

Research Title	Use of Mass Media in diffusion of Innovations and its effect on the Mentality and Community development Through Buddhist Monks in the Northeastern Region: A Case Study of Buddhist Monks in the area under the responsibility of the Community Development Agency, Region 4, (Udon Thani Province)
Researchers	Assistant Professor Bamroong Sukphan Faculty of Journalism and Mass Communications Thammasat University
Year	1982

ABSTRACT

The objectives of the study are:

1. To study the behavior of Buddhist monks in accessing mass media information in villages in the northeastern region.
2. To study the effect of such access on their education, attitude, culture, beliefs, value, religion, mentality and on their preaching to local people.
3. To compare different kinds of media that Buddhist monks are exposed to
4. To compare the effects of different kinds of media on Buddhist monks.
5. To study the Buddhist monks' participation in local development.
6. To find concepts and paradigms appropriate for Buddhist monks to get access to information for public interest.

The research covers Buddhist monks in the area under the responsibility of the Community Development Agency, Region 4, consisting of the following provinces: Udon Thani, Nong Khai, Sakon Nakhon, Kalasin, Nakhon Phanom, Khon Kaen, Loei, Roi Et, and Maha Sarakham. The number of samples is 900, divided into 5 groups ranging from the most senior monks in rank to common monks.

- 1) General information about Buddhist monks in the nine provinces under study
 - Most monks are in the age range of 41-45, or 33.33%.
 - Those in monkhood for more than 10 years are about 76.11%.

- About 45.56% have had primary education, while about 50% have received religious education (Nakthamsuksa)
- Their former occupation is farming (about 64.22%). About 77.00% have their fixed monthly income less than 100 baht.

2) Access to mass media information

About 87.22% of the monks have radio sets, while 36.33% have television sets. 11.33% are subscribers to newspapers.

They are most interested in current news (about 99.44%). About 98.88% said they are interested in religion, Thai culture and art (98.89%), but they are not interested in sports and social news.

3) Monk's interest in community development, politics, economy, society and culture

The study shows that most monks are interested in community development, politics, economy, society and culture. They can discuss with people who they come into contact with, for instance village headmen, community workers and leaders. They give much advice and make comments to the villagers about how to improve community, career, education, and marketing

4) Monks' attitudes towards value, moral, and Thai culture.

They believe that villagers follow their teachings faithfully. It is important to assign them to teach basic moral values to villagers.

5) As villagers spend more time listening to the radio than any other media, the monks believe that the useful media for development is radio. Since media play an important role in rural community, the government should pay more attention to them, encouraging them to give information to their locality about improvement in various areas.

Research Title Uses of Media In the Mangrove Forest
Conservation Campaign
Researchers Associate Professor Bamroong Sukphan
Faculty of Journalism and Mass Communications
Thammasat University
Year

ABSTRACT

The research on “The Uses of Media in Mangrove Forest Conservation Campaign” was intended to discover avenues of promoting a proper knowledge about the importance and benefits of the mangrove forests to the quality of life for farmers and residents living near mangrove forests. It aimed to discover the ways and means to educate local inhabitants about them. By not destroying this natural resource, they will gain lasting benefits from the mangrove forests. It hopes to create an awareness of forest conservation and reforestation in the community including business operators in the following provinces abundant with mangrove forests: Trat in the east, Petchaburi in the central region, and Pang-nga in the south. The population is classified into three groups, general residents living in the mangrove forest areas, local leaders, such as, the kamnan, village heads, teachers in the mangrove forest districts, and business operators. The last group comprises aquatic-product cultivators, coastal cultivators and fishermen.

The research discovered that communications and mass media played an important role in promoting the knowledge about mangrove forests, especially, personal media and television. Residents who tuned in to the media were more likely to participate in the conservation efforts than those who did not. Only the radio medium appeared to have no bearing on the participation of the conservation effort, largely because most people seldom tuned on the radio.

Therefore, it is important to launch campaigns to conserve the mangrove forests, as part of the government policy, through personal media, such as kamnan, village headmen and community leaders. Television is the most effective and influential mass media of persuasion and attitudinal change. As the government has already been using mass media for educational and developmental purposes, it should include mangrove forest conservation into its ongoing program.

