

Abstract

The purpose of this study is three fold;

1. to study the relationship between the industrialization (which includes the ratio of labour in the industry section per total population 11 year of age and over, the number of industrial work place and urbanity (density of population) in the area which studies) and the "modern values of people", only in dimension of status, intellectualism, independence, creativity in 2 Amphoes in Burirum province.

2. to study the relationship between the kind of occupation, Level of Education of people and the modern values of people.

3. to take the result of study to evaluate Western Intellectuals "concept of" the relationship between the different of area (society) and values, belives and attitudes of person.

The data collection is devided into 2 seperate methods

1. The index of the ratio of labour in the industry section per total population 11 year of age and over, the number of industrial work place, and urbanity have been used to indicate the differences in the degree of "industrial development" of Amphoes studied. From the index result - Showed that Amphoe Nangrong had higher degree of "industrial development" than Amphoe Prakhonchai

2. An interview schedule has been used to collect data on "the modern values of people" from a sample of 300 local residents including all occupation.

The result of the study showed that, when considered "the degree of industrial development" of 2 Amphoes, found that have been the relationship between the industrialization and the modern values of people and Amphoe Nangrong which is more industrial development had higher of "modern values of people" than people of Amphoe Prakhonchai. It was also found that the differences of the kind of occupation, level of education have been related with the differences of modern values of people. However the differences of "degree of industrial development" in the area havenot been related with the differences of the modern of values of people, when test factor by three variables which is the kind of occupation and level of education.