

TITLE	EXPOSURE, ATTITUDE AND USES OF INNOVATION NEWS IN BANGKOKBIZNEWS NEWSPAPER OF PEOPLE IN BANGKOK METROPOLITAN AREA
KEYWORD	EXPOSURE ATTITUDE USES INNOVATION NEWS
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## ABSTRACT

This Study aimed to investigate the exposure, attitude and uses of innovation news in Bangkokbiznews Newspaper of people in Bangkok Metropolitan area. This is the Quantitative Research. The sample consisted of 400 people in Bangkok Metropolitan area who read innovation news in Bangkokbiznews Newspaper. The close-ended and open-ended questionnaire was utilized as a research tool for data collection procedure. In addition, the data analysis was conducted through the use of Descriptive statistics and Inferential statistics.

The result of study has shown that most of the samples were female, 36-45 years old and single. Most of them are private employee and have a personal income 20,001-30,000 Baht per month. Most of them are bachelor's degree. For behavior and exposure, it is found that most of the samples read innovation news in Bangkokbiznews Newspaper at 06.00-11.59 A.M. in the office 1-2 days per week. Most of them like innovation for SMEs as a scoop and most of them want more infographic.

As for the attitude, it is found in "Knowledge and understanding of innovation news" that most of the samples think it is necessary for presenting innovation news. In

“Behavior for innovation news”, most of them think that they understand more after reading innovation news in Bangkokbiznews Newspaper.

As for the uses, it is found in “Research and Educational Advantages” that innovation news in Bangkokbiznews Newspaper can use as a reference for more research about science technology and innovation and as a reference for co-research with the researcher. And for “Commercial Advantages”, innovation news in Bangkokbiznews Newspaper can use as a tool to develop new product.

From the research summary, it is shown that the differentiate in demographic characteristics, behavior and attitude of people in Bangkok Metropolitan area differed significantly in the uses of innovation news in Bangkokbiznews Newspaper.