

C851096 : MAJOR MASS COMMUNICATION

KEY WORD: INFORMATION-SEEKING BEHAVIOR / MASS MEDIA AND INTERNET

PENTHIP JIRAPINNUSORN : INFORMATION-SEEKING BEHAVIOR THROUGH
MASS MEDIA AND INTERNET AMONG STUDENTS AND EMPLOYEES OF
KING MONGKUT'S INSTITUTE OF TECHNOLOGY NORTH BANGKOK. THESIS ADVISOR:
ASSOC. PROF. ANOPE DHIENTHAWORN, M.Ed. 100pp. ISBN 974-635-856-1.

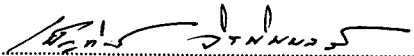
The objective of this reseach was to study information-seeking behavior through mass media exposure and the internet. In-depth interviews with key informants and a survey of 350 samples were conducted, they were 220 students 80 personnel and 50 lecturers of King Mongkut's Institute of Technology North Bangkok.

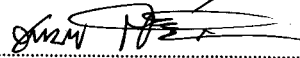
The study found that the main reason for information-seeking through mass media and internet was to acquire personal knowledge. The types of information sought from the media were entertainment and news. Cinema radio and television were the most popular media used for information-seeking on entertainment. News seeking was through printed media. Internet was used for acquiring information on education/research science/technology and entertainment. The WWW, electronic mail for two-way communication and downloading software for work were the main purposes of using the internet. The slow speed of the internet system was the main problem of using.

ภาควิชา.....การสื่อสารมวลชน

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