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KEY WORD:

USES AND GRATIFICATIONS / PUBLICLY RELEASED INFORMATION /  
CREDIT RATING AGENCY OF THAILAND  
CHIDCHANOK UTHAIGORN : USES AND GRATIFICATIONS OF PUBLICLY  
RELEASED INFORMATION BY CREDIT RATING AGENCY OF THAILAND (THAI  
RATING AND INFORMATION SERVICES, CO., LTD.)) THESIS ADVISOR :  
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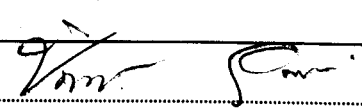
The purpose of this research was to study the relationships among demographic characteristics and media exposure behaviour as well as uses and gratifications of investment bankers in Thailand's financial institutions of publicly released information from the credit rating agency of Thailand. Another aspect researched was the relationships between media exposure and uses and gratifications of publicly released information from the credit rating agency, Thai Rating and Information Services (TRIS). The research used questionnaires to collect data from 400 investment bankers in Thailand. Frequency, percentage, mean, t-test, one-way analysis of variance (ANOVA), multiple comparison of Scheffé method and Pearson's product moment correlation coefficient were used to analyze data through SPSS/PC+.

The research reveals no significant differences are founded concerning the investment bankers' demographics and their media exposure, but age, educational level, position and salary correlate with the investment bankers' gratifications. Also age, position and salary are significantly related to their information uses. Media exposure through various media used by the rating agency correlate with the investment bankers' uses, but only exposure through television and the credit rating agency's publication "CreditNews" are founded significantly correlated with their gratifications.

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