

C551029 : MAJOR DEVELOPMENT COMMUNICATION
KEY WORD: MEDIA EXPOSURE / MODERNIZATION / COSMOPOLITE

SUKANYA NAKSUK : THE RELATIONSHIP BETWEEN MEDIA EXPOSURE AND
MODERNIZATION OF PEOPLE IN CHACHOENSAO PROVINCE. THESIS ADVISOR :
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The purpose of this research was to study the relationship between media exposure and modernization of the people in Chachoengsao Province. Questionnaires were used to collect data from a total of 292 samples. Frequency, percentage, pearson's product moment correlation coefficient, partial correlation and multiple regression were employed for the analysis of data. SPSS^x program was used for data processing.

The results of the study were as follows:

1. There was a significant correlation between cosmopolite, age, education, economic status and media exposure. Male was not significantly correlated with media exposure.
2. There was a significant correlation among cosmopolite, education, economic status and modernization. Male was not significantly correlated with modernization.
3. There was a significant correlation between media exposure and modernization.
4. The relationship significant level among cosmopolite, education, economic status and modernization was reduced when we controlled media exposure.
5. Education was the most obvious factor explaining modernization.