

THESIS TITLE	EXPOSURE AND ATTITUDES TOWARD THE KOREAN ENTERTAINMENT MEDIA ON SOCIAL MEDIA OF THAI ADOLESCENTS
KEYWORDS	EXPOSURE, ATTITUDES, KOREAN ENTERTAINMENT MEDIA, SOCIAL MEDIA, THAI ADOLESCENTS
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ABSTRACT

The research on "Exposure and attitude towards the Korea media on Social media of Thai Adolescents" aimed (1) to study the demographic characteristics of Thai Adolescents that exposed to Korea through social media (2) to study the exposure attitude towards the Korea media on Social media of Thai Adolescents (3) to compare the differences between demographic characteristics with the exposure to Korea media through social media of Thai Adolescents (4) to compare the differences between demographic characteristics with attitudes towards Korea media on Social media Thai Adolescents (5) to compare the differences between the exposure of Korea media with attitudes towards the Korea media, through the social media of Thai Adolescents. The sample group in this study consisted of 400 Thai Adolescents using descriptive statistics include frequencies percentage mean and standard deviation and inferential statistics. Testing chi – square and analysis of variance-one way.

The research found that most respondents were female as 71.00 percent aged during 18-21 years as 42.50 percent, education in upper secondary education / vocational as 33.25 percent of the average income (families per month) 30,001-45,000 baht as 49.25

percent with the objective of the exposure media for entertainment with quick access to the media as an important factor. The exposure media in the form of Korean music takes 1-5 hours per day in the period 18:01 to 00:00 AM. Via twitter.com and attitude towards the Korean culture, social, family marketing in good level.

Hypothesis testing found that Thai Adolescents with the different demographic characteristics affect the exposure on Korea media through social media differ statistically significant at the 0.05 level. Thai Adolescents with different demographic characteristics affected the attitude toward Korea media entertainment through social media with no difference. Thai Adolescents with the exposure of Korea media through social media differently, resulting in the attitude toward Korea media entertainment differ statistically significant at the 0.05 level except for the main objective in the exposure of Korea media entertainment with the average period of time that is open to the Korea media entertainment. There was no difference.