

## ABSTRACT

**Title of Research Paper** : People's Expectations, Trust and Acceptance of Thai Daily Newspapers  
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This study, titled "People's Expectations, Trust and Acceptance of Thai Daily Newspapers" has been done with 5 objectives. They are:

1. To study consumers' expectations and their level of trust and acceptance of Thai daily newspapers in terms of newspapers' performance, positioning, roles and ethics.

2. To study the influence of individual factors on people's expectations and the level of their trust and acceptance of Thai daily newspapers.

3. To study links between readers' information-consumption behaviour and their expectations, trust and acceptance of Thai daily newspapers.

4. To study connections between readers' own attitudes towards Thai newspaper and their expectation, trust and acceptance to Thai daily newspaper.

5. To study correlation between readership's own expectation, trust and acceptance to Thai daily newspaper.

The research is based on a survey, with questions posed to 700 newspaper readers and buyers at points of sale in department stores in Bangkok. The survey responses were subjected to a statistical analysis.

### The results show that:

1. 60.1 percent of surveyed readership are men. Most of are 21-30 years of age, single, hold a bachelor's degree, are private-sector employees, with salaries between 8,001-18,000 baht a month, and natives of Bangkok or its suburbs.

2. In general, readers' expectations are high. Levels of trust and acceptance are lower. People expect Thai daily newspapers to:

2.1 Search for the truth, reporting news and provide knowledge and useful information.

2.2 Maintain a good position and proper roles. This includes reflecting real situation in the society.

2.3 Keep high media ethics. This involves promoting and

maintaining freedom of news reporting, People are pretty disappointed with this last expectation, and most disappointed with newspaper's failure to observe the ethics of no corruption and no self-interest.

3. Factors that dictate readership's degree of expectation are sex, age, social status, length of time in consuming information, and numbers of newspapers read each day. Factors that influence degree of trust and acceptance are sex, age, social status, education level, profession, positions, incomes, kinds of information, sorts of newspaper, length of time in consuming information and number of newspaper read each day, and views on press freedom.

#### **Suggestions**

##### **In practice**

1. Newspaper should present more of useful information and knowledge than entertaining information
2. Newspapers should present news in a way that fact and opinions are absolutely seen as separate.
3. Create high professional standard, such as, issuing professional certificates from reliable Associations or professional institutes to those who voluntarily take a test and promote the value of that certificates.
4. Allow people opportunities in examining newspaper by probably allowing civil organizations or representatives to sit in National Newspaper Society's committee.
5. Promoting internal examination between newspaper, discouraging the idea of investigating one another in the same career group.

##### **In academic side**

The author would like to suggest a critical research on these following topics, which emphasize on systematically finding the problem and solutions.

1. Accountability of each newspaper. This will help newspaper in self-improve and self-development in practice.
2. Qualitative working process of journalists and editors, to help increase the effectiveness and proficiency of newspaper according to norms of media
3. Cause factors that influence media people to violate their ethics.