Research Title	The Relationship of Media Use and Modernization in Rural Thailand
Researchers	Malee Boonsiripunch Faculty of Journalism and Mass Communications Thammasat University
Year	1985

ABSTRACT

This study aims at studying how media access in rural Thailand is related to the modernization of the people. Two different villages in the northern region of Thailand are selected for the study. One is characterized as being traditional while the other is more modernized on the basis of living standard. The objectives are a) to study the actual use of mass media by the rural people, b) to study the education level and socio-economic status and their relationship to access and use of mass media, c) to study the effects of media use on the rural development, and d) to facilitate the organizations concerned in searching for a better use of appropriate mass media as tools for preparing a proper development plan.

The highlight of this study is that mass media play a significant role in intellectual development and modernization of rural people, specifically, in creating new attitude and worldviews. Modernization is somehow related to the frequency of mass media use. The more the media access and usage, the higher the possibility of modernization. Educational and economic status are important variables to media access, while community infrastructure and geographical environment can be an obstacle to some kinds of mass media access, i.e. television, etc.

The analysis further shows that, by frequent use of mass media, rural Thai people are susceptible to intellectual modernization and willing to accept attitude change. But it doesn't significantly show that they would actually practice new ideas unless some efficient examples are widely demonstrated. Traditional social values are also important factors to stimulate behavioral change.

It, therefore, can be concluded that mass media have significant role in stimulating certain level of change and motivating internal modernization. However mass media doesn't, by itself, initiate actual development atmosphere.

To use mass media as a necessary tool of development should be done along with other traditional communication patterns, interpersonal communications as well.

Further study should be emphasized on mass media contents related to development objectives and on how they serve local needs as well as rural development plan.

The findings should be utilized by concerned development planners in the media selection in actual rural development program. More comprehensive study should also be made in this field.

Research Title	Local Newspaper: An Analytical Study of the Contents
Researchers	Mrs. Kittima Surasonthi, Project Leader Mr. Pisit Chavalathawat, Researcher Mr. Jethanasak Saengsingkaew, Researcher Miss Pattanavadee Xuto, Researcher Miss Sanrawee Kachachiva, Researcher
Year	1986

ABSTRACT

The research had three objectives: to learn about the general characteristics of the local newspapers, to analyze the types of contents of news reporting and to interpret the community way of life as reflected in the news contents. The material for analysis was taken from the local newspapers published between January to December 1985. The result of the research found that local newspapers were published daily, every two days, every three days, every five days or every seven 7 days. The printing system used by the majority was the letter press system. The sizes of the newspapers ranged from the size of the tabloid to 13.5x20 inch. Page arrangements are similar to newspapers in Bangkok in both appearance and colors. The content in local newspapers generally consists of various kinds of subjects including news, opinions, documentary, photographs or pictures, announcements, advertisement, and other contents. The type of contents in the order of relative quantities are announcement and advertisement which ranked top, and news content was next followed by the opinion expression type of contents.

The contents which appeared in the local newspaper in each geographical region reflected some local mode of life, though not quite deep down. They touched upon local conditions, including education, social and cultural settings. Nevertheless, this research provided insight into some of the problems faced by local newspapers. There were economic and political problems. Local newspapers were in need of help from the public and private sector to truly become quality and valuable media for local communities.

Research Title	Conditions for Media Acceptance in Organizations in the Border Provinces
Researchers	Dr. Surapong Sothanasathian
Year	1992

ABSTRACT

Tariff, a government income normally used for national development, has never been successfully implemented, as it should have been. One reason for this is that there are many ways of getting goods through customs houses in the southern Thai border provinces without tax. A number of smuggling operations are quite open, claiming to be part of tourism. If the illegal movement of goods could be stopped in the southern region, it could almost be said that the problem of smuggling would be solved. Thus a customs house in a region, such as in the southern region, is a discrete unit to look at in a study of the reasons behind the network of operations inside and outside offices. The “use and gratification” framework will be studied in regard to the characteristics of individuals and society, including the media structure, basic needs, perceived problems, perceived solutions, motives, and other behaviors.

