

CHAPTER FOUR

RESULTS

After the researcher distributed 150 copies of the questionnaire to the Master Degree students studying in the Faculty of Journalism and Mass Communication, Thammasat University, 110 copies or 73.33 percent were returned. The numbers of returned questionnaires were appreciated. Questionnaires included 5 parts; (1) questions to collect personal background of respondents, (2) questions to test respondents' understanding of TPBS, (3) questions to test respondents' attitudes towards existing television stations, (4) questions to explore respondents' requirements and preferences for programs on TPBS, (5) questions to learn the respondents' requirements regarding program presentation.

4.1 DEMOGRAPHIC INFORMATION OF THE SUBJECTS

4.1.1 Sex of the respondents

The total number of respondents in this study was 110, male 34.5 % and female 65.5 %. They are studying in the Master of Arts Program, Faculty of Journalism and Mass Communication, Thammasat University, as shown in table one.

Table 1. Sex of the Respondents

Sex	Frequency	Percentage
Male	38	34.5
Female	72	65.5
Total	110	100.0

4.1.2 Age of the Respondents

Table 2 shows that 81.8 % of respondents are aged between 20-30 years old, 16.4 % are 31 – 40 years old, 0.9% are aged between 41 – 50 years and 51 years respectively.

Table 2. Age of the Respondents

Age	Frequency	Percentage
20-30 years	90	81.8
31-40 years	18	16.4
41-50 years	1	0.9
51 up years	1	0.9
Total	110	100.0

The respondents aged between 20 and 30 years old are females (56.3%) and males (25.4%), while the respondents aged between 31 and 40 years are females (9.1%) and males (7.3%). The remaining 2, aged between 41 and 50 years old and more than 51 years old, are male (0.9%), as showed in table 3.

Table 3. Age of the Respondents Divided by Gender

Sex	Age				Total
	20-30	31-40	41-50	51	
Male	28 25.4%	8 7.3%	1 0.9%	1 0.9%	38 34.5%
Female	62 56.3%	10 9.1%	-	-	72 65.4%
Total	90	18	1	1	110

4.1.3 Occupation of the respondents

4.1.3.1 General figures

Table 4 demonstrates that 44.5% of respondents are working with private companies, whereas 34.5 % devote their time entirely to study and do not have jobs. The other 13.6 %, 7.3% are government officials and freelance workers respectively.

Table 4. Occupation of the Respondents

Occupation	Frequency	Percentage
Government	15	13.6
Company	49	44.5
Freelance	8	7.3
Business owner	0	0.0
Study	38	34.5
Total	110	100.0

4.1.3.2 The respondents who work with media companies and others

The respondents' occupation divided into two categories. The first category focuses on the respondents who work in media companies: television, newspapers, radio, magazines and public relationship and advertisement agencies. The second category is the respondents who work in other occupations not related to media. Table 5 shows 20% work with media companies, while 80% are employed in other areas.

Table 5. Occupation Divided by Media and Others

Occupation	Frequency	Percentage
Working in Media field	22	20
Working in other fields	88	80
Total	110	100.0

The type of media illustrated in table 5 focuses only on the respondents who work with media companies. Only 22 respondents out of 110, studying in the Faculty of Journalism and Mass Communication, Thammasat University, work in the media field. The respondents in this group are divided into 5 categories: 50% of the respondents work with television, 22.7 % with newspaper, 13.6% with PR & Advertising agencies, 4.5% with radio, and 9.1% with magazines.

Table 6. Type of Media Which Respondents Worked for

Type of Media	Frequency	Percentage
Television	11	50.0
Newspaper	5	22.7
Radio	1	4.5
Magazine	2	9.1
PR & Advertising	3	13.6
Total	22	100.0

Table 7 explains that 46.4% have a salary range of between 10,000 – 20,000 baht per month, 34.5% has no salary due to unemployment, 14.5% earn around 20,000 – 30,000 baht a month, 2.7% receive 30,001- 40,000 baht a month and 1.8% receive a salary of 40,001-50,000 baht .

