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**INFLUENCE OF THE FAMILY ON VALUES  
OF THAI YOUTH**

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With compliments  
of

ศาสตราจารย์ ดร. ม. มณีรัตน์

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Several studies have identified the importance of values as a framework for understanding human behavior. Positive values, for example, are believed to facilitate positive and desirable actions. This study aims at identifying the link between youth values and demographic and family factors. Special emphasis will be placed on the influence of the family variables on basic, personal and social values of youth in the sample.

The analysis draws upon secondary data from the nationally representative sample survey, the Family and Youth Survey (FAYS), conducted in 1994 by the Institute for Population and Social Research, Mahidol University. Demographic and family variables in the analysis include sex, education, residential areas, family size, and relationship with other family members, pattern of child-rearing and care provider.

The results reveal that youth in the sample generally hold positive values with regards to most value items included in the questions. A significant minority, however, seem to "deviate" from the norm. Although results indicate importance of both demographic and family factors, only some of them, i.e., sex, residential areas, relationship with other family members and pattern of child rearing, show statistical significance. The results lead to the conclusion that youth who are female, who live in rural area, who have good relationship with other family members, and who grew up in a family environment with adequate freedom to make their own decisions have more positive basic, personal and social values than Thai male counterparts.

Among the family factors, however, the analysis reveals that the care provider is less important than the "style" of childcare. In other words, it does not matter much who takes care of the child, it is the way the child is cared for that is more important.