

**ABSTRACT**

**Title of Research Paper** : Access to News though the Mass Media of People in Yalay Municipality  
**Author** : Mss. Piangjai Korcharoensakul  
**Degree** : Master of Arts (Social Development)  
**Year** : 2001

---

The study focused on (1) access to news through the mass media of people in Yala Municipality and (2) The factors related to their acknowledging news though the mass media.

The subjects were people aged 15 years or more who lived in Yala Municipality. They were selected by a multistage random sampling technique. The total samples were 398. A questionnaire was used to collect the data which were analyzed by the SPSS/FW. Percentage, mean, standard deviation and Chi-Square were the statistics employed in data analysis.

**Characteristics of the subjects** Wormier slightly outnumbered men (54.3% and 45.7% respectively). The average age was 32.80 years. Most are will-educated (High Education Certificate / High Vocational Certificate / Bachelor's degree or equivalent, or higher). They were in small trade. Most had their own businesses. They had a moderate in come (4,001-16,000 baht a month). About two-thirds were Buddhists and the rest were Muslims. All of them used Thai most in daily communication, followed by Malay dialects plus Thai, and Malay, respectively

**Other findings were briefly stated below :**

1. Access to news through three types of mass media : daily newspapers, radio and television. It was found that people in Yala Municipality got access to news through the three types of mass media at a moderate level. They learnt about news from television most, followed by radio and daily newspapers, receptively. People tended to read political news in newspapers

TE 130179

(4)

and watch political news on TV most. The most favorite radio programs were entertainment and music programs, and soap operas. They read newspapers, listened to the radio and watched TV every day. They spent time watching TV most (more than 21 hours a week). They spend almost the same amount of time reading newspapers and listening to the radio (3.31-7.00 hours a week). The place they got access to news through the mass media was their own houses. The most popular daily newspaper was Thereat and the FM frequency was more popular than the AM frequency.

2. The people were found to have a good attitude toward the mass media.

3. The factors found to influence the people's access to news were age, education, occupation, and income. On the contrary, sex, religion, language used in daily life and attitude toward the mass media were found to have no impact on their access to news through the mass media. Noticeably, the higher the education, people had, the more they used Thai in daily communication and this led to more access to news through the mass media.