

ABSTRACT

Title of Research Paper : Decision-making of News Editors in Presenting
Conflict News Resulting from Government Projects
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The purposes of the study were (1) to find out the decision-making process of news editors in presenting conflict news between the government and the people about government projects, and (2) to find out the factors influencing their decision-making about news presentation.

The data were collected from 16 news editors from different mass media : radio, television and newspapers. The questionnaire consisted of questions about the respondents' general background, their principle in working, their understanding in government projects, and their attitude toward the conflicts in this matter between the government and the people. All these were independent variables. The Dependent variable was their decision-making process. The findings were briefly reported below :

1. As a whole, the sample group was found to only superficially present the news. They tended to be on the people's side in the Thai-Malaysian gas pipeline project and the electricity plant project in Prachuabkirikhan Province, but were inclined to be on the government side in the waste water treatment project in Samutprakarn Province. However, some editors neutrally presented the news on the conflicts. They seemed to use their own judgment in deciding to present the news by using the information available. Still, there were some who presented the

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news by someone's order or used the current situation to decide how to present the news.

2. The factors found to significantly influence their decision to present news about the conflicts in government project between the people and the government were the editors' degree of understanding about the government projects, attitude toward the projects, the inclination to be on the people's side, and the influence of the office where they worked.

One problem of presenting news about the conflicts resulting from government project was that the editors were not neutral about the conflicts. They mainly depended on their attitude when they Presented the news of this sort. Also, they did not have enough information about the conflict to have a good knowledge and understanding to make a judgment. Lastly, they were influenced by their offices, so they could not remain neutral.

To solve the problems, the researcher recommended that more information or data should be collected before making a judgment of what and how to present the facts. The editors must not have a bias. Also, the influence of the offices when the editors work must be lessened. The independent mass media agencies, such as the newspaper Reporter Association of Thailand, should play a role to make mass media free from any influence.