

Media Exposure, Knowledge, Attitude, and Participation toward Suvarnabhumi Airport Rail Link Project : A case study of Kasembundit University and nearby community

ABSTRACT

The purpose of this research is to examine the correlations among media exposure , knowledge , attitude ,and participation toward Suvarnabhumi Airport Rail Link Project : A case study of Kasembundit University and nearby community .Questionnaires were used to collect the data from 500 samples. Frequency , percentage , mean , t-test , ANOVA , Pearson's Product Moment Correlation Coefficient and Multiple Regression Analysis were employed for the analysis of the data . The results of the research were as follows :

1. The average of media exposure , knowledge , and attitude are at the moderate level but the participation is at the low level.
2. Samples different in demographics were significantly different in knowledge, attitude ,and participation toward Suvarnabhumi Airport Rail Link Project.
3. Media Exposure negatively correlated with knowledge of Suvarnabhumi Airport Rail Link Project.
4. Media Exposure correlated with participation toward Suvarnabhumi Airport Rail Link Project.
5. Knowledge negatively correlated with participation toward Suvarnabhumi Airport Rail Link Project.
6. The variable which could best explain participation toward Suvarnabhumi Airport Rail Link Project was the Media Exposure.