

ABSTRACT

Thesis title : The Influence of the Newspaper upon People's Attitude and Behavior towards Government Administration

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The objective of this thesis is to study the political role-and an importance of newspaper upon people's attitude and behavior.

The people in this research is both male and female, Bangkok resident and age of 18 years old or above. The method of the survey is to question 198 people in a questionnaire form. The data is analyzed by using SPSS program.

The results of the research are as fallow :

1. Social backgrounds, an attention to medias and knowing of political news of the target group.

This group is divided into 99 male and 99 female. Aging between 18-58 years old, most of them are 26-35, university graduate, civil servant and salary from 5,001 Baht to 10,000 Baht.

The difference between male and female is that male always read the political column first but female is likely to read the entertainment column first

2. The political influence of newspaper upon people's attitude and behavior

The corruption news of the government, the study reports that most of the target group would like to see the government being examined and checked by office of the National Counter Corruption Commission. This target group accepts that this kind of news is always criticized within a group of friend.

The news of the failure or inefficient management of the government. The study shows that most of the target group would like the government to be adjusted. And again, this news is always a topic to be criticized between friends of them.

The news of the disputation within the cabinet. The study shows that most of the target group would like the cabinet to be adjusted. They also say that it should be condemned for this behavior.

The news of using power of the government to interfere the routine working of the civil servant. The study shows that most of the target group would like to see the government being examined and checked by office of the National Counter Corruption Commission. It is also criticized within a group of friend.

The news of the competition to be in the cabinet. The study shows that most of them would like the cabinet to be adjusted. It is also criticized within a group of friend.

3. The result of hypothesis shows that there is a relation between the newspaper's news presentation and the government stable. Furthermore, newspaper is a significant factor of the different political behavior. For example, Matichon has a greater factor to create the political behavior than Thai Rat and Daily News. Thai Rat and Daily News are newspaper in which their purposes are more general and for the whole family.