

Abstract

The objectives of the research on “Imitation Effects, Uses and Gratifications of Adolescence from the Music Contemporary Program ‘Five Live’” were as follows: to study the demography of the adolescence audiences, to study their behavioral exposure, to study their behavioral imitation, to study the uses and gratifications from the program, to study the demography that effected the behavioral exposure, the uses and the gratifications from the program, to study the relation between the behavioral exposure to the behavioral imitation, and lastly, to study the relation between the uses and the gratifications from the program to the behavioral imitation of the adolescence.

Research was quantitative using survey process and questionnaires tools. Data were collected from 400 adolescence ages between 13-25 years old who lived in the Bangkok Metropolitan and watched the ‘Five Live’ music contemporary program on air every Monday to Friday, from 00.15 to 01.15 at the Army Television Station, Channel 5. The findings support that the majority audiences were female, ages from 19-21 years old, being students at bachelor degree level with the monthly income lower than 5,000 Baht. They spent their free time by listen in music. Their behavioral exposure from starting to watch the program was among 2-3 years. The frequency of watching the program was 2-3 days per week (occasionally) and the spending time of watching was 30 minutes per time by switching back and forth to other programs.

For the uses of the program, the majority was mainly watching the new music video before the others which was in harmony with the gratification from the program styles that promote new music video before other programs. Focused on gratification from program content, the most favorite one was to watch the music video before the others. The gratification from all the 6 MCs was at the high level especially to their dressing and speaking styles. Lastly, the behavioral imitation of the adolescence was mostly from the speaking styles of the MCs.

Findings from the hypothesis support that the differences on ages, educational levels, careers and incomes resulted in differences on behavioral exposure

to the 'Five Live' program. By the ways, the differences on genders, ages, educational levels and careers resulted in differences on uses of the program as well. While the factors on ages, educational levels and careers made the differences on the gratification from the 'Five Live" program. It was also found that the relation between the behavioral exposure to the behavioral imitation from the program was less since there was only frequency on watching the program per week that related to the behavioral imitation positively. In contrary, the relation between the uses and the gratification from the program to the behavioral imitation was at the high level which obviously showed by the positive relation of the uses of the program in all aspects to the behavioral imitation. Finally, the gratification to the program styles, contents and the MCs was related positively to the behavioral imitation of the adolescence as well.