Table 7. Respondent's Salary

Salary	Frequency	Percentage
10,000-20,000 Bt	51	46.4
20,001-30,000 Bt	16	14.5
30,001-40,000 Bt	3	2.7
40,001-50,000 Bt	2	1.8
More than 50,000	-	-
No salary	38	34.5
Total	110	100.0

4.2 RESPONDENT'S UNDERSTANDING OF THE THAI PBS ROLE

4.2.1 The respondents' understanding of the difference between Free TV and Public TV or the PSB model

The researcher assumed that 110 respondents, who were studying in Journalist and Mass Communication, Thammasat University, should have some understanding about Public TV station in Thailand since it is their field of their study. However, only 21.8 %, as shown in table 8, have a good understanding of Thai PBS's role, while 38.2% partially understand. The highest number of 40% misunderstood it entirely.

Even the respondents who work with media companies have less understanding. Table 9 shows that only 13.6% could describe the different models of public TV and Free TV correctly or almost correctly, while 45.5 % misunderstood PSB's fundamental role and 40.9% understood its role partially.

Table 10 illustrates media person's understanding toward Public TV and Free TV divided into 5 categories. Only 3 respondents in Television, Newspaper and PR&AD Agency good understand.

Table 8. Respondents' Public TV and Free TV

Level of Understanding	Frequency	Percentage
Good Understanding	24	21.8
Partial Understanding	42	38.2
Misunderstood	44	40.0
Total	110	100.0

Table 9. Media Person's Understanding toward Public TV and Free TV

Level of Understanding	Frequency	Percentage
Good Understanding	3	13.6
Partial Understanding	9	40.9
Misunderstood	10	45.5
Total	22	100.0

Table 10. Media Person's Understanding of Public TV and Free TV Divided into 5 Categories of Media

Level of Understanding	TV	Newspaper	Radio	Magazine	PR&AD Agency
Good Understanding	1	1	-	-	1
Partial Understanding	3	2	1	1	2
Misunderstood	7	2	-	1	-
Total	11	5	1	2	3

4.2.2 General Understanding of Thai PBS

Table 11 and 12 presented the results of the question asking whether the respondents were informed about Thai PBS from the news or not. The figure in table 11 shows that 88.2 % of the respondents learned about Thai PBS from the news, while 8.2% had no acknowledge from the news and 3.6% are not sure.

The study finds that 56.4 % of respondents recognize that Thai PBS is the former TITV channel, as shown in table 12. Meanwhile 32.7 % have no acknowledge of it and the remaining 10.9% are not sure.

Table 11. Respondents Knowledge of Thai PBS from news

Knowledge from the News	Frequency	Percent	Mean
Yes	97	88.2	0.453
No	9	8.2	
Not Sure	4	3.6	
Total	110	100.0	

Table 12. Respondents Knowledge of Thai PBS is TITV

Thai PBS TV is TITV	Frequency	Percent	Mean
Yes	62	56.4	0.686
No	36	32.7	
Not Sure	12	10.9	
Total	110	100.0	

4.2.3 Respondents' understanding of Thai PBS administration

Table 13 and 14 exhibits the understanding of the Thai PBS administration. Table 13 shows that 62.7 % of the respondents think that Thai PBS is administered by the government, while 21.8% believe that Thai PBS is not under state control and 15% have no idea. 43.6% of the respondents in table 14 understand that Thai PBS is a free organization but 38.2% believe it is not. The respondents who are unsure whether Thai PBS is free organization are 18.2% or 20 out of 110.

Table 13. Thai PBS is under State Control

Under State control	Frequency	Percent	Mean
Yes	69	62.7	0.751
No	24	21.8	
Not Sure	17	15.5	
Total	110	100.0	

Table 14. Thai PBS is a Free Organization

Free organization	Frequency	Percent	Mean
Yes	48	43.6	0.747
No	42	38.2	
Not Sure	20	18.2	
Total	110	100.0	

4.2.4 Respondents' understanding of the Thai PBS funding model

This part aimed at learning respondents' understanding of what Thai PBS model operates here. The outcome was presented in table 15 -17. Table 15 shows that 77.3% of the respondents answered Thai PBS is not funded or gains profit from advertisements, while 12.7% believe the station's revenue comes from advertisements and 10% do not know how Thai PBS makes a profit or income.

Table 16 presents that 80% of the respondents think that Thai PBS is not a license-fee model. On the other hand, 11.8% of the respondents reply that they are not sure and 8.2% believe that Thai PBS is operated by license-fee model respectively. 80.7% believes that Thai PBS is operated by state funding, as shown in table 17. However, 11.9% of the respondents disagree while 7.3% of them have no idea.

