

C851854 : MAJOR

DEVELOPMENT COMMUNICATION

KEY WORD:

NEEDS/EXPECTATION/GRATIFICATION/SOCIAL SECURITY INFORMATION
RUANGSILP KAEWDONREE : NEEDS, EXPECTATION AND GRATIFICATION ON SOCIAL SECURITY INFORMATION AMONG INSURED PERSONS IN SAMUT PRAKAN. THESIS ADVISOR : ASSO. PROF. PATCHANEE CHEYJANYA. 115 PP. ISBN 974-636-299-2

The purpose of this research is to study the needs, expectation exposure and gratification of insured persons on social security information among insured persons in Samut prakan province. Data were collected from insured persons in Samut prakan. Questionnaires were used to collect the data. Statistical procedures used form data analysis were percentage, mean, Pearson's product moment correlation coefficient. SPSS for Window program was used for data processing.

Results of this study are as followes.

1. Respondents had high needs for social security information from mass media and personal sources. The highest information needed was the right of insured persons in emergency case.
2. Respondents had high expectations from social information in mass media and personal sources. The highest information needed was the right of insured persons in emergency case.
3. Respondents were exposed to social security information at low level. However, they were exposed to mass media more than to personal sources. Television was the highest mass media exposed and brought the most understanding in social security information. Colleague and family members were the highest among exposure to personal sources. And personal staff brought the most understanding in social security information.
4. Respondents were gratified in social security information and also brought the most understanding in social security information from both mass media and personal moderately. The topic they were most satisfied were the right of insured persons and use of social security card.
5. Needs was significantly correlated with expectation from social security information.
6. Needs was significantly negative correlated with media exposure to social security information.
7. Needs was not significantly correlated with gratification on social security information.
8. Expectation was not significantly correlated with media exposure to social security information.
9. Expectation was not significantly correlated with gratification on social security information.
10. Media exposure was significantly correlated with gratification on social security information.

ภาควิชา.....การประชาสัมพันธ์.....

ลายมือชื่อนิสิต.....

สาขาวิชา.....นิเทศศาสตร์พัฒนาการ.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ปีการศึกษา.....2539.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....