

##C630615 : MAJOR MASS COMMUNICATION

KEY WORD : PERCEPTION/INFORMATION-SEEKING BEHAVIOR/MIGRATION

PRAPAISRI SUPEEPOTHI : A STUDY ON INFORMATION-SEEKING OF MIGRANTS WHO SEEK JOB IN CHON BURI. THESIS ADVISOR : ASSO.PROF.UBONRAT SIRIYUVASAK, Ph.D., 143 PP. ISBN 974-636-024-8.

The objective of this research is to study and investigate the influence of the mass media on the desires of the migrant workers in moving to live and work in Chonburi. This study focuses on the cultural behavior of migrants from various locations. The method of research is ethnography by means of guided in-depth interview.

The research findings are as followed ; the positive perception on the income and livelihood from the mass media and interpersonal communication resulted in the desirability to work in the city, the negative perception on the insecurity on their live and property resulted in the un-desirability to work in the city. The study also found that interpersonal communication provided more positive information as opposed to the mass media.

It is found that the migrant workers who are differed in their migrating desires have different information-seeking behavior. It is also found that the interpersonal communication is the major source of the required information that the migrants have and is considered reliable while the mass media do not give the required information.

From the finding it could be concluded that to make migrating decision, the migrants need support from their interpersonal network in the 3 following areas; information on the city, assistance on accommodation and financial support (if needed), and consent from their families.

ภาควิชา.....การสื่อสารมวลชน.....

สาขาวิชา.....การสื่อสารมวลชน.....

ปีการศึกษา.....2539.....

ลายมือชื่อนิสิต.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....