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KEY WORD: PERCEIVED USEFULNESS / TELEVISION DOCUMENTARY PROGRAM /

LEGAL CONTENT.

APIRADEE SUCONDHAMARN : THE PERCEIVED USEFULNESS OF TELEVISION DOCUMENTARY PROGRAM ON LEGAL CONTENT " Rhu Kot Mai Dai Pra Yot "

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The research aims to study the perceived usefulness of television documentary program on legal content " Rhu Kot Mai Dai Pra Yot " and to study the role and influence of that program. Questionnaires were collected from a total 100 viewers in Bangkok.

Frequency, percentage and description were tools for data analysis.

The results of the research were as follows :

1. Most respondents were female with the secondary school and vocational education level. Most of them were from the central part , married.and were in the post of company officers.
2. For television exposure behavior, most of them accidentally watched the program, while the remaining intended to see the program consecutively.
3. The television documentary program , the respondents agreed that it was useful to them, on the other hand, it might be useless if the viewers used in the wrong way.
4. The legal content program presenting through the situation comedy was an appropriate and efficient presentation strategy.

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