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KEY WORD: NEWSPAPER / ONLINE NEWSPAPER / READING / RECALL

MONTIRA INKOCHASAN : READING NEWSPAPER VERSUS ONLINE
NEWSPAPER : AMOUNT OF NEWS READ AND RECALLED, AND READERS'
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This experimental research compares the pattern of reading and the perception of readers of printed newspaper and online newspaper and their satisfaction with each type of newspaper. Two experiments were conducted, one using the English version of the media and the other using the Thai version.

In the first experiment 26 students were divided into two groups. The first group read the printed version of "The Nation" and the second group read the menu based online version. In the second experiment 30 students were divided into two groups. The first group read the printed version of "Krungthep Turakit" and the second group read its hypertext online version. After reading their assigned version, the subjects were asked to complete the test measuring their recognition of the content, their media use and their satisfaction with each type of newspaper. The amount of news read was monitored by the process tracing method for the printed version subjects and by observing the subject on-screen activities for the online version subjects.

Results show that readers of the online version read greater amount of news at the lead level than their printed version counterpart ($t=2.07, p<.05$). However, at the content level, readers of the printed version read significantly greater amount of content than readers of the online version ($t=3.06, p<.01$). Readers of the two types of media did not differ significantly ($p<.05$) regarding the amount of news piece recalled. However, when the recall of detailed elements of the news content within the news piece were compared, the online group recalled greater amount of detailed elements per news piece than their printed version counterpart ($t=2.73, p<.01$ for English version and $t=3.26, p<.01$ for Thai version). Results show that there is no significant difference ($p<.05$) between the two groups in the total amount of detailed elements of the news content that they recalled across news pieces.

Results also show that the online group can remember more news facts than the printed newspaper group ($t=2.63$ and $t=2.84, p<.01$). However, they did not differ ($p<.05$) in terms of the average amount to news facts remembered across all news pieces.

Subjects ranked pictures and graphics among the most important factors contributing to the newspaper attractiveness. In terms of readers' satisfaction, subjects who preferred the printed version and subjects who preferred the online version ranked the importance of media related factors that contribute to their satisfaction of the media differently.

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ปีการศึกษา.....2539.....

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