

# SELECTIVE EXPOSURE, USES AND NEEDS OF INFORMATION ON BUDDHISM FOR THAI BUDDHIST.

Nuttapong Jaturachadsukol<sup>\*</sup>

ณัฐพงษ์ จตุรชาติสุคนธ์

## ABSTRACT

The research aims to investigate the interests and practices of Buddhist principles among Buddhists, in relation to their selective exposure, uses, and needs of Buddhism information, as well as their opinions about the formats of Buddhist publicity. The study is characterized by both quantitative and qualitative research, wherein 400 questionnaires were distributed to Thai Buddhists and 100 Thai Buddhists were being interviewed with guided questions. In testing the hypotheses, the data were tabulated by computer, with descriptive analysis and inferential statistics. The quantitative findings concluded the **followings points:**

Thai Buddhists having differences in age, educational level, occupation, income level, geographic origin will have significant different interests and practices of Buddhist principles, Thai Buddhists having differences in age, occupation, income level, geographic origin will have significant differences in the frequency of their selective exposure to Buddhism information on Buddhist principles. Thai Buddhists having differences in age, educational level, income level, and geographical origin, interest and practices according to the Buddhist principles will have significant differences in their selective exposure to Buddhism-related-contents, uses, needs about Buddhism information as well as their opinions about the format of Buddhist publicity. There is a significant relationship among the Thai Buddhists' interest and practice, Buddhist practices, frequency and content in their selective exposure,

---

<sup>\*</sup> Doctor of Philosophy (Public Administration), Graduate School, Western University Bangkok, Thailand.

uses, and needs of Buddhism information and their opinions about the format of Buddhist publicity. The qualitative findings concluded the following points: The majority of Thai Buddhists show an interest and practice of Buddhist principles at the medium level. Television was ranked the top media that Thai Buddhists were exposed to the most. Buddhism-related-contents that Thai Buddhists like to be exposed to the most were Buddhist principles and practices. Thai Buddhists used Buddhism information as a framework in their daily life, and as a role model for imitation. Thai Buddhists perceive that Buddhism publicity is still insufficient, uninteresting, and boring. Buddhism publicity should be more modern, easy to understand, colorful, exciting, entertaining, and tailored toward a specific target audience.

**Keywords :** Selective Exposure, Uses and Needs of Information,  
Thai Buddhist

## 1. INTRODUCTION

Thailand is the center of Buddhism. It is a place where Buddhism flourishes more than any other country. More than 90% of Thai people are Buddhists. It is considered that Buddhism is a national religion. Every king is Buddhist. Thailand has also been selected as a permanent location. The Buddhist Association of the world with a monk. Many foreign novices are educated in Thailand. Back to the country in 1995 with the temple.97 foreigners have increased Buddhists. Around the world, more than 390 million (Fuen dokbuw (2011), pm 167) is a The news spread widely in Buddhism. More widespread With the current development. Communication technology happens so fast and so many. Buddhism has been spread through various media. Many of the media formats, such as booklets, Newspaper, radio, television New sites such as Luangta.com VCD chat room.CD MP3 as well as interpersonal communication such as monks. The club and the audience. Nowadays Buddhists have The exposure to Buddhist information. Widely And a variety of styles in both content and media. Religious institutions are considered the oldest institutions of the world. Power and the core of pre-modern

society and before. Capitalism, but now communication institutions, such as the mass media. Is a new institution In the role of religion. But research on religious communication is still very limited. The lack of research theory led to most research.

Media Relations with Religious Institutions in Western Society And Christianity (Kanchana Kaewtap, 2011, 358-359). The study of Buddhist communication in Thai society is also available. Is relatively limited So that is interesting to study about communication. Buddhism in the Thai society in the recipient. Buddhists in the choice of exposure to the Buddha - Religion that Buddhists have more open interest. What kind of media at any given time? What is the issue? Any goal or purpose Data is being used. How are you doing? The need for Buddhist information -Religion in any subject or matter requires style and methods. What are the results of this research? Recognizing the role of communication in the dissemination of pastoral work, Buddhism in Thailand The results can be used. Research to apply, improve, publish the Buddha -The next religion.

## **2. RESEARCH OBJECTIVES**

- 2.1 To study the Buddhist message needs of Buddhists.
- 2.2 To study the use of Buddhist News to benefit the Buddhists.
- 2.3 To study the opinions on Buddhist dissemination patterns of Buddhists.

## **3. METHOD**

This study Researchers uses quantitative research methods. Quantitative Research to study the paradigm of public administration. The study was based on textbooks, articles, concepts, theories, printed books from electronic media search. and the web site. Public administration The Behavior, Perception and Needs of Buddhist News of Thai Buddhists. The results of the research on the behavior of information perception in the study to improve the integrity. In this study, key informants were interviewed in in-depth interviews with experts from 100 Thai people in the Bangkok metropolitan area. The study is Bangkok metropolitan area.

#### 4. RESEARCH RESULT

Most Buddhists are interested in and follow Buddhist practice at a moderate level. The most openly received content is the Dharma or the teachings of the Buddha. And Karma Buddhists have the most demand for Buddhist news. Buddhists are using the Buddhist message to use as a basis and practice in daily life. It is also used to teach children, relatives, and also found that the publication of Buddhism should be given to monks or lay men. Spread the word. Many and use simple language. The research also found that. Buddhists between the ages of 46-55 years have never studied. Have a farmer I have more money. 40,000 baht per month They are more interested in Buddhist practice than others, as well as in their frequent exposure to Buddhism. Get the news content. Wanted Buddhist News The use of Buddhism news. There are more opinions on the pattern of Buddhism than other groups. The use of Buddhist news is very useful as a basis and practice in daily life. and to teach children to relatives.

