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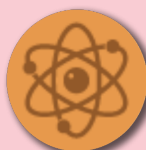
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Communication Arts

**RCGR^{5th}
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0067

**Influencing Factors Towards Crime-News Presentation From Viewers
Perspective For Improvability in Digital Broadcasting Era.**



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Influencing Factors Towards Crime-News Presentation From Viewers Perspective For Improvability in Digital Broadcasting Era.

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Abstract

The objectives of “Influencing factors to crime news presentation from viewers perspective for improvability in digital broadcasting Era” were 1) to study crime-news perception's behavior 2) to study influencing factors towards crime-news presentation 3) to develop crime-news presentation in digital broadcasting era. This research was quantitative research. The sample group was the people who used to watch crime news and live in the central, east, north, northeast and south regions of Thailand in the amount of 400 participants. Data was collected by online questionnaire. The statistics used in the analysis were descriptive statistics. The results were analyzed by frequency distribution, percentage, mean and standard deviation. The results revealed that crime-news perception's behavior by watching on digital tv had the highest average at 3.93%. When considering each aspect of influencing factors towards crime-news presentation in digital broadcasting era found that viral-content factors had the highest average at 4.02%. For crime-news presentation, it revealed that live report from a crime scene had the highest average at 4.01%. For the news illustration, it revealed that an emotional photo had the highest average at 4.51%. The highest average of reporter (journalist) was knowledgeable at 4.02% followed by active, agile and vigorous at 3.05%. The results revealed that news value factors should improve the correctness more than rapidness with the highest average at 4.00%. For tools factors, the broadcasting tool development and modern broadcasting system had the highest level of 4.01%.

Keywords: Media Influences, Crime News, Presentation Development, News Presentation, Digital TV.

1. Introduction

In 2014, the National Broadcasting and Telecommunications Commission or NBTC changed the analog television to the digital television. From only 6 channels increased to 36 channels. It is considered an important evolution and causing the Thai television industry to become highly competitive. Especially, news programs that have a high competition of rating, allocating news time to meet the needs of viewers. Especially, crime cases. When a major case occurs and causes widespread damage, news reports will be held in real situations for almost 24 hours such as a murderous gold robber in Lopburi that had injuries and deaths on January 9, 2020. It presented the progress of the news to the public at all times. It is considered to create value of news during a crisis. Crime news is the main protagonist that attracts viewers to watch the news programs because it is close to their home, easy to understand, conveys the emotions and feelings through the transmission of content, news photos, and the posture of the host. At the same time, the crime-news presentation is like a double-edged sword that may hurt the viewers too. If the content is presented in-depth, including the impact on the related person and may affect the work of the staff. Especially, the investigation guidelines

Sirithip Kunsuwan (2555) indicated that to present quality crime news, reporters must be responsible to the viewers and society, including being careful use of words in news reporting. The news presentation should not be so descriptive, erotic, and delve into every step such as the murderer who dissected the body. The presentation should be aware of the information about the name-surname-address of the witness and should encourage the authorities who are responsible for the case to prevent, suppress and focus on the message that the crime scene is the culprit and should be punished legally. Therefore, the media has a great influence on today's society. If presenting useful news, it will benefit the recipient.

But if there is a suggestion to do as that news, it will also negatively affect the perspective and attitude.

Affecting the research to notice that if the reporters use the information to practice properly among the high competition towards crime news, it will develop crime-news presentation in the digital broadcasting era further.

