

MANTHANA MASMALAI : THE ROLE OF MASS MEDIA AND PERSONAL MEDIA IN
POLITICAL PARTICIPATION OF THE WOMEN; A CASE STUDY OF AMPHOE
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The main purposes of this research were as follows: firstly, to study the exposure behavior in mass media. Secondly, to study the relationship between the exposure behavior in mass media and personal media to the political knowledge and the level of political participation of the women. Thirdly, to study the relationship between the political knowledge and the level of the political knowledge of the women. Finally to compare relationship between mass media and personal media on the political knowledge. The samples were 200 women. Questionnaires administered to the subjects were used to collect the data. Percentage, Pearson Moment Correlation Coefficient and T-Test were correlation employed to analyze the data. Data analysis was processed through SPSS PC⁺.

The results of this study indicated that.

1. Personal media was correlated to the political knowledge but was not correlated to the political participation. ..
2. Mass media was correlated to the political knowledge but was not correlated to the political participation.
3. Political knowledge was not correlated to political participation.
4. The correlation between the exposure behavior in mass media and the political knowledge was higher than the correlation between the exposure behavior in personal media and the political knowledge.