

ABSTRACT

Title of Research Paper : People's Opinions on the Radio Program
Network 2 Improvement Project of the Radio
Thailand Yasothorn
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This research aims at studying the people's awareness and perception on the Radio Thailand, Network 2, Performing according to the improved radio program, including results of the improvement for further development in the future.

Data collection method is mostly qualitative by using the in-depth interview technique to interview 30 key-informants from different target groups, i.e., 5 persons each from the government officials, farmers, housewives, business people, radio programmers, and students. All of them live and work within the municipality area of Muang Yasothorn Municipality. Data analysis is done with logical context description and descriptive statistics.

Results of the study can be summarized as follows:

Most of the key-informants are women, with the average age of 38 years old, holding bachelor degree, married, with monthly income between 10,001-20,000 baht, Buddhists and having 2-year experience in listening to the radio programs of Radio Thailand, Yasothorn Province.

9-12 o'clock of each day is the period when most people listen to the radio; among favorite programs are government news and new programs being broadcasting; favorite song program is romantic song (Luk Krung).

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Knowledge about the changing program started after the new program was on-air. At present, they can differentiate in content and form of the program presented.

The key-informants have positive perception on the improved program in the sense that it is useful, providing knowledge that can be applied for daily living; the content and time of presentation are appropriate.

They think that the new improved program give them more knowledge in both present situation information and entertainment news.

Among important problems are having little time for listening to the radio program; wanting to participate with the program. They suggest that in future change of the program, they should be informed in advance and their opinion should be sought about the matter.