

## ABSTRACT

**Title of Research Paper** : The Social Role of the Ruam Duay Chuay Kan Radio Program

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The purpose of the study was twofold 1) to examine the social role of the Ruam Duay Chuay Kan radio program, and 2) to identify the factors related to the opinions on the role of this radio program. The sample group was composed of 200 listeners of the radio program who lived in Bangkok and nearby provinces.

The framework of the study included independent variables, namely, personal variables, behavior of listening to the program, and benefit gained from listening to it; and the dependent variable, that is, the opinion on the social role of the Ruam Duay Chuay Kan radio program. The social role consisted of 7 components, i.e., coordination to help solve problems, information dissemination, reporting of current incidents, campaign to encourage people to help each other, maintenance of arts and culture, consumer protection, promotion of obeying traffic laws, and prevention of crime, drug addiction trade and corruption. The data were collected by using a questionnaire and by interview. Percentage, mean, standard deviation were used to describe the data and t-test, F-test and Correlation were employed to test the hypotheses.

The findings were briefly stated below.

1. Personal background. Most of the listeners in the sample group were males, aged 38 on an average. Their education was below a Bachelor's degree. They ran their own small businesses or were employees. They earned 10,001 baht or higher per month. Their hometown was Bangkok.

2. Behavior in listening to the program. Most of the samples were not program members. They followed the program for 1 – 2 years. They listened to the program every day while driving. They chose to listen to only the subjects of their interest in order to catch up with

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current news. They used to report some incidents to the program. They liked this program because it could help sufferers.

3. Benefit from listening to the program. The listeners considered the program very useful, enabling them to catch up with current news and participate in helping others, etc.

4. The social role of the Ruam Duay Chuay Kan radio program was found to be highly satisfactory when all the components were considered as a whole and separately.

5. The benefit of the program had a positive relationship with its social role when all the components were considered as a whole and separately.

6. Sex, education, occupation, length of listening time, frequency of listening and characteristics of listening were found to be significantly related to the listeners' opinion on the social role of the program. In fact, men, those with education below a Bachelor's degree, company employees, those following the program for 1 - 2 years and those listening to the program all day every day rated the program's social role higher than other audiences.

#### Recommendations

1. Policy implications.
  - 1.1 Recruiting more personnel for program production
  - 1.2 Adding more telephone numbers with no charge for convenience in contact.
  - 1.3 Expanding the listening network
  - 1.4 Adding a variety of contents
2. Operational implications
  - 2.1 Making the program concise in contents
  - 2.2 Paying attention to all sorts of problems of listeners.
  - 2.3 Making the program more interesting and not too serious
  - 2.4 Presenting news rapidly and covertly at intervals.