Table 15 Thai PBS Operated by Advertisement funding

Advertisement funding	Frequency	Percent	Mean
Yes	14	12.7	0.478
No	85	77.3	
Not Sure	11	10.0	
Total	110	100.0	

Table 16 Thai PBS Operated by License Fee

License Fee	Frequency	Percent	Mean
Yes	9	8.2	0.448
No	88	80.0	
Not Sure	13	11.8	
Total	110	100.0	

Table 17 Thai PBS Operated by State Funding

State funding	Frequency	Percent	Mean
Yes	88	80.7	0.588
No	13	11.9	
Not Sure	8	7.3	
Total	109	100.0	

4.2.5 Respondents' understanding of Thai PBS programming and presentation

Almost 71 % of the respondents answer that Thai PBS does not provide the same programs and its management is different from the other existing television stations: channel 3, 5, 7 and channel 9, while 22.7% have the opposite idea by

thinking that there is not difference between the programs provided by Thai PBS and others and 6.4% are not sure. The figures on this question are presented in table 18.

Table 19 explains that most respondents, or about 87.3%, agree that Thai PBS should focus only on valuable programs for viewers, while 9.1% disagree and 4% are not sure. Table 20 reflects respondents' opinion over entertainment programs. 60.9% express that TV programs on the station should not provide entertainment programs, soap-operas or drama, 27.3 disagree, 3.6% did not give any opinion on this matter.

Table 18. Thai PBS Has its organization similar to free TV

Similar to Free TV	Frequency	Percent	Mean
Yes	25	22.7	0.516
No	78	70.9	
Not Sure	7	6.4	
Total	110	100.0	

Table 19. Thai PBS Must Focus on Valuable Programs

Serving people's interest	Frequency	Percent	Mean
Yes	96	87.3	0.460
No	10	9.1	
Not Sure	4	3.6	
Total	110	100.0	

Table 20. Thai PBS on principle should have no entertainment programs

No entertainment program	Frequency	Percent	Mean
Yes	67	60.9	0.701
No	30	27.3	
Not Sure	13	11.8	
Total	110	100.0	

4.2.6 Respondents' understanding of Thai PBS's role and tasks

In terms of the respondents' understanding of Thai PBS role and its responsibility, 70 % of the respondents agree that Thai PBS should be free from any intervention, either from government, capitalists or politicians. However 20% of respondents do not agree and 10% have no idea what it should be, as presented in table 21. Table 22 show 79.1% agree that people definitely should express or propose their ideas to Thai PBS, whereas 10.9% think differently and the other 10% of the respondents do not have any answer in their mind.

The last question in the second part asked the respondents whether they receive enough information about Thai PBS's role and understand it completely or not. It is interesting that more than half of the samples or 55% admitted that they are not well-informed about Thai PBS's role, while 24.8% were not clear. Only 20 respondents or 22% believed that they recognized Thai PBS's role almost correctly from information they got. The study result is shown in table 23.

Table 21. Thai PBS Should be Free from any Intervention

Free from intervention	Frequency	Percent	Mean
Yes	77	70.0	0.666
No	22	20.0	
Not Sure	11	10.0	
Total	110	100.0	

Table 22. People Can Participate and Express Ideas to Thai PBS

People's expression	Frequency	Percent	Mean
Yes	87	79.1	0.646
No	12	10.9	
Not Sure	11	10.0	
Total	110	100.0	

Table 23. Respondents' Received Enough Information of Thai PBS's Role

TPBS understanding	Frequency	Percent	Mean
Yes	22	20.2	0.672
No	60	55.0	
Not Sure	27	24.8	
Total	109	100.0	

4.3 RESPONDENT'S ATTITUDE TOWARDS EXISTING TELEVISION STATIONS

In the third part, the research aimed at studying respondents' attitudes towards existing television stations in Thailand, channels 3, 5, 7, 9 and TITV (before its transition to Thai PBS), as shown in table 24. While 37.3% of the respondents view that the numbers of the existing free televisions are on average enough for audiences, 35.5% think they distribute a fair amount of programs and contents. 45.5 % strongly agree that free TV stations should create more useful programs for society and people.

