Comparing Media Use among Ethnic Thai-So in Northeastern Thailand: A Case Study of Kokmoung Village, Photipaisan Village and Nonghoynoi Village

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Abstract

The research was to compare media use among ethnic Thai-So in northeastern Thailand. A descriptive survey research design was adopted, using questionnaires as the main research instrument. Using a stratified random sampling, a total of 631 Thai-So people were the research participants. Collected data were analyzed using mean, standard deviation and a one-way ANOVA. The findings indicated that the socio-economic status, selective exposure to messages, motivation for media use and media use, across the three villages, were similar to each another. Nevertheless, there was a difference in media use when considering six types of media in each village. Photipaisan village (V2) used newspaper, satellite television, and internet to a greater extent than Kokmoung village (V1) and Nonghoynoi village (V3), and at the same time Nonghoynoi village (V3) watched satellite television rather than Kokmoung village did (V1). Furthermore, the implication of this research pinpointed that education, socio-economic status, labor migration and urbanization were the significant variables causing Thai-So people to accept and use various media: newspapers, satellite television and Internet.

Keywords: Media Use, Ethnic Thai-So, Northeast Region of Thailand

Introduction

With the rise of mass media throughout 21st century, many people around the world had found themselves living in a media-dominated environment where newspaper, radio, television, satellite television and internet enveloped them on a daily basis. Current levels of media consumption had been described as a raging torrent that has overwhelmed daily life for citizens in Asian countries, especially Thailand. Several Thai scholars revealed that media consumption among Thai people greatly expanded with the rapid diffusion of new technology such as satellites, mobile phone, computers, the Internet, cable services, MP3 technology, Apple's iPod, Apple's iPhone, Apple's iPad, DVD media player, Google glass and all forms of digital media (National Statistic Office Thailand, 2017; Lewis, 2006; Lewis, 2013).

Based on literature synthesis, it was revealed that media consumption in the northeast region had increased continuously since the Second World War. During that time, the northeasterners way of life had been rapidly changed along with the launch of First National Development Plan (1961-1966) (Phongpit & Hewison, 1990). Mass media played the crucial role for linkage among multiple groups in pluralistic societies. It was also one of the social mechanisms that fulfilled a central function in the social construction of multiple identities and also in enhancing social integration based on diversity. Most importantly, it became the *index* and *agent* of modernization for national development. The latest survey reported that 96.6 per cent of the northeasterners were mostly expose television while 48.6 per cent, 38.2 per cent, and 7.6 per cent respectively, listen to radio, read newspapers, and use the Internet (Information and Communication Technology, 2017).

According to the topography of Thailand, the northeast region was regarded as the biggest region with the largest number of people of the country. It has always been considered as problem area with a low per a capital

income, poor soils and erratic rainfall. Nevertheless, it is a very interesting region of transition with a multiplicity of ethnic groups of different origin, languages and cultures. The predominant group comprised of Tai-Lao speaking people whereas non-tai speaking people can be classified in eight groups such as Phu Tai, Yo, Seak, Kha, Kaleung, Kaui, Khmer and So (Mackerras, 2003; Dararat & Akaraya, 2003).

As for the ethnic So, the previous studies claimed that the 'So,' also known as ethnic Thai-So had continued to use their own language to communicate within their family and community. Their animistic beliefs had been strictly practiced and passed on from generation to generation. Moreover, those studies further outlined their unique characteristics. Namely; they had always isolated themselves from other ethnic groups. Their ways of life were easy going and simple. As a result, the anthropological researchers identified that their ways of life had fewer changes than those of other ethnic group; and at the same time there were some Thai-So communities that continued to be closed (Prince Kromphraya Damrong Official Survey of Monthon Udon and Northeast in 1906 (RE 125), 1995; Seidenfaden, 1943; Kania and Kania, 1979; Varangrat, 1981; Varangrat, 1993; Schliesinger, 2000; Burasit, 2009).

