

THESIS TITLE	THE STUDY OF EXPOSURES TO VILLAIN PROTAGONISTS GAMING WHICH AFFECTS THE IMITATION OF THE ADOLESCENCE IN BANGKOK
KEYWORDS	EXPOSURE BEHAVIOR IMITATION COMPUTER GAMES VILLAIN PROTAGONIST COMPUTER GAME
STUDENT	MARTIN EISENKRATZER
THESIS ADVISOR	ASSISTANT PROFESSOR DR. VIRUNRAT PHONTAVEECHOT
LEVEL OF STUDY	MASTER OF COMMUNICATION ARTS
FACULTY	SCHOOL OF COMMUNICATION ARTS SRIPATUM UNIVERSITY
YEAR	2018

ABSTRACT

The research investigation of the exposure to villain protagonist behavior in computer games which influences imitation behavior in Generation Z aims to 1) study the demographic characteristics of populations who expose to violent computer games which result in the imitation behavior of Generation Z in Bangkok 2) study the main character of villain protagonist computer games which result in the imitation behavior of Generation Z in Bangkok. 3) study the content of villain protagonist computer games which result in the imitation behavior of Generation Z in Bangkok. The samples in this research are 400 Generation Z teenagers living in Bangkok Use the questionnaire as a research tool. The data were analyzed by percentage, mean, standard deviation Comparison of two independent variables with Independent-Samples T-Test. Comparison of differences between two variables with one-way analysis of variance (ANOVA). F-test. Regression analysis. Multiple regression analysis and Pearson's Correlation analysis can be used to summarize and discuss the results of the research as follows.

The research finding revealed that the respondents were male most, aging between 15-20 years old, being single status, holding bachelor's degree or equivalent, Be a student an average monthly income Less than 10.000 bath. The behavior of computer game media

exposure. Most of the respondents watched the game through the Internet. The most commonly used behaviors were computer games. The duration of exposure to computer games is approximately 3 hours. Frequent exposure to computer games every day.

The research findings reported that the demographic characteristics namely gender, age, status, education level and occupation has no relevance to the imitation behavior of Generation Z in Bangkok; however, the monthly salaries has shown relationship with the imitation behavior of Generation Z in Bangkok. Also, in terms of exposure to media, the findings indicated that teenagers were most exposed to computer game whereas places where they were exposed to computer games and frequency of exposure to computer game per week has no relationship with imitation behavior of Generation Z in Bangkok. Instead, the approximate duration of exposure to computer games per time was estimated to be correlated with the imitation behavior of Generation Z in Bangkok. Furthermore, the role and the content of villain protagonist computer games demonstrated some correlation with the imitation behavior of Generation Z in Bangkok.