

KITTI SAMANTHAI : THE RELATIONSHIP BETWEEN MAGAZINE
READING BEHAVIOR AND THE GENERAL KNOWLEDGE OF STUDENTS
IN BANGKOK SCHOOLS. THESIS ADVISOR : ASSO. PROF.
NUNTARIKA KUMPAIROCH, 148 PP. ISBN 974-579-415-5

The purpose of this study was to examine the relationship between magazine reading behavior and general knowledge of students in Bangkok Metropolis in various fields of arts and culture, sports, environment, nutrition, language, economics, politics, geographics and science. Questionnaires were used to collect data from a total of 352 samples. Frequency, percentage, mean, chi-square distribution were employed for the analysis of data. SPSS Program was used for data processing.

The results of the study are as follows :

1. Sex correlated with magazine reading behavior of students.
2. Age are not correlated with magazine reading behavior of students
3. Educational level of students correlated with frequency and types of magazine reading.
4. Educational level of students are not coorelated with number of magazine reading.
5. Occupation, income and education of parents are not correlated with magazine reading behavior of students.
6. Magazine reading behavior correlated with general knowledge of students.