DOLRUEDEE  PISITTHAKARN : THE FORMATS AND AMOUNTS OF STATISTICAL DATA USED IN THAI DAILY NEWSPAPERS. THESIS ADVISOR: ASSOCIATE PROFESSOR SATIEN  CHEYPRATUB; 170 pp. ISBN 974-636-607-6

The purpose of this research was to study the formats and amounts of statistical data used in Thai daily newspapers by means of content analysis of 8 Thai daily newspapers as follows: Matichon, Siam Rath, Thai Rath, Daily News, Daily Manager, Krungthep Thurakij, Daily Siam Sports and Daily Sport World, and interviewing journalists of those newspapers in terms of their views of the formats and amounts of statistical data used in composing news and other contents in Thai daily newspapers. Frequencies, percentages, mean, standard deviation, chi-square and t-test were employed in data analisis.

The findings of this research showed that :

1. The formats of statistical data used in presenting news and other contents of quality newspapers differ significantly from those used in presenting news and other contents of quantity newspapers.
2. The amounts of statistical data used in presenting news and other contents of quality newspapers differ significantly from those used in presenting news and other contents of quantity newspapers.
3. The formats of statistical data used in presenting news and other contents of general newspapers differ significantly from those used in presenting news and other contents of specialized newspapers.
4. The amounts of statistical data used in presenting news and other contents of general newspapers differ significantly from those used in presenting news and other contents of specialized newspapers.
5. The formats of statistical data used in news contents differ significantly from those used in other contents.
6. The amounts of statistical data used in news contents differ significantly from those used in other contents.

ภาควิชา........การหนังสือพิมพ์........ ลายมือชื่อนิสิต........................

สาขาวิชา........การหนังสือพิมพ์........ ลายมือชื่ออาจารย์ที่ปรึกษา..................

ปีการศึกษา........2539........ ลายมือชื่ออาจารย์ที่ปรึกษาร่วม......-......