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KEY WORD: MEDIA / KNOWLEDGE / ATTITUDE / PARTICIPATION / CHULALINET

TAWATCHAI PANICHAYAKORN : THE STUDY OF MEDIA EXPOSURE, KNOWLEDGE, ATTITUDE AND PARTICIPATION IN USING CHULALINET AMONG CHULALONGKORN UNIVERSITY STUDENTS AND OFFICIALS. THESIS ADVISOR: ASSO. PROF. YUBOL BENJARONGKIJ, Ph.D. 141 pp. ISBN 974-635-097-8

This study was to examine media exposure, knowledge, attitude and participation in the application of Chulalinet. In addition, the relationship of media exposure, knowledge, attitude and participation in using Chulalinet among Chulalongkorn university students and officials are investigated.

Results are as follows :

1. No correlation was found between media exposure and knowledge in using Chulalinet among Chulalongkorn university faculty members, students and employees.

2. Significant positive correlation was found between media exposure and attitude toward using Chulalinet among Chulalongkorn university faculty members and employee but not found in student group.

3. Significant positive correlation was found between media exposure and participation in using Chulalinet among Chulalongkorn university faculty members, students and employees.

4. Significant positive correlation was found between knowledge and attitude in using Chulalinet among Chulalongkorn university faculty members, students and employees.

5. Significant positive correlation was found between knowledge and participation in using Chulalinet among Chulalongkorn university faculty members, students and employees.

6. Significant positive correlation was found between attitude and participation in using Chulalinet among students and employees but not found in faculty member group.

7. Media exposure and knowledge in using Chulalinet mutually explain the participation in the Chulalinet program of Chulalongkorn university faculty members and students but media exposure was the only one variable that explained the participation in the Chulalinet program among Chulalongkorn university employees.

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