

## Abstract

The purposes of this study are to study perceptions, participations, uses and gratification of readers through social networking of Thai magazines. Questionnaires are employed to investigate readers who use Facebook and press Like in order to follow magazines' Fanpages which are *Men's Health*, *Praew*, *Image*, and *A Day*. In addition, 400 samples are studied, and descriptive statistics such as frequency, percentage, mean, and standard deviation are used in the study. Differences and variances are tested by *t-test* and One-way ANOVA. Pearson's Product Moment Correlation Coefficient and Stepwise – Multiple Regression Analysis are also used to analyzed the data in the study. Results showed that readers used to notice magazines' Fanpages on the magazines and they also followed magazines' Fanpages because they liked those magazines. Besides, most readers participated in magazines' Fanpages in the medium level (2.74/5.00) because they could receive information from the magazines' Fanpages. In case of the uses of magazines' Fanpages, most readers used them because they could update information from those Fanpages. Furthermore, most readers satisfied with the magazines' Fanpages because they could gain lots of new information from them.

In accordance with the relationships among the variables, the study indicated that perceptions, participations, uses and gratification of readers through social networking of Thai magazines had the positive relationships with statistically significant at 0.1. Moreover, the most effective variable explaining the participation with the magazines' Fanpages was uses. This related to the hypothesis of the study.