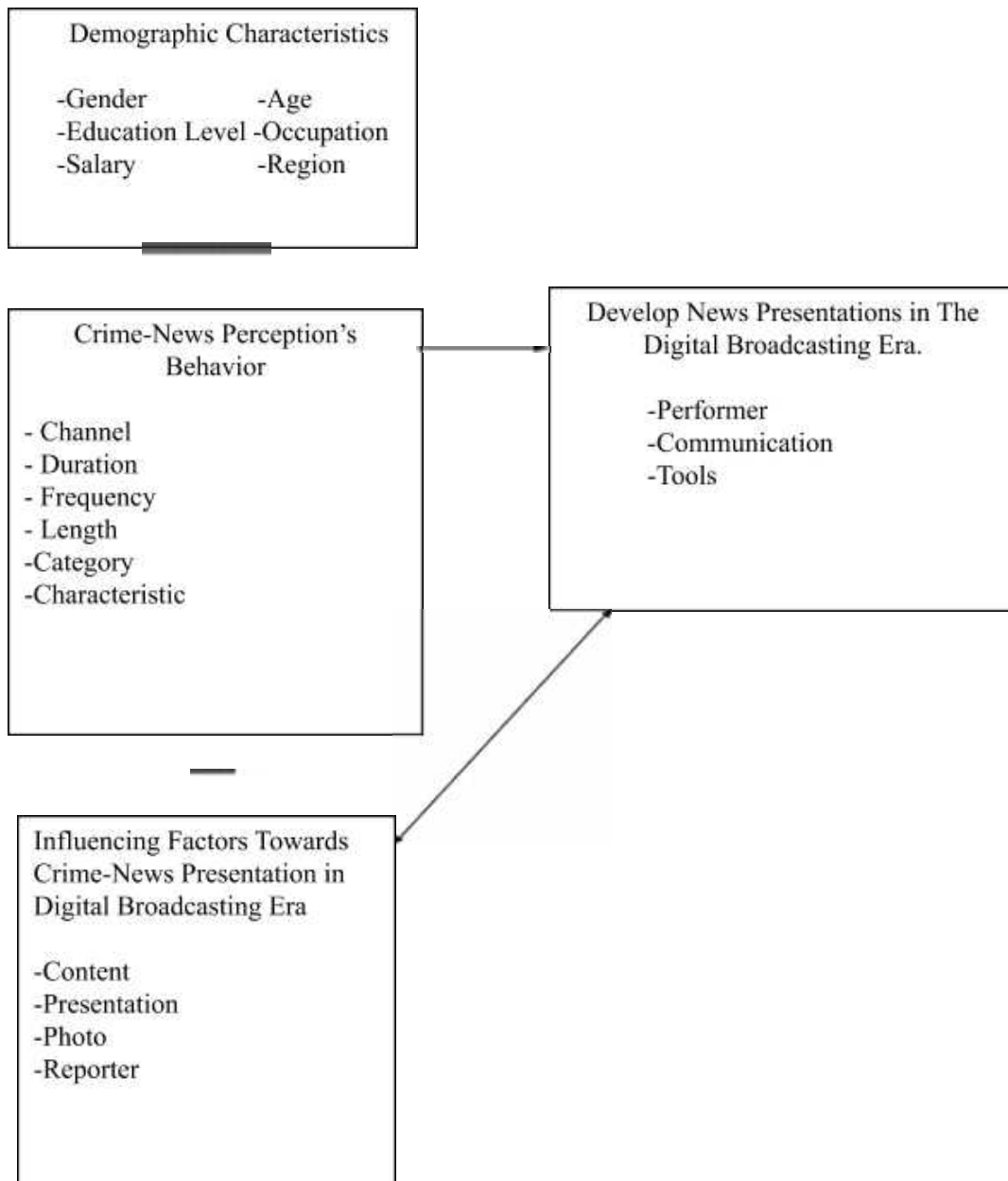
2.Objectives

- 1) to study crime-news perception's behavior in digital broadcasting era
- 2) to study influencing factors towards crime-news presentation in digital broadcasting era
- 3) to develop crime-news presentation in digital broadcasting era.

3.Conceptualframework

Independent Variable

Dependent Variable



4. Literature Review

4.1 Concepts About Media Influences

Ubolrat Siriyawasak (2550) explained the concepts about media influences that it has important roles in today's society and links information and knowledge each other as well as influencing the mindset of the recipients, both at 1) Individual, it will influence in knowledge, opinion and affection 2) Group or organization, it will affect in the dissimilarity of the news that has been published 3) Social institutions, it will damage and be negative feelings towards the main institutions of society. 4) Society and culture, it will reinforce values and both good and bad attitude to be accepted or remained.

The media have great influence on immature recipients. They may cause incorrect knowledge. They can be seen from presenting inappropriate news such as behavioral and language violence, even sexual harassment which have influence on views and attitudes in line with the issue of violence and imitation of children's behavior from newspapers and television programs such as 4th-grade child suicided by hanging his neck with a beam. It is assumed that he may mimic behavior from the drama "Pi Kaew Nang Hong" (Kom Chad Luek newspaper, 2008).

