

The purpose of this research was to study about media contact and adoption of labour information of employees in industrial factories. The sample used in this study comprised of 400 labours from 21 factories in Bangkok Metropolis. The questionnaire was used to collect data. The result could be concluded that:

1. Television was the most frequent media the labours ever contacted
2. Most labours moderately received labour information from television.
3. Labours adopted information, mostly at evaluation stage.
4. Most desirable labour information were Social Security Act, Prescribing Welfare for employees and Precribing Payment of compensation and in general information were Political Law.
5. Some significant relationship were found at the .05 level between various types of media and sex, age, educational level, wage, working hour, year of employment and position.
6. Some significant differences were found at the .05 level between an information adoption and size of factories, educational level, wage and position.
7. There were significant differences at the .05 level between the types of media labours contacted and size of factories in which they were working. Those who were in large and medium factories more frequently contacted to radio, newspaper and printed media but less frequently contacted to officer from department of labour than those in small factories.
8. In general, labours appeared to be slightly contacted to labour information.