#### 5. DISCUSSIONS

##### **Discuss the results.**

The results of this survey showed that Buddhists with age, education, occupation, income, residence, interests And the practice of Buddhism is different. There is a statistically significant difference in the content of Buddhist news, consistent with the theory of difference between individuals, which states that the recipients have different characteristics. There is a difference in the interest of the news (De Fleur, 1966), quoted in Patchanee Chayananya Metta Wattananukul and Tiranun Anuchasiriwong. (2011). In this study found that The exposure to Buddhism differed according to the age of education and the income from interviews with Buddhists. Factors or causes that cause interest and practice in Buddhism. Family and adult relatives The people who are interested and follow the Buddhist. According to the research conducted by duang-deuen puntumanawin and team (2011). it was found that cultivating Buddhist teachings found that temples, schools

and communities influenced the Thai youths' religion. The results of this research are as follows. Buddhists with different ages have a statistically significant difference in their attitudes and behaviors towards Buddhism. Older people are more interested in Buddhist practice than those who are younger. The results of this research are consistent with the results of the research. It is found that the Buddhist practice is increasing with the age of the person from child to adult. The amount of Buddhist lifestyle increases with age. Research results in the needs of Buddhist news. The Buddhists of Thailand. Buddhists at the age of education, occupation, income, residence, interests And the practice of Buddhism is different. There is a difference in the Buddhist message. This is consistent with the findings of Somkiat Ruangananlert (2016). The need for dharma knowledge is different according to the study of the income of the profession and the results of the study also support the Buddha's doctrine, which refers to the access to the dharma of persons as four different lotuses. The results of the research and interviews of Buddhists in this time are consistent. Buddhists are using the Buddhist message to take advantage of the fact that it is based on the Buddha's teachings. Daily living And to teach children to relatives. Implementation And to practice. The results of this research are in agreement with the use theory and satisfaction of the Cats and Sons (1974, cited in Suwanichai and Raweewan, 2015, 147-158). From the media to meet the needs and psychology. And according to the theory of communication results, the recipients will be exposed to information for information. Knowledge and change the mind to elevate. The Buddhist message can respond to Buddhist recipients in the field of thought or wisdom. It is used in daily life. Emotions, such as peace of mind, let go. Including behavior or action. Dhamma practice The results of interviews with Buddhists also found that. Buddhists agree. Buddhism News It should be easy to understand. Avoid Pail, which people do not understand. In this study, it was found that the students' Advertising to strengthen good attitude towards Buddhism. Must have the ability to use the language compact and easy to understand.

## 6. SUGGESTION

### 6.1 Researcher suggestions

1) The research found that Most Buddhists are exposed to the dharma that can be applied in their daily lives, so most Dharma publishers, such as monks, should focus on the issue. Will not listen to the audience. It cannot be used in daily life. Publishers must accumulate examples of the Dharma that occur in the present day. To use the training.

2) Buddhists have suggested to publish Dharma in local dialects. For the monks in the temple to do this already. But in the media. There are still a few local media outlets. Should be prepared to teach the Dharma language. It's better to have local people than to use the middle language. And the Dharma program broadcasted on community radio. Should communicate with the local language should the Department of Religious Affairs determine the way to allocate statements or income of the temple. The religious organization. Should divide the budget between the creation of objects. With religion Buddhist dharma sees that dissemination of the Dharma is usually done with the elderly. Most of the organizations that publish Buddhism should turn to the next generation of children and youth in society. The development of publishing style suitable for children and youth, such as cartoon, computer music, games.

3) Some Buddhists also confuse the Buddha's teachings with the non-Dharma of the Buddha. The organization of Buddhism is related to the spread of Buddhism, so it is important to promote Buddhism in order to understand the essence of Buddhism. And other matters. That is related to Buddhism. It is not the Dharma that is the essence of Buddhism.

**6.2 Suggestions for the next research. Should be studied on the following issues.**

1) Future research should examine the relationship between exposure to Buddhism Attention and practice along the lines of Buddhism with other variables such as stress, happiness. Life satisfaction this will be a research that will prove the benefits and value of Buddhism to the human life clearly.

2) In the next research, if research methods, surveys, and quality research are used in in-depth interviews, focus groups, researchers should not. Conducting pre - qualitative research. However, it should be collected, quality research data and summed up. Then, the knowledge gained from the results of the research to create the survey questionnaire. Researchers will be able to create better and more effective survey questionnaires.

## References

- Boran, S. J. and Davis, D. K. (2003). *Mass Communication Theory: Foundations, Ferment, and Future*. Belmont: Wadsworth.
- Rogers, E. M. (1973). *Mass Media and Interpersonal Communication*. In *Handbook of Communication*. 290-310. Edited by Sola Pool, I. D., et al. Chicago: Rand McNally College Publishing Company.
- Schramm, W. (1965). *How Communication Works*. in *The Process and Effects of Mass Communication*. Urbana: University of Illinois Press.
- Verderber, R. F. (1996). *Communicate*. 8<sup>th</sup> edition. Belmont: Wadsworth Publishing Company.
- Somkiat Ruanganlert (2017). *The Exodus of Globalization Master Thesis* (Communication Arts), Chulalongkorn University.
- Kanchana Kaewtap (2011). *Science of Media and Cultural Studies*. Bangkok: Faculty of Communication Arts Chulalongkorn University.
- Fuen dokbuw (2011). *Comparative religion*. 2nd edition, Bangkok: Burapha Sathon.
- Duang-deuoen puntumanawin and team (2011). *Buddhist beliefs and practices of Thai people; Cultivate training and quality of life*. Bangkok: National Institute of Development Administration.