4.2 Concepts and Theories About Information Exposure Behavior

Each information exposure can be explained to each communication behavior. Whether it be individual or psychology. It still affects to information exposure by different selective exposure processes. Joseph T. Klapper (1960, referred to Seri Wongmontha2542) explained that selective exposure processes are similar to human awareness filter which consists of 1) Selective Exposure is considered the first stage of selection of communication channel. It depends on proficiency of each individual 2) Selective Attention is to support existing attitudes and to avoid inconsistent matters with the discomfort in the mind. 3) Selective Perception and Interpretation of each individual will select and interpret differently. Some content in news may be cut off or distorted 4) Selective Retention because each individual will retain only news that meet their need to promote their mind to be clear and utilized.

4.3 Concepts About Crime News

Criminal Reporter and Photographer Association in Thailand (2550) aimed that crime news is surrounded. Even some contents may be presented to meet the need of some people. In fact, crime news has been attended by recipients and population which may be higher than other news categories.

Jutharat Ueaaumnuay (2008) has classified crime according to the FBI United States of America practices in 6 categories which are 1) Normal crime such as robbery, rape, assault and murder 2) Moral crime that even there is no sufferer but it affects society indirectly such as gambling, drugs and prostitution. 3) White collar crime is generally non-violent in nature and includes public corruption 4) Corporate crime is offenses in the form of advertising and unfair employment 5) Political crime is committed by the offender intentionally affecting the political system 6) Organized crime is a category of transnational, national, or local groupings of highly centralized enterprises run by criminals to engage in illegal activity such as drug trafficking and arms trafficking

4.4 Concepts and Theories About Crime-News Presentation in Digital Broadcasting Era.

The transmission of images, sounds and information in digital compression systems is a type of signal transmission called Multicasting both audio and video. It's different from broadcasting in an analog system affecting high definition quality (High Definition) and no interference on the television at all. (Tham Cheasathapanasiri, 2557)

Rasmus Kleis Nielsen (2019) shown that Digital News Report of Reuters in the past 10 years ago has been determined by technology along with mobile home It will affect the trust of the duty, which in the next decade will be determined by increasing internet regulations and building confidence in the media industry to be close with viewers and driven big data by AI including the new interface, audio and video.

4.5 Concepts About The Development of News Presentation in Digital Era.

Sikkaret Sirakarn(2562) explained the development guideline of pattern and content after transiting that people want the news program to be in-depth, not flashy, to scrutinize the effects before presenting, to maintain the ethics and media morals, including to promote the related children and the disabled's programs and to be the program for the public. In the next few years, digital will enter the 8K system piloted by the NHK channel that has 16 times the resolution of HD based on 5G broadcast. It is currently being tested in Germany, England, France and it is the future of Thai journalism.

Jiraroj Jitrapattananun(2562) shown that the development of news presentation in digital era, all reporters should research all aspects and “provide news” in the education form without presenting personal comments and investigating news resources from online media before presenting, supervising intensely by audit committee, reducing dramatic content in news, broadcasting things that people want to know and creating interesting contents to make television media different from social media.

5. Research Methodology

The research of influencing factors towards crime-news presentation from viewers perspective for improvability in digital broadcasting era was quantitative research and used survey research. The samples were 400 participants who used to watch crime news and live in the central, eastern, northern, northeastern, and southern regions, each region had 80 participants. It was a descriptive study. Data was collected by using questionnaire online. The statistic used in the analysis was descriptive statistics. The results were analyzed by frequency distribution, percentage, mean and standard deviation.

6. The Results

General information of the respondents was found that most of the respondents were female calculated as 63.5%, aged 31-40 years old calculated as 42.8%, bachelor degree education calculated as 62.3%, and the position is a private company employee calculated as 47.5% with monthly income 15,000 -20,000 baht calculated as 31.0%.

The results of crime-news exposure behavior revealed thatThe highest average viewing via television rate was 3.93 %, viewing in the morning had the highest average of 4.00%, the duration for tracking crime news for each case until the end of each case had the highest average of 3.86%, viewing news about sex cases had the highest average of 4.01% and crime exposure behavior towards viewing every day had the highest average of 3.95%

Table1: Influencing Factors Towards Crime-News Presentation in Digital Broadcasting Era

Factors	\bar{x}	S.D.	Influence Level	Rank
Content	3.89	0.459	High	2
News Presentation Pattern	3.86	0.426	High	4
News Photos	4.01	0.381	High	1
News Report (Broadcaster)	3.87	0.450	High	3
News Report(Reporter)	3.87	0.451	High	3
Total	3.89	0.387	High	

From Table1: Influencing factors towards crime-news presentation in digital broadcasting era revealed that influence factors towards crime-news presentation in digital broadcasting era had the total average of 3.89%. When considering each aspect, it was found that news photos had the highest average of 4.01 followed by content had the average of 3.89 and news report (Broadcaster) and news report (Reporter) had the highest average of 3.87 respectively.

