

TRIRAT NILFAT : THE USES OF TELEVISION DRAMA AND PERCEIVED UTILITY
FOR SELF DEVELOPMENT OF UNIVERSITY STUDENT IN BANGKOK METROPOLIS AND
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135 pp. ISBN 974-583-437-8

The purpose of this study was to investigate the correlation among demographic aspects, TV drama viewing, and perceived utility of university students in Bangkok Metropolis and suburbs. Questionnaires devised by the researcher were employed to collect data from a total of 417 samples. SPSSpc+ program was used for data analysis.

Results revealed that :

1. Most students prefer comic drama and watched together with their family members. The main purpose of their watching TV drama was for entertainment. The popular time day were 8.30-11.00 p.m. on weekday and 12.00 a.m.- 4 p.m. on Saturday-Sunday. They watched TV drama from TV channel 7 more than other channels.
2. TV drama viewing patterns were significantly different among those whose mother's occupations were different, viewing amount was significantly different only among students of different fields of study.
3. The perceived utility of TV drama for personality development were significantly different among those whose father's occupations, fields of study and regions of origin were different. Perceived utility in cognitive development was significantly different among those in different regions of origin and economic status. Perceived utility of TV drama viewing in developing their moral sense was different among students whose fields of study and economic status were different.
4. Viewing patterns, viewing frequency and viewing concentration were significantly correlated with perceived utility of TV drama in self-development in terms of personality, cognitive ability and moral. However, viewing amount was not found to be significantly correlated with any category of TV drama perceived utility.