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KEY WORD: USES AND GRATIFICATIONS / PAGER NEWS

CHOLLAPAN THAMSATTAYA : USES AND GRATIFICATIONS OF NEWS RECEIVERS VIA THE PAGER MEDIA . THESIS ADVISOR : ASSO. PROF. METTA VIVATANANUKUL. 147 pp. ISBN 974-635-982-7.

The objectives of this research were to study 1) the needs of news receiving via the pager media as well as the uses and gratifications of news 2) the correlation between the pager exposure and news consumption of other media. Questionnaire was used as a tool for data collection from 300 samples. Samples were the pager news subscribers who also followed news from TVs, radios, newspapers, magazines or internets.

**The results of this research show that :**

1. Most of pager news receivers consume news of every maildrop everyday. Traffic report and lottery result are two news categories that news receivers consume from pager higher than TV and others.
2. The highest gratifications are found among pager news receivers who need daily headlines by a) fast and updated news b) news headlines to help follow news from other media c) time saving in reading news, respectively.
3. Pager news receivers with different age show a marked significant difference in their needs of news receiving via the pager media and show no significant difference in sex, education, income, and occupation. The mean of intrinsic needs to be news receivers is greater than the mean of extrinsic needs.
4. Pager news receivers with different age show a marked significant difference in their uses of news received via the pager and show no significant difference in sex, education, income, and occupation. The mean of news use shows a middle use level.
5. Pager news receivers with different education show a marked significant difference in their gratifications of news received via the pager media and show no significant difference in sex, age, income, and occupation. The mean of news gratification shows a high gratification level.
6. Pager exposure shows a marked significant correlation with the news consumption of other media. The coefficient of correlation shows a low level and positive relations.
7. Pager exposure enhances most of pager news receivers to follow more news from other media.
8. Most of pager news receivers will continue receiving news via pager media in future. However, the payment of news cost is major factor for termination of news receiving via pager.
9. Most of pager news receivers need the improvement of news form and the development in pager technology.

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