

PRAWIN PATTANAPONG : VILLAGE COUNCILS' INFORMATION SEEKING  
BEHAVIOR AND THEIR GRATIFICATIONS IN THE QUALITY OF LIFE  
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The purpose of this research is to study the relation of age, education, income, media exposure and modernization value with village councils' information-seeking behavior and their gratifications in the quality of life information. The samples of village councils of Amphoe Mae Tha, Lampang province. The results are as follows:

Media exposure and modernization value relate to the interest in information, education, media selection at the significant, age, aim of information exposure at the significant level .05

Village councils with different ages are interested in information on laws and foreign news and select different personal media, radio, T.V. and poster at the significant level .05 Village councils with different level of education are interested in information on politics, administration, education, drug advertising and select different media of press and PR mobile unit and are different in aiming to follow news and events. Village councils with different income are interested in local news, sports news and select different personal media, radio, T.V., information hall and are different in aiming to keep information for conversation to create self-confidence and making decision. Village councils with different media exposure are interested in information on health, occupations, politics, administration, laws, education, arts & tradition, trade & business, tourism, all kind of news and facilities advertising and select different media of radio T.V., information hall, press, PR mobile unit and films and are different in aiming to follow news and events. Village councils with different modernization values are interested in information on education, trade & business, local news and sports news and select different personal media, T.V., press and information hall.

The difference is statistically at the significant level .05

The variables of media exposure and modernization value can describe or predict the interest in information and the media selection for information-seeking at the statistical significant level .05 and at the percentage of 7.29 and 24.09 respectively. Media exposure can describe or predict the aim of information exposure at the statistical significant level .05 and at the percentage of 1.86. The variable of age can describe or predict the gratifications in the quality of life information at the statistical significant level .05 and at the percentage of 17.22.