The research design is a cross-sectional survey focusing on a sampling frame of 318 customs officers from the customs department and Interior Ministry. Of these 235 or 73.90% of the total members in the sampling frame are “perfect samples.” The survey tools used are interview forms, which are in two parts. The first is a background study and the second a study of the variables in a framework of “use and gratification” in which validity is tested for the Bogardus scaling. ANOVA, QUICK CLUSTER, and PATH ANALYSIS are statistical models used in data analysis in the first, second, and third hypotheses respectively with a level of 0.05 significance. The findings are:

1. Media exposure and human interaction patterns among customs officers differ in their main effects by background factors of officer types, operating area, age, marital status, education, salary, and terms of working.
2. Factors in the “use and gratification” theory, including other factors in the organization communication, could cluster the customs officers into 3 types based on factors of high, mid, and low intensity. The communication structure of these clusters is similar to the social structure, being pyramidal.

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3. The circuit of the “use and gratification” system cannot explain a phenomena in the communication organization because of a lack of linkage in most paths.

Research Title	History of Thai Movies, from the Beginning to the End of World War II
Researchers	Assistant Professor Chamroenlak Thanawangnoi
Year	1998

ABSTRACT

The study is aimed at putting together all Thai movies from past to present, especially those that have become harder to find. It also wants to stimulate interests among Thai people in regarding Thai movies as national treasures. They form a new and ongoing cultural force of Thai life, starting more than a century ago.

The study is a qualitative research, with emphasis on documentary evidences and interview with persons concerned. The documentary study looked at the first Thai movie made in the latter part of 1895 and continued, to 1946 right after World War II.

The study deals with various aspects of the Thai movie, including scripts, producers, cast, production style, publicity, popularity, and commendation. Although it is not possible to cover every film ever made, we have gained a good picture of relationship between the Thai movies and Thai society in the old days.

Such relationship has begun since Thai people views the first movie. It did not take them long to look forward to movies from abroad, as it was a new kind of entertainment with more colors and feelings than the native theatrical shows could give, such as in Likay, Lakhon, or Puppet Shows. These local entertainments gradually gave way to the newcomers. When Mr. Henry MacRae arrived to produce movies in Thailand, he used Thai cast, and built on the story of the Thai life, by the name of "Miss Suwan". The opportunity to cooperate in the production and economic pressure in general were compelling factors for the emerging local production team to learn to produce the films locally. The first film was called "Double Acting Luck". More films followed in different kinds, such as comedy, action, suspense, adventure, life stories, horror, history, and documentary

The arrival of foreign films in Thailand was the catalyst that brought forth the birth of the Thai movie production. Hitherto, film showing had been announced through such practices as posting the billboard on trucks, publication in newspapers and luring advertisements to attract a large enough audience. Making movies were like selling goods, and there were

many people who thought that way. They became so popular that movie producers expanded to include merchants, politicians and organizations and companies. There were more movies than theaters were catered for. Fierce competition was only alleviated when World War II broke out.

However, the state organization has not accorded recognition and support to the production of Thai movies as a business it deserves. The government has confined its attention to control to ensure that no indecent movie is shown and that no film considered hazardous to the country's reputation is shown. Laws and regulations on movies are more concerned in that direction. The government is prepared to give support to the production if the film is about important national events or on other educational subjects such as public health. In particular, attention is given to films intended to promote patriotic sentiments and cultural inheritances.

Thai movies have been produced to the dictates of the time. They deserve to be preserved, because they reflect how society is thinking. Thai people will feel proud if they understand what lay behind the production. Thai movies should move forward to a higher level.

Research Title: Influence of Mass Media on Promoting Cooperation and Participation in Rural Development Process

Researchers: Bamroong Sukphan
Faculty of Journalism and Mass Communication, Thammasat University

Year: 1989

ABSTRACT

The government has an important policy to develop major towns in various regions to be the centers of prosperity just like Bangkok. The goals are to alleviate the burden borne by the capital and to offer a long-term solution for the future. Such development requires mass media to be important tools. This research will significantly contribute to such objectives.

This research has 4 objectives: (1) to study the ways rural people make use of mass media, (2) to study the relationships between education levels, economic base and behaviors of rural people in the use of mass media, (3) to study the influence of mass media on the development of concepts, attitudes and values of rural people, and (4) to collect and search concepts on the influence of mass media on promoting cooperation and participation in the rural development process. All this will be useful in the use of mass media for social developments in the rural area in the future.

