

ABSTRACT

**RESEARCH PAPER : Attitudes toward a Radio Program Surin Sevana Expressed by
Students and Instructors of a Surin
Higher Learning Institution**

BY : Mr. Khanchatr Phianvijathorance

DEGREE : Master of Arts (Social Development)

MAJOR : Social Analysis and Planning

ACADEMIC YEAR : 2001

This research aims at studying 1. a Surin higher learning institution's students' and instructors' attitudes toward listening to the community radio "Surin Sevana" program, 2. to find out factors relating to the attitude toward listening to such a program, and 3. to find out needs for promoting positive attitude in listening to the radio program.

The data collecting method is the questionnaire and the simple random sampling technique for which 513 students and instructors have been identified as the samples for this study. In hypotheses testing, t - test, F-test at the 0.05 level of significance were employed including an analysis of the samples' opinion and recommendations.

Results of the study reveal that students' and the instructors' attitudes toward the radio program as a whole are moderate as well as the attitudes toward form of presentation, quality, reliability of the content of the program and timing of the program presentation.

It is also found that the independent variables of sex, clarity of the signals received from Surin branch of Thailand radio in 97.5 MH frequency including the frequency of the "Surin Sevana" program from the same radio station, relate significantly with the students' and instructors' attitudes, However, age, occupation and income do not relate to such attitudes.

As for the needs to promote constructive attitudes toward listening to the radio programs of Surin branch of Thailand Radio, the majority of samples suggested for improvement in the form of presentation, timing of airing the program, content and reliability in the news presented in the program.

In the end, the researcher recommends for the radio program improvement.