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KEY WORD: DEMOGRAPHIC CHARACTERISTICS / MASS MEDIA EXPOSURE / MODERNITY

RATANA K-HATHANACHAIKUL : THE CORRELATION AMONG DEMOGRAPHIC CHARACTERISTICS , MASS MEDIA EXPOSURE AND MODERNITY OF THE PEOPLE IN BANGKOK METROPOLIS. THESIS ADVISOR : ASSO. PROF. PARAMA SATAWEDIN, Ph.D. 132 pp. ISBN 974-636-182-1

The purpose of this research was to study the correlation among demographic characteristics , mass media exposure and modernity of the people in Bangkok metropolis. Questionnaires were used to collect the data from a total of 418 samples. Frequency, percentage , mean , T-test , ANOVA and Pearson's product moment correlation coefficient were employed for the analysis of the data. SPSS program was used for data processing.

The results of the study were as follow :

1. Male and female samples were equal in number. Most of the samples were 31-40 years old, received bachelor's degrees, were employees and earned 10,001-15,000 baht per month.
2. Most of the people had political participation.
3. Television was mostly watched in exposure to information.
4. Demographic characteristics correlated with mass media exposure.
5. Demographic characteristics correlated with modernity.
6. Only exposure to newspaper and magazine correlated with modernity.
7. Political participation correlated with modernity.

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