

WIPADA BUNNAG : THE RELATIONSHIP BETWEEN COMMUNICATION AND
POLITICAL PARTICIPATION OF RURAL PEOPLE : A CASE STUDY OF AMPHOE
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The main purposes of this research were as follows: 1. to study the level of political participation of rural people 2. to study the problem of communication and political participation of rural people 3. to analyze the relationship between communication and political participation of rural people 4. to study other factors relevant to political participation of rural people 5. to compare the effect of personal media and mass media on political participation. The samples were 350 rural people. Questionnaires administered to all the subjects were used to collect the data. Percentage, Pearson's Product Moment Correlation Coefficient, t-test and F-test were employed to analyze the data. Data computation was processed through Statistical Package for the Social Science (SPSS/PC⁺)

The results of this study indicated that:

1. The level of communication, sex, age and educational attainments were not correlated to political participation.
2. There was no difference between personal media and mass media in correlating to political participation.