

## Abstract

The research on “Content Analysis and Readers Opinion on the Political Astrology in Popular Dailies of Thailand” is to quantitative research analyze presentation upon political astrology on daily Thai newspaper to find that how much is pieces of news, area and form of presentation, to quantitative study direction of presentation on political astrology on Daily Thai newspaper, to quantitative study the readers’ idea and belief on their political astrology and to study their idea upon political, economic, social activities of daily Thai newspaper readers’. The researcher used mixed method while quantitative research used content analysis and qualitative used in-depth interview.

In quantitative research is the method of content analysis from paper; for example, article concerning political astrology from 3 quantitative Popular Dailies: for example, Thairath, Dailynews and Khaosod newspaper. The study began from October 1, 2006 to October 1, 2007 with the content of political astrology from totally 46 newspapers.

In this part of study found that the area of main idea presented the content of political astrology prediction whereas Thairath has the most area by volume, secondly is Khaosod newspaper while the least is Dailynews newspaper. There is presentation main idea in content of political astrology prediction concerning country horoscope relating to economy and society is the most. For direction of content presentation relating to political astrology with negative astrologic content is largest content volume. For style and main idea on political astrology has presentation style of interview article and special scoop the most. For presentation of personal horoscope prediction has presentation of news form as the most. Presentation concentrated on accuracy and other relating content presentation has presentation of article of expression as the most, secondly is the news while interview and special scoop is not done.

Qualitative research used in-depth interview. Sampling is the readers from 18 years old up who read daily Thai newspapers of study specified; for example, Thairath, Dailynews, Khaosod with group specified, 13 readers who regularly and

regularly read daily Thai newspapers over one year. Sampling method used purposive sampling and snowball method.

On the second part study found that the presentation on content presentation of political prediction on newspaper was not powerful upon political decision and political participation of the readers. Negative prediction presentation, therefore, is influenced to readers' behavior in one level. For the reason of reading political astrology prediction found that they read is to know some situation, to have some information for talking, to read it for fun like scanning but not for taking any matters harmonized with theory of information seeking that "people seek for information to have information responding to their own requirement" seems that the area of 2319.11 sq. inches is consumed less valuable since news content is very less useful for readers comparing with the number of message receivers who take instruction content of the fortune teller usefully.

In conclusion, newspapers have their benefit from Thai public belief in astrology with presentation of political astrology in responding public requirement, similarly, newspapers reflect existence of astrology believers in spite of the fact that there is no scientific prove. The newspapers still open an area for astrology consider being in shadow behind of science due to the context of public belief in particular secrecy unable for explanation in cause and effect that resulting the newspapers still presenting political astrology regularly.

Recommendation for organization concerned, the researcher suggested that the newspapers present useful matter but not cause worrisome in mind as well as not create social violence. The newspapers should present naturally just prediction. They should collect fortune tellers' data systematically and Thailand should establish an astrology academic institute. Later recommendation on research should study political astrology influence from other media. Survey research should be studied openly and use public usage. Furthermore, we should study what astronomer's strategy presented political astrology through media and should study comparison to find difference between quantitative daily newspapers and qualitative daily newspapers.