

THESIS TITLE	ATTITUDE AND SATISFACTION FOR EXPLOITATION OF THAIRATH ONLINE READERS
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STUDENT	ONWARANG KHONPIAN
THESIS ADVISOR	DR. WILAI PHORN CHIRAWATTANASATE
LEVEL OF STUDY	MASTER OF COMMUNICATION ARTS
FACULTY	SCHOOL OF COMMUNICATION ARTS SRIPATUM UNIVERSITY
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### ABSTRACT

This Study aimed to investigate the attitude and satisfaction for exploitation of Thairath Online's readers. The objectives of the research were to study the demographic characteristics that affecting to exploitation of Thairath Online's readers, to study the news receiving that affecting to exploitation of Thairath Online's readers, to study the attitude that affection to exploitation of Thairath Online's readers and to study the satisfaction that affection to exploitation of Thairath Online's readers. This is the quantitative research with 400 samples who read Thairath online. The datas were collected and analysed by using questionnaire along with the statistion software. Descriptive statistics include Percentage, Frequencies, Mean, Standard deviation and Inferential statistics for Hypothesis testing by mean comparison of T-test independence and One-way Analysis of Variance.

The result of study has shown that most of the samples were female which are 292 persons, representing 73% by age 31-40 years old 167 persons, representing 48.1%, single status 248 persons, representing 62%, a bachelor's degree 275 persons, representing 68.8%, the company employee 163 persons, representing 40.8%, the monthly income to more than 40,000 Baht 115 persons, representing 28.8%, a resident of Bangkok 261 persons, representing 65.3%.

Most of the sample read Thairath online around 06.01 am. to 12.00 am. 144 persons, representing 36% , time of read Thairath online not over 15 minute 193 persons, representing 42.8% , popular read Thairath online at the working place 213 persons, representing 34.1% , mostly read thairath online entertainment news 217 persons, representing 15.7% Thairath online on mobile device 377 persons, representing 71.9% . The objective of reading Thairath online is to follow news 273 persons, representing 36.2%.

As for the attitude of Thairath Online's readers, the average is quite high. When considering each aspect, it was found that International News is the highest, the next is Social News and the last is Economic News.

As for the satisfaction of Thairath Online's readers. The average is very high. When considering each aspect, the technical and the content is the highest and the quality aspect is fast and timely.

And for the exploitation of Thairath Online's readers in daily life. The overall is very high. When considered in each aspect, to resolve the environmental's issue for home, community and society is the highest, the next is to help making daily decision for the education and to keep update with current situation such as the social situation, crime, etc. The last is to help making daily decisions of business, trade and investment.