However, Kaithong's research (2015) found that the ways of life of the ethnic Thai-So had changed continuingly since 1844 up until 2014. She further explained that mass media was the one of several variables leading to those changes, and at the present, all types of media-such as newspaper, radio, television, satellite television, and internet-had journeyed into the Thai-So villages. Also, the ethnic Thai-So was likely to access and use a wide variety of media outlets. Therefore, there was a good opportunity for the researcher to investigate what the types of mass media and motivations of media use were used among this ethnic Thai-So; which accorded with the use and gratification theory. The main concept of this theory was to discover motivations and selection patterns of audiences (Katz, Blumler, and Gurevitch, 1974; Windahl, 1981). The former researches obviously indicated that motivations drawn from use and gratification theory still significantly correlated with an individuals' media use (Jamal and Melkote, 2008; Cooper and Tang, 2009; Mahmoud, Klimsa, and Auter, 2010). Subsequently, the researcher attempted to review previous research regarding ethnic communications. It was found that the majority of the studies focused on how media constructed images of the majority and minority ethnic identity and how these may impact upon the audience (Abrams & Giles, 2007; Anarbaeva & Turner, 2010; Asekun-Olarinmoye et al., 2014; Croucher, Oommen, and Borton, 2010; Naber, 2000; Sun, 2007). Nevertheless, this research aimed to take a step back to provide a clear picture of the Thai-So people's motivations and media use, by comparing across three villages.

Objectives of the Study

1. To identify the motivations related to the media use across Kokmoung village, Photipaisan village and Nonghoynoi village.

2. To compare the media use of the Thai-So people across Kokmoung village, Photipaisan village and Nonghoynoi village.

Research Methods

Areas of Study

Burasit (2009) stated that the ethnic Thai-So was settled in several provinces of the northeastern Thailand from Mukdahan to Nakon Phanom, Sakon Nakhon, Nong Khai and Kalasin. The researcher reviewed both primary and secondary data that indicated Kusuman district to be an area in Thailand where Thai-So people could be found in significant numbers. Also, Tourism Authority of Thailand (2017) admired this place as an historical site of ethnic Thai-So in Thailand. Most importantly, the researcher herself conducted the survey, along with the Kusuman Mayor and government officials. It was found that almost 100 per cent of the villagers living in Kokmoung village (V1), Photipaisan village (V2) and Nonghoynoi village (V3) have remained as part of the ethnic Thai-So, used 'So' language for communicating within their communities and families and passed on their culture from generation to generation. Therefore, three villages should be chosen for study.

Sample Design

After the researcher received an executive summary of Kusuman district, it was found that the population of Photipaisan village was 859, followed by 527 in Kokmoung village, and 471 in Nonghoynoi village respectively. The total population of the three villages was 1,857 persons. Using Taro Yamane's formula, (to lower the probability (risk) of having an error above .05), with 1,857 people, this study required a sample size of N = 329. Nevertheless, the researcher realized that the larger the sample size, the greater the credibility of the data. As a result, the sample size in this research was 631 people.

Due to unequal numbers of Thai-So people in each village, a stratified random sampling was employed so that the sample size could proportionately represent the actual population. That is, the more the Thai-So people one village has, the larger sample size will be. The researcher distributed questionnaires as follows: 140 in Kokmoung village, 450 in Photipaisan village and 100 in Nonghoynoi village. Within six months, the researcher received 631 sets of completed questionnaires from the sample villages, being 123 questionnaires (19.49%) from Kokmoung village, 442 questionnaires (70.05%) from Photipaisan village, and 66 questionnaires (10.46%) from Nonghoynoi village.

Instrument and Procedure

Questionnaire was the instrument for collecting data. Before distributing the questionnaire to the participants in each village, by hand, the researcher had it translated into Thai language by using the method of back translation. That is, the statements of all instruments were translated into English and then translated back into Thai. The two versions of the questionnaire were crosschecked for accuracy in translation. When no discrepancies between the two versions were found, the questionnaires were produced.

Data Analysis

After the collected data were verified to be valid and complete without any usual data or duplication, they were analyzed using SPSS (Statistical Package for Social Science) version 17.0 for Windows. The descriptive statistics were used for describing the demographic variables in terms of frequency, distribution of socioeconomic variables, mean and standard deviation of 4 variables of personal data pertaining to socioeconomic status, selective exposure to messages, motivations and media use. Meanwhile, a one way ANOVA was run for investigating the differences in mean between the independent variables (i.e. Kokmoung village, Photipaisan village and Nonghoynoi village) and dependent variable (i.e. SEM, motivations and media use).

