

Title : The Development of Appropriate Communication Media on Life Quality of Thai Elderly  
of Citizen in Bangkok and Phrae province.

A Research Team : WORANART DUANG-UDOM, PONGTIP NHUCHAREAN,  
NAPATSON CHAREANPO

Years of Research : 2011

### Abstract

This research aims at studying the media such as radio and television which is suitable for improving the quality of life for the elderly in various fields, to compare the behavior of media exposure, types of media, need of media, response toward the media such as radio, community radio, and television to improve the quality of life of the elderly people in 2 provinces, Bangkok and Prae. Also to study the way to develop the media such as the radio, community radio, television programs which are suitable to improve the quality of life of the elderly people by using the research methods combined as quantitative and qualitative research.

The result of this study found that, the quality of life of the elderly people in Bangkok and Prae province are both similar and different. Most of the similarities are quality of life in terms of physical, while the differences are mental, emotional and social. The radio media, community radio and television have the role to develop the elderly people. In general the media for the elderly people are insufficient and not interesting. The suitable media for elderly people shall response to the usage in the way of knowledge exchange. The characteristic of the presenter. In this research was defined the various suitable characteristics of the presenter. The type of media and suitable schedule for the elderly people in those 2 provinces are both similar and different: the elderly people in Bangkok mostly use the television, while the elderly people in Prae use the community radio.

The most suitable schedule of using media for the elderly people, the result from both provinces is consensus in the morning schedule. While the other ranging results are different: in Bangkok the ranking from the evening and the early morning; in Prae the rank running from the early night time and the evening. The media analyzed in the term of contents which is suitable to the elderly people in accordance with their needs. The content that the media should concern while presenting to the family and society is the topic in elderly people. Besides, the response

from the government and media are not balance with the needs in society, the integration of media and policy that prepared to the elderly people society is insufficient.

The media development is defined into the various way of media improvement for elderly people, both in quantitative and qualitative direction. The result shown that there should increase the media channel and the radio program, community radio, and television program, which content is creative to the positive image of the elderly people, especially the love, binding between their family and themselves, the generosity, the idea of sufficiency life, the health care concerns, the knowledge in laws and right of the elderly people to be used in communication the information, general help and support in various ways, including the capacity of the elderly people. Moreover, this research shows that the way of develop the media such as the radio should improve in the program, content, presenter. The way of develop the community radio needs to improve in content in accordance with the additional needs, also increase the channel and program for the elderly people and broaden the information. In terms of develop each media; it was found that there is possibility to support the elderly people to be the part of media producing in every step according to the communication involving. Furthermore, the suggestions to the government to support the policy and budget and personnel development for promoting the media development for the elderly people and creating awareness to the society.

Keywords: Media development, quality of life for senior citizens, Phrae province