ABSTRACT

THESIS	:	Influence of Disk Jockies on Youths in Bangkok
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The objective of the research were 1) to investigate the influence of disk jockies on youths , 2) to find out youths' behavior in listening to music radio programs, (3) to reveal the use of disk jockies and the usefulness gained from them, 4) to see the relationship between youths' behavior in listening to music programs and the use and the usefulness gained from disk jockies, and their influence on youths.

The sample consisted of 385 regular college students from the first year to the fourth year level at Rajabhat Chandrakasem Institute. A questionnaire was used for data collection.

The findings were summed up below :

1. Socio-economic background of the youths. Female students accounted for 52.5 percent of the total subject. Their ages were 20–22 (59.2%). Many were in the junior year (38.8%). Their grade point average was 2.00-3.00 (76.0%). About half lived with their percent (50.0%). The majority grew up in democratic families (82.2%). The families has more or less the same income as the expense (71.3%).

2. Influence of disk jockies on youths. About 59.7 percent of the youths agreed that disk jockies had moderate influence on them, while about 40.3 percent said that they had great influence on them.

3. The factors found to be significantly related to the influence of disk jockies on the youths were the method of bringing-up and the use of disk jockies and the usefulness gained from them. On the contrary, sex, age, education, family status, economic status and behavior in listening to the music programs run by disk jockies were found to have on relationship with the influence of disk jockies on youths in Bangkok.