

## ABSTRACT

This research in the subject of “Factors affecting media exposure through Thai online newspapers of students of the private universities in Bangkok Metropolis” is mainly aimed to study the significant factors affecting media exposure through Thai online newspapers of students; i.e. the significant characteristic on the population of students, the convenience of media exposure or access to the information by being live, catching up with the events, being reliable and thorough of information through Thai online newspapers of students of the private universities in Bangkok Metropolis. In addition, this is to study various opinions as well as suggestions of the students to the presentation or giving service of information through Thai online newspapers and the relevant agencies or organizations at the present time.

The form or method of research is in category of surveying quantitative reference or inference by using the questionnaires to be the tool of collecting the information. It is collected from the sampling groups that are the students studying in the subject group of newspaper academicism or in the field of general journalism in the Bachelor’s Degree at the private academic institutes where are located in Bangkok Metropolis by being the persons of making media exposure through Thai online newspapers regularly or more than other categories of media in the total number of 334 persons from 11 academic institutes.

The significant result of its research can be concluded as follows:

1. For the significant characteristic on the different population of students, it does not mostly affect media exposure through Thai online newspapers or on the other hand, most of the students who have the significant characteristic on the different population will make exposure to or read the media without difference.

2. Various factors related to the students and /or the presentation of information through Thai online newspapers in the field of convenience of making exposure or having access to the information by being live, catching up with the events, being reliable and thorough of information will affect or be the significant course or take part of making the students expose or read or acknowledge the information through Thai online newspapers in the vision of students.

3. Most of the students will expose or read various information through Thai online newspapers because they have some requirements of seeking for the new and modern knowledge, obtaining some entertainments and contents with news in various categories respectively. In addition, the suggestions on the presentation or giving service of the information are given from the information source belonged to the various organizations or agencies by emphasizing on the amendment in the subject of speed of the internet network system, the reliability of its information and convenience of entering to research the information respectively.