

## C851685 : MAJOR PUBLIC RELATIONS  
KEY WORD: POLL / PERCEPTION / PUBLIC / CREDIBILITY

JITTIMA GULPRASERTRAT : BANGKOK PUBLIC PERCEPTION OF POLLING ON POLL  
CREDIBILITY, THESIS ADVISOR : JARANAI GALGOSOL, ASSISTANT PROFESSOR  
102 pp. ISBN 974-637-256-4

The research is hypothesis oriented aims at finding public perception on poll credibility. The data is collected through field survey method which the data acquiring from 600 respondents who are residents of Bangkok are treated by t-test, one-way ANOVA and multiple regression. The result of the research could be summed up as follows.

1. People difference in demographic characteristics are significantly different in perception on names of organizations organizing the polls at  $p = .05$
2. Among the people different in perception on source credibility, 'Suan Dusit Poll' is named to be the most popular; as for persons as source creditility 'Khun Suthichai Yun' is named to be the most well-known.
3. It is found that the total credibility people have on poll affects their perception on poll survey result.
4. Among the organizations that organize the poll, 'ABAC' is significantly proved to be most accepted.
5. Among all demographic factors affecting people's credibility on poll, age plays the most important part.
6. In term of most potential predictive factor, it is found that people's exposure on radio plays most important part.
7. Credibility in source having affects on credibility poll result.

ภาควิชา.....การประชาสัมพันธ์.....

สาขาวิชา.....นิเทศศาสตร์พัฒนาการ.....

ปีการศึกษา.....2540.....

ลายมือชื่อนิสิต.....จิตติมา กุลประเสริฐวิทย์.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....