The respondents 40%, 57.3% and 30.9% respectively strongly agree that the existing television stations are interfered with political and capitalist groups and government. As to whether Thai media complies with regulations, duties, and responsibilities, 35.5% of the respondents think that the Thai media's level of compliance is average, whereas 26.4% does not believe that Thai media performs its duties and responsibilities perfectly.

Table 24. Attitude toward the Existing Free Television Stations

Topic	Strongly agree	Agree	Moderate agree	Disagree	Strongly disagree	Mean
Do you think that the number of existing television stations is enough to serve people's demand?	3.6%	30.0%	37.3%	22.7%	6.4%	2.98
Do you think programs and contents provided on existing television stations are enough to serve people's demand?	1.8%	19.1%	35.5%	29.1%	14.5%	3.35
Do you think the existing television stations should create more valuable and useful programs for society?	45.5%	36.4%	6.4%	1.8%	-	1.75
Do you think the existing television stations are interfered by politic?	40%	33.6%	23.6%	1.8%	0.9%	1.90
Do you think the existing television stations are interfered with capitalist groups?	57.3%	32.7%	6.4%	2.7%	0.9%	1.57
Do you think the existing television stations are interfered with government?	30.9%	37.3%	25.5%	6.4%	-	2.07
Do you think the existing television stations perform their duties and responsibilities perfectly?	5.5%	14.5%	35.5%	26.4%	18.2%	3.37

Table 25 illustrates the respondent's appreciation toward each free TV station from the first to the sixth ranking. The first ranking which 47.3% respondents vote for is channel 3, whereas 30% and 13.6% prefer watching channel 9 and Channel TITV accordingly.

The second ranking, the respondents voted for channels 9, 3, 7, TITV, 5 and 11 with 26.4%, 24.5% 23.6% 13.6%, 8.2% and 1.8% respectively. Meanwhile the third ranking led by channel 5 is voted by 30.0% of the respondents. The following channels after channel 5 in the third ranking are channels 9, 7, 3, TITV and channel 11 accordingly with 18.2%, 17.3%, 16.4%, 14.5% and 1.8% of the respondents.

Table 25. Attitude toward Favorite Channels of the Existing Free Television Station

Channel	First	Second	Third	Fourth	Fifth	Sixth
Ch.3	47.3%	24.5%	16.4%	3.6%	4.5%	1.8%
Ch.5	0.9%	8.2%	30.0%	8.2%	8.2%	2.7%
Ch.7	6.4%	23.6%	18.2%	26.4%	16.4%	7.3%
Ch.9	30.0%	26.4%	17.3%	20.9%	5.5%	-
Ch.11	1.8%	1.8%	1.8%	5.5%	16.4%	69.1%
Ch.TITV	13.6%	13.6%	14.5%	15.5%	26.4%	16.4%

4.4 ATTITUDE TOWARD PREFERRED PROGRAMS ON EXISTING TELEVISION STATIONS AND THAI PBS

The study aimed to know what kind of programs presented on the six Free TV or commercial TV station the respondents liked most in the first three rankings. Table 26 shows that news programs are chosen by 31.8 % of respondents as the most favor program in the first ranking, whereas documentary 14.5% and soap opera programs 12.7% respectively. The second ranking, news programs are the first most favored programs with 20%, documentary programs 17.3% and entertainment programs 16.4%. The third ranking, entertainment programs are preferred most by 14.7%, soap opera programs 11.9% and broaden vision broadening programs 11%. Other programs are preferred by not very different scores which are quite low.

Table 26. Favorite Programs on Existing TV Stations

Type of Program	First Ranking	Second Ranking	Third Ranking
News	31.8%	20.0%	10.1%
Education	1.8%	0.9%	2.8%
Politic	5.5%	10.0%	3.7%
Economy	1.8%	-	2.8%
Art and Culture	4.5%	2.7%	5.5%
Kids	2.7%	1.8%	2.8%
Documentary	14.5%	17.3%	10.1%
Vision Broadening	3.6%	2.7%	11.0%
Soap Opera	12.7%	9.1%	11.9%
Entertainment	8.2%	16.4%	14.7%
Games Show	-	7.3%	7.3%
Sport	7.3%	2.7%	0.9%
Music	2.7%	4.5%	3.7%
Cartoon	0.9%	0.9%	1.8%
Food	0.9%	-	5.5%
Dharma	-	1.8%	0.9%

