

Research Title : The Behavior of Media Openness and Ethic Use in Routine Life of High School Students in Bangkok.

Name of Researcher : Ms. Issaraporn Ladlakorn

Name of Institution : Business Administration Sripatum University

Year of Publication : B.E. 2554

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## ABSTRACT

This study of “Media Exposure Behavior in applying Dhamma Information in Daily Life and Effect of Dhamma News Exposure in High School Students in Bangkok ” aims to study type of media used in Dhamma dissemination exposed to high school students in order to study media and information exposure, to determine relationship between demography and media exposure of high school students and the application of obtained Dhamma knowledge in their daily life after being transferred such knowledge , as well as to study the result of applying Dhamma information to high school students ’ daily life . Samples used in this study are 1,200 of high school students in Bangkok , under the Office of Basic Education Commission (OBEC) both from private high schools and high schools under Bangkok Metropolitan Administration. Research instrument utilized in data collection is questionair . Statistics applied in data analysis are percentage, average, and standard deviation. Relationship is tested by using chi- square at the level of confidence of 95% with not exceeding 5% error . The statistical computer program is used for social reserch.

Reserch findings reveal following in formation of the subjects . In term of current status , most of the subjects are female with the age of 17 years old and have an education level of grade 11, which equals to 34.6%, and the field of study is Science- Mathematics . In term of parents ’ status, their parents live together . In term of income , avarage family income is 10,001- 20,000 Baht. In term of Dhamma information and media exposure , the frequency of Dhamma information and media exposure is seldom through television, radio, newspaper , magazine , journal , brochure, person such as monk , mother/father, relative/brother-sister, friend, and internet; Dhamma media exposure duration is less than 10 minutes/time through television, radio, newspaper, magazie, journal , brochure , and internet ; Dhamma media exposure time i s different depending on the convenient in data access . In term of knowledge in Dhamma information, general knowledge concerning to Dhamma , 4 Noble Truth , Eighthfold Noble Path , the Five Percepts is mostly in high level. In term of applying knowledge from Dhamma information in daily life ,

principle of cleanness is in high level in which taking a bath every morning and evening is in the most highest level.

Hypothesis test reveals that different demography is related to different media exposure behavior of high school students . Different type of media used in Dhamma dissemination is related to different media exposure behavior of high school students. Different method to transfer Dhamma message is related to the applying the Dhamma knowledge after receive the transferred information indifferently.

**Key words :** Dhamma Information Exposure, Dhamma Information