

Soontareeya Karoonwong 2009: Audience Needs on Patterns of Hong Son Tana Mo Kor Program Broadcasting On K.U. Radio Station. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Savitree Rangsipaht, Ph.D. 88 pages.

The objectives of this research were: 1) to study socio-economic factors of audiences who listened to Hong Son Tana Mo Kor program, 2) to study Hong Son Tana Mo Kor program performance's factors, 3) to examine needs on patterns of Hong Son Tana Mo Kor program, 4) to test the relationship between socio-economic and program performance factors with needs on patterns of Hong Son Tana Mo Kor program, 5) to explore problems and suggestions from audiences towards Hong Son Tana Mo Kor program. Samples were 216 audiences who phoned in to join during the quiz period. The interview schedule was an instrument to gather data. Descriptive statistics included percentage and arithmetic mean. Statistics to test hypotheses employed Chi-square test and Fisher's exact test at .05 level of significance.

Research findings were that audiences of Hong Son Tana Mo Kor program were mainly males, aged between 41-50 years old, were married and finished primary education. They earned 5,000-10,000 Baht/month. Their main occupation was paddy farming and minor occupation was vegetable growing more than 3 varieties. Audiences expressed that program performance was appropriate in all aspects. They needed the pattern of conversation program the most.

Findings from hypotheses testing revealed that gender of audiences related to needs of news and quiz pattern. Age of audiences associated with needs of quiz pattern. Minor occupation of audiences related to needs of conversation, straight talk, radio article, data analysis and quiz pattern. The appropriateness of program broadcaster's voice associated with needs of public relation pattern. The program content in agriculture and public service related to needs of news and quiz pattern. The program in academic issues associated with needs of interview, radio articles and public relation pattern. The program content in interesting issues associated with interview, radio article and public relation pattern. Most audiences did not indicate problems towards Hong Son Tana Mo Kor program. Some suggestions included contents of broadcasting did not meet their needs (12.10%) and needed dealing with broadcasting occupational aspects (4.14%).

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Thesis Advisor's signature