In table 27, the survey result indicates that news programs are still the most interesting and vital programs. 47.3% of the respondents prefer to watch news programs as the priority alternative on Thai PBS. Documentary and political programs are impressive and attractive programs followed by news programs with 13.6% and 10% of the respondents respectively in the first ranking

In the second ranking, political programs are preferred by 22.7% of the respondents, whereas documentary program and news program are satisfy 15.5% and 14.5% of the respondents respectively. Art and cultural programs are selected as the first choice in the third ranking with 17.3 %, whereas political programs follow as the second by 11.8% of the respondents and documentary programs follow as third by 10.9% of the respondents

The question of the most important program to strengthen Thai society shows that the respondents think children's program and economic programs are the most important for the Thai people. The two programs nominated to be first and second with a close score of 20% and 19.1% accordingly. The respondents score news and documentary programs as the third ranking with the same score of 15.5%

Table 27. Attitude toward Preferred Programs on Thai PBS

Type of Program	First Ranking	Second Ranking	Third Ranking	Important Program
News	47.3%	14.5%	6.4%	15.5%
Education	5.5%	10.9%	7.3%	-
Political	10.0%	22.7%	11.8%	4.5%
Economy	2.7%	2.7%	6.4%	19.1%
Art and Culture	2.7%	9.1%	17.3%	1.8%
Kids	7.3%	9.1%	9.1%	20.0%
Documentary	13.6%	15.5%	10.9%	15.5%
Vision Broadening	-	4.5%	8.2%	9.1%
Soap Opera	2.7%	1.8%	1.8%	2.7%
Entertainment	3.6%	4.5%	5.5%	0.9%
Games how	-	-	1.8%	-
Sport	-	0.9%	1.8%	-
Music	-	0.9%	0.9%	-
Cartoon	-	-	-	-
Food	1 (0.9%)	-	1.8%	-
Dharma	1 (0.9%)	0.9%	3.6%	5.5%

The last question in the fourth part aims to test the respondents' attitude as to whether Thai PBS should cover all programs, from news to dharma programs. Table

28 shows the outcome that 80% of the respondents agree that Thai PBS should cover all programs. Most of them describe similarly that Thai PBS should have various programs and cover all situations or events in order to serve the public's interest.

Table 28. Attitude toward Thai PBS Programs

TPBS should have all programs	Frequency	Percent
Yes	88	80.0
No	21	19.1
Missing	1	0.9
Total	110	100.0

4.5 ATTITUDE TOWARD PREFERRED TECHNIQUES AND FACTORS PRESENTED ON EACH PROGRAM ON THAI PBS

The last part of the questionnaire reveals that social responsibility is the most important of concerned factor by 18.2% of the respondents, as shown in table 29, in the first ranking column. They agree that Thai PBS should focus deliberately on such factor in order to produce valuable and interesting programs, whereas unbiased programs with no intervention and varied content factors are followed by 16.4% and 11.8%. On the other hand, ethical issue is concerned most in the second ranking by 14.5% and socially responsible issue as the third ranking with 17.3 % while the other techniques and factors asked in the question did not have very different scores.

Table 29. Attitude toward the Most Important Techniques and Factors on Thai PBS's Program

Techniques and factors	First ranking	Second ranking	Third ranking
1. Emphasis on valuable content not presentation	4.5%)	2.7%	3.6%
2. Emphasis on various contents	11.8%	5.5%	6.4%
3. Emphasis on creative presentation	9.1%	10.0%	3.6%
4. Emphasis on easily telling a story	5.5%	4.5%	3.6%
5. Emphasis on special effects of editing and program production	-	-	0.9%
6. Emphasis on using a well educated program host or expert	0.9%	1.8%	2.7%
7. Emphasis on enjoyable programs	4.5%	4.5%	6.4%
8. Emphasis on Original and different programs	8.2%	8.2%	7.3%
9. Emphasis on edutainment programs	4.5%	7.3%	7.3%
10. Emphasis on social responsibility	18.2%	13.6%	17.3%
11. Emphasis on freedom of expression	2.7%	10.9%	7.3%
12. Emphasis on ethical programs	9.1%	14.5%	10.9%
13. Emphasis on unbiased, no intervention	16.4%	10.9%	17.3%