

บทนำ

The objectives of the study are twofold : (1) to discover the stereotypes of Thai women (beliefs about the psychological traits and characteristics appropriate to Thai women) and the relationship between social, economic and demographic factors and the stereotypes; and (2) to find out the occupational stereotypes of Thai women and the relationship between some selected social and demographic factors and the occupational stereotypes. To achieve the objectives of the study, 700 people aged 26-60 in Chiangmai, Nakhonratchasima, Saraburi, Lopburi and Nakhon Si Thammarat selected by means of purposive sampling for interviews to obtain the data relating to the stereotypes of Thai women. The obtained data are then analyzed through the calculation of mean values (\bar{X}) of 25 characteristics or psychological traits and the calculation of percentages of those who agree with the 20 statements about occupational stereotypes of Thai women. The analysis of the data reveals the following : (1) The most obvious characteristics and psychological traits of the Thai woman are :- loves beauty, keenly interested in her own appearance, loves orderliness, neat in habits, strong need for security, thoughtful of others, and emotional; and the less obvious characteristics and psychological traits are : easily upset for unsatisfied needs, very aware of feelings of others, talkative, very gentle, easily expresses tender feelings, excitable in a minor crisis, superstitious, and has difficulty making decisions. (2) Concerning the occupational stereotypes of the Thai woman, it appears that 18 out of the total 20 statements about occupational characteristics are agreed by the respondents. However, the five statements that are strongly agreed by the respondents (over 70 percent of the respondents say "yes"

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to them) are the following : (a) Men are not as nervous as women; therefore, jobs involving a great deal of pressure are better suited to men. (b) Women are neat in habits, gentle, nurturant; therefore, they are better suited to childrearing. (c) Women tend to be fussy, consequently, men (even women themselves) prefer to work for men rather than for women. (d) Some jobs are just naturally suited to men, while other jobs are suited to women. (e) Men are better in math and mechanical subjects, and jobs requiring these skills are better suited to men than to women. (3) Sex, age, occupation (the prestige of the occupation) residence, education and income are all related to the stereotypes of Thai women; the following persons have stronger beliefs about the psychological traits and characteristics appropriate to Thai women : men, older adults (those who are 36-60 years old), those who have high-prestige occupations, urban residents, those who have higher education, and those who belong to the high-income group. (4) Education, residence and sex are found to be related to occupational stereotypes. That is, those who have lower education still want Thai women to play traditional occupational roles to a substantial degree; likewise, rural residents, as compared with urban residents, hold stronger occupational stereotypes and more strongly desire Thai women to play occupational roles as traditionally practiced by the Thai women in olden days; finally, men have stronger occupational stereotypes than women.