

# # C850448 : MAJOR JOURNALISM

KEY WORD: INFORMATION SELECTION/ STOCK ANALYSTS

SITTIPORN TANPATTAMADILOK : INFORMATION SELECTION BY ANALYSTS WORKING WITH THE MEMBERS OF STOCK EXCHANGE OF THAILAND. THESIS ADVISOR : DUANG-KAMOL CHARTPRASERT, Ph.D. 123 pp. ISBN 974-635-541-4.

The objective of this research is to study the criteria in information selection and critical factors in information selection by securities analysts ("analysts") employed by brokerage members of the Stock Exchange of Thailand. The research also studies the satisfaction of investors relating to the information selected by analysts working in their brokers.

It was found that:

1. Analysts in different size brokerage members are indifference in information selection criteria.
2. Junior analysts (20-30 years old) have different criteria from senior analysts (31-40 years old), especially for information relating to securities price movement.
3. Analysts with different experiences have same information selection criteria.
4. Retail investors indicate that information selection criteria of securities analysts cannot serve their investment requirements.
5. Retail investors pay not so much attention to analysts' qualification while analysts pay more attention to their qualification. Retail investors do not really care if the research they receive is written by analysts with low or high level of knowledge, educational or experience or non-experience analysts.
6. In any event or crisis, retail investors pay little attention in utilizing securities information from brokerage members while analysts pay high attention to securities news in such event.

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