

PORN PIMON THUNGNAK : THE OPINION OF INSTRUCTORS AT THE UNITED
NORTHERN-ISAN TEACHER' COLLEGES ON THE EDUCATIONAL FUNCTION OF MASS
MEDIA FOR THE QUALITY OF LIFE IMPROVEMENT FOR NORTHEASTERN PEOPLE.
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The purposes of this study are firstly, to survey behaviors in mass media receiving and to acquire opinion on educational functions of mass media for quality of life improvement of Northeastern people as provided by the instructors of United Northern-Isan Teachers' colleges, and secondly, to identify the relationship between the instructors demographic and social characteristics and their behaviors in mass media exposure.

If was found that television had the highest rating while video and movies were rated the lowest in terms of reception among these instructors. They also recommended that television played the highest role in terms of improving the quality of the Northeastern people in several aspects; housing, health, safety, education, occupations, family planning, unity and community co-operation, moral development, and arts and cultural reservation. The lowest rating media were video and movies.

It was found that newspaper receiving varied with sex at .01 significant level. Age and television receiving were significantly correlated at .01 level, and age and movies at .05 level. In terms of formal Education, degree level was related to radio reception and related to newspaper reading significantly at .05 level. The correlation between degree level and magazine reading was significant at .05 level. The correlation between job position and video reception, job position and movies viewing were significant at .01 level. It was found that instructors from Faculty of education read newspapers more at .01 significant level.