.53: The factors for respondents to choose choosing other alternatives	76
Table 4.54: The factors that affect to the difference scores of opinion	77
Table 4.55: The factors that affect to the difference scores of opinion	78
Table 4.56: The factors that affect to the difference scores of opinion	79
Table 4.57: The factors that affect to the difference scores of opinion	80
Table 4.58: The factors that affect to the difference scores of opinion	81

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
 Copyright<sup>©</sup> by Chiang Mai University  
 All rights reserved

## LIST OF FIGURES

	Page
Figure 1.1: Show the demand for electricity from 1969-2013	2
Figure 1.2: Shows GDP growth rate and demand for electricity from 1981-2009	2
Figure 1.3: U.S. Electricity Production Costs 1995-2012	3
Figure 1.4: Nuclear Electricity Production	8
Figure 3.1: Conceptual Framework	27
Figure 3.2: Decision Making Model	27

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
Copyright<sup>©</sup> by Chiang Mai University  
All rights reserved