



7TH INTERNATIONAL CONFERENCE

Actual Economy

SOCIAL
CHALLENGES
AND FINANCIAL
ISSUES IN XXI CENTURY



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News Values of Thai Mass Media in Convergence Journalism Era, in Attitudes of the People in Bangkok

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Abstract

This research aims to know the demographic data, behavior of information exposure and attitude of people in Bangkok with the news value of Thai mass media in Convergence Journalism Era. Using a quantitative approach to research by survey the sample of 400 People in Bangkok, by using a multistage random sampling.

The results showed that the majority of the populations are females, aged between 30 - 39 years ; mostly employees of a private company, with a monthly income between 10,001-30,000 Baht and have a bachelor degree. Behavior on information exposure from the Thai Mass Media has shown that most people get information from Online Media is Facebook, TV Media is Channel 7, Newspaper Media is Thairath, for 30-59 minutes in 1 day and type of news is open to entertainment news. Attitude toward news values of Thai mass media has found that the peoples' attitude towards the value of the news media convergence journalism in Thailand. Overall is a good level. The attitude of most in terms of the new form of news value in good level. Secondly, the traditional form of news value in good level. And the lowest level of attitudes on the affect factors in good level. The test hypothesis research meets interesting issues that people aged 40-49 years are state official / state enterprise, have monthly income 30,001-50,000 Baht and have a bachelor's degree.

attitude of a new form of news values is rather than other demographic groups with a 0.05 level of significance. The new formations are current of online media and social responsibility. Discussing the findings an interesting finding is social media, especially Facebook is the most popular channel in the exposure of the public , social responsibility and public interest should be a valuable new form of news that happens. And the valuable news is news that affects the majority of the country and should not focus on the speed of news that caused the crash. From our research makes a few suggestions that are, the media has not been used to fuse together the news media. Should adapt to the accelerating convergence journalism. And the people should pay attention to the news that has "true news value", should not be attached to modern technologies in the information society age. Especially the media platform is too new.

Key-words News Values, Mass Media, Convergence Journalism

Introduction

Information and communications technology is changing rapidly. The mass media in Thailand must adapt much. Ideas and methods of the news media, the new model is the concept of Convergence Journalism. The news today is divided into two aspects: 1. fusion-oriented person (One man journalist) and 2. fusion-oriented content and media (One content, multiple platform).

This research was to study the concept of a new era of convergence journalism today. The Thai media both print media, television media and online media there is a mixture of media in both personal and commercial. content and media. By focusing on the news that the consumer behavior in Bangkok exposure in convergence journalism era. And public attitudes towards the value of the news media in Thailand today.

Results of this study. It can reflect the important communication phenomena. This will lead to create the academic concept of Journalism, Communication Arts and Mass Communication. As well as being helpful to the media profession to apply research results to develop more valuable news.

Research Objectives

1. To study media exposure behavior in the journalistic convergence era of the people.
2. To study the attitudes of people towards the value of news in the journalism convergence era.

Literature review

This study was based on the concepts and theories of journalism. The textbook convergence journalism, Sudarat Ditsayawathana Janthawatthanakul and Jakkrit Purmpool (2014) as an editor. And concept of news reporting, concept of news values, concept of mass communication, gatekeeper theory, agenda-setting theory, selective exposure theory. A conceptual framework for this study.

Methodology

This research is a quantitative research. Using survey method. A questionnaire was constructed to people in Bangkok, Thailand. The Likert five scale questionnaire was designed to measure attitudes toward new value of Thai media in convergence journalism era. The population included all people in Bangkok, Thailand. The multi-stage random sampling technique was performed to obtain a sample group that included 400 people in the areas of Bangkok.

Taro Yamane (1973) Technique was utilized to obtain an accurate sample group. People have been exposed to news for at least 5 years. The independent variables of this study included the sex, age, career, income per month, and education and the dependent variables included the exposure behavior, and the level of attitude toward news values. Descriptive statistics utilized in this research, including percentage, mean, and standard deviation. In addition, 40 pilot questionnaires were tested and each question had to pass the Cronbach Alpha criteria with at least 0.7.

Conclusions

A total of 400 people in Bangkok is the majority were female, aged between 30-39 years as private companies. The monthly income is 10,001-30,000 Baht and a bachelor's degree.

The finding of this study has shown that most people get information from Online Media is Facebook followed by Internet website, TV Media is Channel 7 followed by Channel 3, Newspaper Media is Thairath followed by Daily news, for 30-59 minutes in 1 day and type of news is open to entertainment news followed by sport news.

TABLE I – peoples' attitudes towards the news value of Thai media in convergence journalism era.

Level of attitude	Mean	S.D.
1. The traditional form of news value	3.63	0.37
2. The new form of news value	3.91	0.51
3. The affect factors	3.61	0.59
4. The Overview of attitude	3.72	0.40

The findings from TABLE I shown that most peoples' attitude towards the news value of Thai media in convergence journalism era. Overview is a good level (mean = 3.72)

and 0.40 SD.). The attitude of most in terms of the new form of news value in good level (mean = 3.91 and 0.51 SD.). Secondly, the traditional form of news value in good level (mean = 3.63 and 0.37 SD.). And the lowest level of attitudes on the affect factors in good level (mean = 3.61 and 0.59 SD).

The highest level of attitude in the point of "Social responsibility should be a valuable new form occurring" in good level (mean = 4.14 and 0.78 SD.). The second is the issue "Technological advancement is a major factor in changing the value of news" in good level (mean = 4.12 and 0.52 SD.). And has the lowest attitude in the point of "News values change yourself there is no one factor that affects all" is a medium level (mean = 2.71 and 1.07 SD).

Suggestions

General Suggestions

1. Newspaper and television journalists who are not used to fuse together the news media in a manner One content, multiple platform. Acceleration should adapt to this era of convergence journalism. The research demonstrates clearly that the consumption of this news media and access them from anywhere and anytime they want.
2. People should pay attention to the news that has "true news value".
3. Based on the research, the news should be news that affects most people in the country and do not focus on the speed of the news until the crash. This is what the media must strictly follow.
4. All people in society should be aware of their social responsibility and public interest. Because it is not just a new form of news value. But it is a consciousness that everyone should have for the peace and sustainable development of Thai society.
5. The government should define "social responsibility and public interest" as a national agenda. Because it is important for the development of society and the nation. Both present and future.
6. Training seminars on issues related to "The true value of news in the convergence journalism era". Public and private educational institutions and media organizations should help promote the dissemination of training and seminars. And bring useful content to organize the presentation through the media.

Suggestions for Next Research

1. Should study the sample of people nationwide. By sampling all regions of the country and having a diverse demographic profile. To give the sample a good representation of the population.
2. Study value, news and other aspects. About the news media of social media in particular. Because nowadays people are more interested in this new media. Especially Facebook is an interesting medium to study deeply.
3. Study on the news value in the convergence journalism era by means of group discussion and in-depth interviews. It would make the results of the research more insightful and diverse.
4. Create a view on the value of journalism. In the roles of different sectors. Related to this, such as the role of educational institutions, families, societies and clubs. On the value of news in this era, etc.

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