This is a basic research along the line of a one-shot descriptive study. The sample population consists of 1,500 people from 3 major provinces, 500 each, (as specified in the 5th National Development Plan), i.e. Mueang district, Nakhon Ratchasima province, Mueang district, Chiang Mai province, and Mueang district, Songkhla province. Specific sampling is used. Data are collected using the questionnaire consisting of 40 items and interviews based on the questionnaire and analyzed using statistical tools of percentage. The findings are as follows:

1. Social and economic characteristics of the samples

The samples consist of more males than females. More than half are 30-39 years old, with primary education qualification. 85.5% of the samples are married. Two-thirds have a household of 5-7 members. They earn their livings as farmers, with a monthly income of 2,001-3,000 baht. In terms of social status, they are all local people.

2. Inter-personal and mass media behaviors of the samples

The samples are engaged in inter-personal communication with people outside the villages once a month at the most. The places where communication takes place are nearby villages in the most part.

With regard to mass media behaviors, the samples are exposed to radio, television, newspapers, movies, and videos. Every household has a radio receiver; 87% have a television set; 37.9% have a video player. From Monday to Friday they receive information from radio during 6.00-9.00 hours and from television during 18.00-22.00 hours. Again from Monday to Friday the programs they like to listen to most are news, information and soap operas, music, game shows, and sports. With regard to newspapers, 86.1% of the samples like to read page-1 news more than other contents. Most like to see movies once in several months; 50.9% like comic movies. The cinemas they visit are in or near the villages where they live. They all agree that mass media are important in keeping them up to date, helping them relaxed and motivating them to develop themselves further. Only 3% think that mass media are not useful in changing their daily way of life.

3. Political knowledge, attitudes and behaviors of the samples

It is found that radio broadcasting is the source from which the samples receive political information more than any other media. From the administration of testing, all the samples know the names of their MPs and provincial governors. They think that Thailand should have an election. Their personal attitudes are that MPs should be elected as a group rather than as individuals. In the last general election, 94.3% of the samples cast their votes.

4. Overall attitudes toward economy, society, security, and national administration

The survey reveals that most of the samples have a positive opinion or attitude toward economy, society, security and national administration. 70% think that the economy is likely to improve, the nation is well united, and national security is stable. For administration and government, most think that government officials are able to provide services to all and at a satisfactory level.

5. Group participation in the rural development process of the samples

It is found that nearly all the samples have participated in rural development. Only 0.8% does not participate. Most of those who participate tend to participate in only one type of activity. Most participating groups are farmers, craftspeople, members of cooperatives and savings groups. Only 34.9% participate. There are 3 motivating factors for their participation in rural development, i.e. desire for more income, desire to use their free time constructively, and desire to supplement their main income. After participation, most meet with many kinds of people concerned, i.e. rural development officers, sub-district agricultural offices, sub-district health

officers, and secretaries of the sub-district councils. The samples contribute by physically helping, donating material and equipment, and giving advice rather than donating money for group activities. The past activities that have met the objectives are work or activities regarding public property, agriculture and work relating to women, children and youth.

Research Title: Television News: Thai Contexts, Modes of Transmission and Reception

Researchers: Duangthip Voraphan

Faculty of Journalism and Mass Communication, Thammasat University

Year: 1989

ABSTRACT

The research “Television News: Thai Contexts, Modes of Transmission and Reception” is based on the analysis of documents, analysis of contents, participatory observation, and interviews. It is found that the Thai social environments that have the most impact on television news reporting are politics and economy. The 8 p.m. daily news constitutes the main news program evolving from news reading with still pictures to magazine news with moving pictures, as well as on-site news reporting, interviews with persons in the news and live voices accompanying news events. The production of the daily news program has become a more complex task. Important steps include news selection and prioritizing. In the news prioritization attention is given to the persons in the news in order of importance. At the same time, special importance is also given to the latest news, especially domestic news. Advanced technology is used in the cutting and pasting of news photos as well as weather reports.

At present viewers have an opportunity to be informed of various events from the daily news program on average for about 1 hour and 45 minutes per day. The news contents offer more domestic news than foreign news. There is more national news than international and local coverage. There is more useful serious news than light news and more real news than fabricated news. The amount of news useful to national development is less than political news and news involving activities of the armed forces. With regard to popularity it is found that more viewers have begun to watch the news program since the latter part of 1985. Their following of the news varies depending on the team working on the news program. Compared to entertainment and other kinds of reporting of the station, the news program is ranked from 15th to 20th among the top 20 most popular programs. An opinion survey of the viewers reveals that television does not have freedom in the news presentation. When political events adversely affects TV news reporting, the viewers will turn to newspapers in which they can express their views.