

RESEARCH PAPER : Attitude of Bangkok People Toward Public
Opinion Surveys
BY : Miss Sariya Nuamchit
DEGREE : Master of Arts (Social Development)
MAJOR : Social Analysis and Planning
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The study aimed to survey Bangkok people's acknowledgement of public opinion surveys in Bangkok and their attitude toward public opinion surveys, including the factors related to their attitude.

The sample consisted of 240 people in Bangkok from three occupational groups (80 people from each) : the government official and state enterprise employee groups, the private company employee group and the student group. The total of 225 questionnaires or 93.75 percent were returned.

The questionnaire had 6 parts. The first part dealt with the demographic variables ; the second with interest in following related news and information ; the third with the acknowledgement of public opinion polls ; the fourth with demographic personality ; the fifth with measurement of Bangkok people's attitude toward public opinion polls ; and the sixth with additional suggestions. Percentage, mean and standard deviation were used to describe the data and t-test and F-test to prove or disprove the hypotheses.

Most of the sample were females, aged 20-30. They had a Bachelor's degree and earned 5,000-10,000 baht monthly. They followed news and information and acknowledged public opinion polls at more or less the same level. They acknowledged them from Suan Dusit Polls and ABAC Polls at a high level. They had a democratic personality at a high level. Also, they had a positive attitude toward public opinion surveys. They agreed to the

overall results of the surveys at a moderate level. In fact, they had a better knowledge and understanding of public opinion polls than of the usefulness, the reliability and the likeliness of the polls to lead people's voting.

When the hypotheses were tested, the factors found to have significant influence on Bangkok people's attitude toward public opinion surveys were education, interest in following news and information and acknowledgement of public opinion surveys at the 0.05 level. On the other hand, sex, age, occupation, income and demographic personality were found to have no impact on the attitude of Bangkok people toward this matter.

The following recommendations were made.

1. The poll surveyors or the institutions that conducted surveys should give importance to the reliability of the polls. They should be neutral, or of no bias. They should be careful about the accuracy of the prediction. They should strictly follow the scientific method of conducting surveys, or follow the correct research methodology.

2. The government should allocate budgets to conduct such surveys, or should set up a central agency to do this including a non-government organization to check the work of the institutions that conducted public opinion surveys. All the institutions should follow the same policy and criteria.

3. The mass media should have no bias, nor should they lead people when presenting the results of the polls so that people who consumed the news would make the best use of the poll results.

4. People in general should pay more attention to political news and should be careful in news consumption.