

KANITA KITTITAKULKARN : THE PRESENTATION OF POLLS IN BUSINESS
NEWSPAPERS AND ITS EFFECT ON THE WAY READERS USE AND THINK ABOUT
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This research aims at studying the policy of business newspapers concerning poll conducting and reporting. It also looks at how readers of various socio-economic status use, and think about polls. Methods of data gathering include interviews with people in charge of conducting polls, a content analysis of polls and interviews with poll readers. Data were analyzed and presented as frequencies, percentages, modes, means, standard deviations, with statistical tests such as ANOVA and the test of proportion.

Results are as follows:

1. Different business newspapers have similar polling policies regarding objective, target audience, anticipated utility, topic selection criterion, sampling method, data collection method, interviewer selection, reporting style and the statistics used in the analysis.
2. The poll reports of these newspapers provide essential the same background information. Most of them include information about the source of funds, target audience, the number of total respondents, the number of respondents answering contingency questions. Most contain about five categories of background information.
3. Readers' educational level is statistically related to their preference of sampling method and background information at $p = .05$
4. Readers' occupation is statistically related to their opinion concerning polls frequency and their preferred sampling method at $p = .05$.
5. Readers's job characteristics ^{and} is statistically related to the way they use polls and their preferred sampling methods at $p = .05$.
6. Readers' perception of poll utility is related to the amount of poll reading at $p = .001$.