

Thesis Title Analysis of Printed Media Reading Behaviors
of Peple in Lampang Province

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M.Ed. Nonformal Education

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ABSTRACT

The objectives of this research were: (1) To analyze reading behavior of people concerning their interests and needs for selecting printed media, reading places, reading frequency within one week, length of reading time, reading time interval, and various related activities followed such reading; (2) To compare reading behaviors of the subjects with different age levels, sex, educational levels, income levels, status within their families, and others.

The sample was drawn from population living in Lampang province by using multi-level sampling method. The sample size was 242 persons. All of them were over 10 years of age and could read and write. The researcher interviewed all 242 people himself. The available

data were analyzed by computing of frequency, percentage, arithmetic mean, standard deviation, and other descriptive statistics.

It was found that the people were most interested in newspapers. They liked to read general news and indicated that newspapers was believable and provided more vivid details than other kinds of printed media. The most important reason of reading was to gain knowledge, especially agricultural information. They read at home most of the time. They read 1 to 2 times a week, 15 - 30 minutes each time, especially in the afternoon. After reading, they discussed and exchanged information and ideas.

As regards the comparison of subjects' interests and needs of selected printed media, reading places, reading frequency within one week, length of reading time, reading time interval, and related activities following reading of the subjects with different age, sex, vocation, educational levels, income levels, status within family, social status, and living areas, no difference was found.

However, it was found that the people who hade least education read less than 15 minutes each time. Those who lived outside Amphur Muang, adults, family leaders, group leaders, and those who had higher levels of education read at night most of the times.