

THESIS TITLE	THE PATTERN OF THE PRESENTING THE EXPRESS NEWS ON FACEBOOK LIVE FOR THE DIGITAL TV
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ABSTRACT

The thesis names “The pattern of the presenting the express news on Facebook Live for the Digital TV” aims (1) to explore The Demographic Characteristics of audiences influencing users to watch the live television breaking news reporting via Facebook live, (2) to investigate The Exposure Behavior influencing audiences to watch the live television breaking news reporting via Facebook live, and (3) to examine the Facebook live presentation style influencing users to watch the live television breaking news reporting via Facebook live.

This study used a Survey Research Methods, was motivated by the questionnaires, to assess the opinions of 19 – 60 year olds in Bangkok by basics from a total of 400 samples. Before collecting questionnaires, the data were analyzed by statistics, frequency, percentage, mean, standard deviation, and Quantitative Analysis. Along with testing the Difference with a T-test and F-Test. and also tested the Correlation with Pearson's correlation coefficient. In order to introduce the breaking news reporting's strategy on Facebook live from the result of data analysis.

The study was found that the differences of Demographic Characteristics included age, occupation, and income level influencing audiences to watch the live television

breaking news reporting on Facebook live, is statistically significant at 0.05 level. In the section of watching behavior, the result was found that the period of 8.01 P.M. – 12.00 A.M. was the time period when the audience is the largest with 43.50 percent of the respondents. And some of the respondents watched the live television breaking news reporting via Facebook live around 11-12 minutes with 31.20 percent. Some 32.00 percent of respondents show agreement that they have a purpose to watch the live television breaking news reporting on Facebook live for follow-up daily news. Finally, the study's result of Facebook live presentation style found that there have 3 connection include content, presenter (such as anchor, reporter, and host), and technique. With the frequency of Facebook Live and Notification have the highest average level at 4.23. From the all of the analytical result contribute to the breaking news reporting's strategy via Facebook live in the "13 P's Paradigm" is composed of Policy, which must adhere to the principle of facts to give the audience an instant access in a neutral, credible, and beneficial way to the audience. Presenter, who should be ready and prepared to present the news. Presentation, which should be broadcast continuously when the incident happens, etc.