Thesis Title   : A Study of the Consistency of the Population
                        Content and Information in Thai Daily Newspapers
                        to the Population Policies of the Sixth National
                        Economic and Social Development Plan (B.E 2530-2534)

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ABSTRACT

The purpose of this research was to study the content of the population informations in Thai daily newspapers. The samples were 1,078 issues of 6 newspapers published for sale in Bangkok during January 1, 1987 to June 30, 1987. The data was collected in the central analysis tables. After the data had been collected it was analyzed by percentages and then presented in the form of tables accompanied by explanations.

The research results were concluded in followings :

1. SIAM RATH, one of six Thai daily newspapers which was selected as samples for this research, published the population information items in the most or about 11.75 percent of its all items and DAILY MIRROR was found the least or about 6.47 percent of its all items.

2. When the type of population information contents were analyzed it was found that :

2.1 Reducing the population growth :

DAILY NEWS presented the population change in the most or about 56.81 percent of its reducing the population growth information items and DAILY NEWS presented the family planning in the least or about 0.35 percent.

2.2 Developing the quality of population :

DAILY NEWS presented the education and training development information items in the most or about 81.80 percent of its developing quality in the population information items and DAILY NEWS presented the labour administration and development information items in the least or about 0.40 percent.

2.3 Distributing the population and housing :

SIAM RATH presented the rural area population information items in the most or about 80.79 percent of its distribution of the population and housing information items and THAI RATH presented the Bangkok Metropolish population information items in the least or about 1.90 percent.

2.4 Evaluating the result of population policy :

SIAM RATH and DAILY MIRROR presented only reducing the population growth information items. BAN MUANG presented reducing the population growth information items in the most or about 56.53 percent of evaluating the result of population policy information items and THAI RATH presented in the least or about 12.98 percent.

3. When the frequency of information items was considered, it was found that :

3.1 Reducing the population growth :

THAI RATH, DAILY NEWS and BAN MUANG presented the population change in the most or about 100, 100 and 100 percent of its reducing the population growth information items and DAILY MIRROR presented laws and incentives in the least or about 12.85 percent.

3.2 Developing the quality of population :

DAILY NEWS presented the education and training development information items in the most or about 99.45 percent of its developing quality in the population information items and DAILY NEWS presented the labour administration and development information items in the least or about 1.10 percent.

3.3 Distributing the population and housing :

SIAM RATH presented reducing the population growth information items in the most or about 52.54 percent of its distribution of the population and housing information items and DAILY NEWS presented the Bangkok Metropolish population information items in the least or about 1.10 percent.

3.4 Evaluating the result of population policy :

THAI RATH presented developing quality in the population information items in the most or about 19.34 percent of its evaluating the result of population policy information items but SIAM RATH and DAILY MIRROR didn't distribute any information of it.

4. Population content published in all sampling newspapers was consistent with the population policy stated in the sixth National Economic and Social Development Plan (B.E. 2530-2534) . The information on the reduction of population growth rate had the highest frequencies (64.0-75.0) but the information on the evaluation of population policy had the lowest frequencies (0.3 - 1.3) .