As for descriptive analysis, socioeconomic status, selective exposure to messages, motivations for using media and media use were completed and interpreted using the following criteria:

Interpretation Criteria for Socio Economic Status (SES)

Levels	**Interpretation**
< 8	Very Low
9-10	Low
11-13	Middle
> 14	High

Interpretation Criteria for Selective Exposure to Messages (SEM), Motivation for Using Media and Media Use

Levels	**Interpretation**
1.00-1.80	Never; Strongly Disagree
1.81-2.60	Hardly; Disagree
2.61-3.40	Sometimes; Neutral
3.41-4.20	Often; Agree
4.21-5.00	Regularly; Strongly Agree

Results

The findings showed that socioeconomic status, selective exposure to messages, motivations, and media use across the three villages were similar to each other. However, there was a difference in the media use when considering the six media within each village. In order to easily understand the Thai-So people's motivations and media use, descriptive statistics were explained first, followed by a one way ANOVA.

Descriptive Statistics

This section provided the descriptive statistics of demographic variables in terms of frequency, distribution of socioeconomic variables, mean and standard deviation of 4 variables. These were namely socioeconomic status (SES), selective exposure to messages (SEM), motivations to use media and media use.

Demographic Data

The distributions of the 631 surveyed samples of Thai-So people based on their demographic data indicated that the majority of 442 (70.0%) Photipaisan village dominated the characteristics of the whole sample. Most of total sample were female (61.3%), in the range of 40-49 years of age (36.1%) and had a monthly household income of less than 5,000 baht (74.2%), with a primary school education (66.2%) and used the So language in communicating within their village and family (61.5%). Comparing across 3 Thai-So villages, the respondents' all demographic characteristics variables showed similar distributions except occupation, which indicated that most of the people in Photipaisan village were farmer, whereas most of these in the other 2 villages were farmer and gardener.

It was noteworthy to state that the comparison results across all 3 Thai-So villages indicated the only difference among those village distributions were the order of the percentage ranks. The consecutive order from the highest was Kokmoung village (V1), Photipaisan village (V2), Nonghoynoi village (V3) for gender, age, income; and Nonghoynoi (V3), Kokmoung village (V1) and Photipaisan village (V2) for education and so language; whereas occupation indicated totally different distribution from those aforementioned two groups, with the highest percentage of farmer at Photipaisan (V2) and the highest percentage of farmer and gardener at Kokmoung village (V1),

please see table 1. The findings implied that the participants' socioeconomic status in Photipaisan village were higher than that in Kokmoung village because Photipaisan village' agricultural areas have been bordered by a reservoir. As a result, Photipaisan villagers are able to cultivate rice the whole year round whereas Kokmoung villagers have cultivated under the rain condition. Not surprisingly, the majority of Kokmoung villagers turned to cultivate cash crop that required a little water and adaptable to long periods of time without water such tobacco and chili. Although they attempted to increase their household income by cash crop plantation, the rice has still represented the dominant sector of economy.

Table 1 Respondents' Demographic Characteristics Distributions across Three Villages

Demographic Data	Kokmoung Village (V1)		Photipaisan Village (V2)		Nonghoynoi Village (V3)		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Gender								
Male	46	37.4	166	37.6	32	48.5	244	38.7
Female	77	62.6	276	62.4	34	51.5	387	61.3
Age								
16 – 19	11	8.9	44	10.0	10	15.2	65	10.3
20 – 29	18	14.6	73	16.5	11	16.7	102	16.2
30 – 39	15	12.2	125	28.3	16	24.2	156	24.7
40 – 49	63	51.2	143	32.4	22	33.3	228	36.1
50 – 59	1	0.8	18	4.1	0	0.0	19	3.0
More than 60 years old	15	12.2	39	8.8	7	10.6	61	9.7
Occupations								
Farmer	44	26.5	257	49.1	29	30.9	330	42.1
Gardener	12	7.2	9	1.7	15	16.0	36	4.6
Farmer and Gardener	73	44.0	112	11.4	34	36.2	219	28.0
Employee	17	10.2	61	11.7	10	10.6	88	11.2
Laborer	1	0.6	3	0.6	0	0	4	0.5
Teacher	0	0	3	0.6	0	0	3	0.4
Students	11	6.6	44	8.4	1	1.1	56	7.1
Venders	3	1.8	17	3.3	2	2.1	22	2.8
Government Officials	0	0	9	1.7	1	1.1	10	1.3
Others	5	3.0	8	1.5	2	2.1	15	1.9
Income								
Less than 5,000	105	85.4	311	70.4	52	78.8	468	74.2
5,000 – 9,999	16	13.0	103	23.3	12	18.2	131	20.8
10,000 – 19,999	1	0.8	21	4.8	2	3.0	24	3.8
20,000 – 29,999	1	0.8	3	0.7	0	0.0	3	0.5
30,000 – 39,999	0	0.0	2	0.5	0	0.0	3	0.5
More than 40,000	0	0.0	2	0.5	0	0.0	2	0.3

Table 1 (Cont.)

