

PANNIPA CHITCHOBTHUM : MODERNIZATION OF NONG CHOK DISTRICT PEOPLE
IN BANGKOK METROPOLIS. THESIS ADVISOR : ASST. PROF. JARANAI
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The objectives of the research are : 1)to find the mass media exposure behaviors of Nong Chok District people in Bangkok Metropolis, assumming to be the model of transitional society; 2)to find the correlations between demographic factors in terms of sex, age, economic status, educational level, religion, social status, and cosmopoliteness and mass media exposure; 3)to find the correlations between mass media exposure and modernization; and 4)to find the correlations between those namely demographic variables, cosmopoliteness and modernization. Questionnaires were used to collect data from the total of 290 samples. Frequency, percentage, mean and Pearson's product moment correlation coefficient are employed for the analysis of data after data treatment by SPSS^X program.

The result of the research can be concluded as follows:

1. The demographic factors understudied namely economic status, educational level, religion, social status and cosmopoliteness positively correlated with mass media exposure except for age variable which is negatively correlated, and sex variable which is not correlated.
2. Mass media exposure positively correlated with modernization.
3. Sex, age, economic status, cosmopoliteness have no correlation with modernization, while educational level, religion, social status, mass media exposure positively correlated with modernization.