

JITSUDA ROOPNGAM : A CONTENT ANALYSIS ABOUT NUTRITION OF THAI DAILY
NEWSPAPERS (1992-1993) THESIS ADVISOR : ASSO. PROF PARAMA
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The objectives of this study were to analyze categories of nutrition information, frequencies and space, forms and roles of daily newspapers in presenting nutrition information including the comparison of frequencies and space of nutrition information between quality newspaper and popular newspaper.

The population was Thai daily newspapers published during October 1, 1992 and September 30, 1993. The samples were four Thai daily newspaper : Thairat and Dailynews representing popular newspapers : Siamrat and Matichon representing quality newspapers. The sample size was 208 newspapers.

The results were (1) Food habit promotion for good nutrition and consumer protection for good nutrition were most frequently presented in daily newspapers. (2) Four daily newspapers presented nutrition information, measured by frequencies, with the average of less than 1 piece per one newspaper and less than 1% of the whole space of one newspaper each day. (3) Four daily newspapers presented nutrition information in the form of regular column most and performed the role in informing and educating most. (4) Popular newspapers had larger amount of nutrition information, both in frequencies and space, than quality newspapers.