Demographic Data	Kokmoung Village (V1)		Photipaisan Village (V2)		Nonghoynoi Village (V3)		Total	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Education								
No education	2	1.6	16	3.6	1	1.5	19	3.0
Primary school	86	69.9	284	64.3	48	72.7	418	66.2
Secondary school	28	22.8	106	24.0	15	22.7	149	23.6
Vocational school	5	4.1	18	4.1	2	3.0	25	4.0
Undergraduate	2	1.6	15	3.4	0	0.0	15	2.4
Higher than graduate	0	0.0	3	7	0	0.0	5	0.8
So language								
Thai Language	0	0.0	9	2.0	1	1.5	10	1.6
I-San	1	0.8	44	10.0	1	1.5	49	7.8
Central Thai and I-San	1	0.8	24	5.4	0	0.0	25	4.0
Chinese	0	0.0	1	0.2	0	0.0	1	0.2
Phuthai	0	0.0	2	0.5	0	0.0	2	0.3
Yo	8	6.5	2	0.5	0	0.0	10	1.6
So	83	67.5	245	55.4	60	90.9	388	61.5
Both I-San and So	30	24.4	115	26.0	4	6.1	146	23.1

Socioeconomic Status (SES)

It should be noted in table 2 that a mean score above 14 pointed out that the participants' socioeconomic status was high while a mean score below 8 indicated the opposite. This table shows that the mean scores of the Kokmoung participants' SES (M = 11.00; SD = 3.27) and the Photipaisan participants' SES (M = 11.30; SD = 3.90) were lower than the total for the average of the mean scores (M = 11.35; SD = 3.69). On the other hand, the Nonghoynoi participants' SES had the highest score (M = 11.40; SD = 3.01). These statistics indicate that the participants' SES in the three villages was at the middle level.

Selective Exposure to Messages (SEM) in Each Village

The total average mean score in table 2 showed that the participants were sometimes exposed to media messages (M = 2.85; SD = 0.61). The Photipaisan participants (M = 2.91; SD = 0.60) were exposed to a greater extent than Nonghoynoi participants (M = 2.78; SD = 0.60) and Kokmoung participants (M = 2.68; SD = 0.63). They were exposed to news messages mostly (M = 3.39; SD = 0.88), followed by entertainment messages (M = 3.34; SD = 0.77) and knowledge (M = 2.82; SD = 0.81) respectively.

Motivations for Using Media in Each Village

As a result, a mean score above 3.40 indicated that the participants agreed with the motivations for media use, whereas a mean score below 2.61 suggested the opposite. The mean score was between 2.61 and 3.40 indicating a neutral attitude, suggesting that the participants had not decided or were not sure about their motivations for using media. Based on the total average mean score in table 2, it is indicated that the three villages′ participants agreed with the motivations for using media (M = 3.64; SD = 0.45). When all types of motivations were considered, it was clear that information motivation produced the highest score (M = 4.07; SD = 0.62), followed by entertainment motivation (M = 3.66; SD = 0.52) and social interaction motivation (M = 3.44; SD = 0.60). It is implied that the participants' media use resulted from motivation particularly

information motivation which was the most significant predictor overall. Moreover, it was also found that the mean score of motivations for using media in Kokmoung village (M = 3.69; SD = 0.43) was higher than that for motivations for using media in Photipaisan village (M = 3.64; SD = 0.47) and in Nonghoynoi village (M = 3.60; SD = 0.24).

