

C 851434 MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: RADIO EXPOSURE / UNIVERSITY STUDENTS / GRATIFICATION

RATTANA PHATTHARATHANAKAN : FACTORS AFFECTING UNIVERSITY STUDENTS
IN LISTENING TO F.M.104.5 MHZ. GREEN WAVE RADIO PROGRAM. THESIS
ADVISOR : ASSO.PROF. ORAWAN PILUNOWAD, Ph.D. 125 pp.
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The research was aimed at investigating the relationship among factors, namely demographic variables, media exposure to Green Wave radio program and uses and gratification in listening to the F.M.104.5 Mhz. that the university students in Bangkok obtained. Questionnaires were used to collect data from a total of 420 Bangkok university students. Frequency, percentage, mean, t-test, one-way Anova and Pearson's Product Moment Correlation Coefficients were used to analyze data through SPSS/PC+


The results of the research were as follows :

1. Media exposure to Green Wave radio program was significantly different among those whose sex and income were different.
2. Gratification with Green Wave radio program was not significantly among those whose sex, disciplines of study, income, family's income, and people that they live with were varied.
3. Media exposure to Green Wave radio program was found to correlate with university students' gratification with Green Wave radio program.

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