

This research is of four objectives: (1) to find out about the knowledge and information of public enterprise workers on political issues, (2) to study the influence of media over the knowledge and information of public enterprise workers, (3) to study the reliance on media of these workers, and (4) to find out about the interaction of backgrounds of public enterprise workers with media, knowledge.

This research is carried out in two stages. The first stage is sending out 210 questionnaires to public enterprise workers in 3 organizations: The Metropolitan Electricity Authority, the Metropolitan Water Work Authority, the Telephone Organization of Thailand. At the second stage, in depth information is derived by interview public enterprise workers.

The results show that public enterprise workers have more knowledge and information on subjects necessary and close to in their life than subjects rarely heard or hardly connected with their life. Mass communication, especially newspaper, is the most popular media giving information for public enterprise workers. The labour's leaders have influence over the public enterprise worker's opinion in labour subject only while on level of deciding to take action such as staging strike, they will take into considerations their own interest.