When considering each item that influenced crime-news presentation in digital broadcasting era, it was found that Content: viral news had the highest average of 4.02%. News presentation pattern: Live news from a crime scene had the highest average of 4.01%. News photos: emotional photos had the highest average of 4.51%. News report (Broadcaster): Knowledge in each criminal case had the highest average of 4.02% and news report (Reporter): To be vigorous and active that had the highest average of 3.95%

Table2 The Development of Crime-News Presentation in Digital Broadcasting Era

Crime-News Presentation	\bar{x}	S.D.	Development Level
News Reporter	3.91	0.501	High
News Value	3.95	0.637	High
Tools	3.91	0.547	High
Total	3.92	0.473	High

From Table2: The development of crime-news presentation in digital broadcasting era revealed that the overall level of crime-news presentation in digital broadcasting era had the highest average of 3.92%. When considering each aspect, it was found that news value had the highest average of 3.95% followed by news reporter and tools respectively.

When considering each item, it was found that news reporter: Be able to grasp the main point that had the highest average of 4.00%. News value: News is more precise than rapidness that had the highest average of 4.00 and tools: Modern broadcasting tools and broadcasting systems had the highest average of 4.01%.

7. Discussion

This research can be discussed as follows: General information of the respondents was found that most of the respondents were female aged 31-40 years old, graduated bachelor degree, work as a private company employee and have monthly income 15,000 -20,000 baht. It is according to Porama Satawetin (2546) who said that Demographic Characteristics of male and female recipients will have different behavior such as Females are more likely to send and receive information than males.

The results of crime-news exposure behavior revealed that it had the highest average in all aspects because every criminal crime is surrounded closely. The victims convey their story, the information presented has a trusted source, a sequence of important events that make the recipients feel like participating. It corresponds to Siegel, Larry (2011), who stated that the appeal of crime presentations makes it feel like reading a novel consisting of real-life characters. It is unique to crime news that is different from other types of news as well as advising the media to be cautious in presenting this type of news because the influence on the individual's exposure depends on their experience, attitude, needs, values, goals, abilities, utilization, communication styles, and personal habits of each recipient.

The results of influence factors towards crime-news presentation in digital broadcasting era found that viral news content had the highest average in all aspects. The sample group follows the news that is happening each day, making them aware of each news. It is in line with Ubolrat Siriyawasak (2550) who said that the media has influence and important roles in today's society as well as the perception of recipients both individual who is influenced by knowledge, opinion and emotion and group/organization which affects the dissimilarity from published news, social institution that lead disgrace and negative attitude towards the main institution of society and social & culture that emphasizes on value and attitude both positive and negative to be accepted and remained further.

The results of development of crime-news presentation in digital broadcasting era found that news reporters can grasp the matter of news that had the highest average in all aspects. The reporter must understand the importance of news before presenting to viewers because recipients will have a cognitive process to receive the news. It is according to Klapper, Joseph T. (1960, referred to Seri Wongmontha 2542) who explained that recipients will have the awareness filter as the first stage of selective channel which will depend on each individual. Selective Exposure is considered the first stage of the selection of communication channels. It depends on the proficiency of each individual. Selective Attention is to support existing attitudes and to avoid inconsistent matters with the discomfort in the mind. Selective Perception and Interpretation of each individual will select and interpret differently. Some content in the news may be cut off or distorted. Selective Retention because each individual will retain only news that meets their need to promote their mind to be clear and utilized. For content value, the preciseness will be more prioritized than rapidness that will value news. At the same time, the agencies involved in the crime must be responsible for the news and

contribute to society as a whole. It is according to Sikkaret Sirakarn (2562) who mentioned that the development of news presentation and the news content should be in-depth, not flashy, to scrutinize the effects before presenting, to maintain the ethics and media morals, including to promote the related children and the disabled's programs and to be the program for the public.

8. Recommendation For This Research

The results of influencing factors towards crime-news presentation from viewers perspective for improvability in digital broadcasting Era, next research should be qualitative research for studying in-dept data and all aspects deeper and clearer.

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