

Title : Communication behavior and Political participation of the people in Bangkok

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### ABSTRACT

The purposes of this study were to investigate 1. political information exposure to mass media 2. political participation of people in Bangkok metropolitan area 2. 3. The relationship between political information exposure to mass media and political participation and 4. The difference between demographic characteristics of people in Bangkok metropolitan area with political information exposure to mass media and political participation.

This was a survey study. The sample included 400 in the Bangkok metropolitan area. Questionnaires were administered and the statistical package program was used to analyze the data through frequency, percentage, means, standard deviations, t-test, f-test and One-Way ANOVA.

The results revealed that political information exposure was most exposed via television because it included pictures and sound which were most reliable. However, people in Bangkok metropolitan area' political participation was at low level. There was no significant difference between political participation and political information exposure to mass media and people with different gender, occupied whereas there was a significant difference but people in Bangkok metropolitan area with different age income and education levels .There was a significant relationship between political participation and political information exposure to mass media at a .05 level. The suggestions included that political to be more advantage and power. Political participation people in Bangkok to exercise their voting rights, By the elected representatives of most. Followed by a list of activists as voters before the election and persuade other to exercise their voting rights, respectively.