Media Use in Each Village

Table 2 revealed that the average mean of total media use ranged from 1.43 (Internet use) to 4.46 (Television use). It showed that the majority of the averaged mean scores were below 1.80, except television use (M = 4.46; SD = 1.01) and radio use (M = 3.32; SD = 1.40), which suggests that the participant had never used newspapers (M = 1.76; SD = 1.08), satellite television (M = 1.60; SD = 1.29), other media (M = 1.66; SD = 1.29) and internet (M = 1.43; SD = 1.10) respectively. When comparing the three villages, it is pointed out that the Photipaisan village used media (M = 2.24; SD = 0.56) to a greater extent than Kokmoung village (M = 2.15; SD = 0.51) and Nonghoynoi village (M = 2.09; SD = 0.48). Further, it was also revealed that Kokmoung village used television the most (M = 3.40; SD = 1.32), followed by Nonghoynoi village (M = 4.50; SD = 0.90) and Photipaisan village (M = 4.43; SD = 1.07). Meanwhile, radio use in Photipaisan village had the highest mean score (M = 3.40; SD = 1.32). That is to say the participants in Kokmoung village and Nonghoynoi village were likely to use television to a greater extent than other media, while, Photipaisan village's participants used both radio and television.

Table 2 M and SD of SES, SEM, Motivations, Media Use Based on Three Thai-So Villages

Variables	Kok Moung Village (V1)		Photipaisan Village (V2)		Nonghoynoi Village (V3)		Total	
	M	SD	M	SD	M	SD	M	SD
Socioeconomic Status (SES)	**11.00**	**3.27**	**11.30**	**3.90**	**11.40**	**3.01**	**11.35**	**3.69**
Selective Exposure to Messages (SEM)								
Entertainment	3.15	0.88	3.40	0.75	3.32	0.66	3.34	0.77
News	3.30	0.91	3.42	0.86	3.38	0.99	3.39	0.88
Knowledge	2.62	0.88	2.90	0.79	2.70	0.79	2.82	0.81
Total	**2.68**	**0.63**	**2.91**	**0.60**	**2.78**	**0.60**	**2.85**	**0.61**
Motivations								
Information	4.13	0.60	4.05	0.67	4.07	0.38	4.07	0.62
Personal Identification	3.36	0.80	3.36	0.65	3.25	0.65	3.35	0.68
Social Interaction	3.50	0.58	3.44	0.60	3.37	0.53	3.44	0.60
Entertainment	3.71	0.51	3.65	0.54	3.65	0.35	3.66	0.52
Total	**3.69**	**0.43**	**3.64**	**0.47**	**3.60**	**0.24**	**3.64**	**0.45**
Media Use								
Radio	3.08	1.50	3.40	1.32	3.24	1.68	3.32	1.40
Television	4.58	0.88	4.43	1.07	4.50	0.90	4.46	1.01
Newspaper	1.62	0.97	1.85	1.11	1.42	1.00	1.76	1.08
Other Media	1.94	1.40	1.63	1.28	1.36	1.01	1.66	1.29
Internet	1.27	0.87	1.52	1.20	1.18	0.76	1.43	1.10
Satellite Television	1.32	0.97	1.63	1.31	1.92	1.58	1.60	1.29
Total	**2.15**	**0.51**	**2.24**	**0.56**	**2.09**	**0.48**	**2.21**	**0.54**

One Way ANOVA

Although the descriptive statistics provided a clear picture of media use across three villages, it could not explain the differences in mean score between independent variables (i.e. Kokmoung village, Photipaisan village, and Nonghoynoi village) and dependent variable (i.e. SEM, motivations and media use). Hence, a one way ANOVA was used to investigate the differences of SEM, motivations and media use across three villages.

Difference of SEM across Villages

As Table 3 reported, three villages had a statistically significant difference in selective exposure to a variety of media messages (F (2,628) = 7.043, P = < .001). Then, each message-such as news, knowledge, and entertainment - was analyzed. It was found that both F ratio of ANOVA (F (2, 628) = 6.356, p = < .002) as indicated in Table 4, and the F ratio and p-value of the Welch's test (F (2, 151.117) = 4.103, p = < .018, refer to Table 4) showed that, in the three villages, the participant's selective exposure to knowledge and entertainment messages were statistically significantly different, with the exception of selective exposure to news messages (F (2,628) = .966, p = > .381). Furthermore, multiple comparisons through a post hoc analysis also indicated that Kokmoung village (V1) was likely to be exposed to overall media messages, especially knowledge messages, and entertainment messages to a greater extent than Photipaisan village (V2).

Table 3 Summary of One-Way ANOVA to Analyze the News Messages, Knowledge Messages, and Total Average of Messages in Villages

Dependent Variable	Sum of Square	DF	Mean Square	F	P	Multiple Comparisons
News Message						
Between Group	1.507	2	.754	.966	.381	
Within Group	490.140	628	.780			
Total	**491.647**	**630**				
Knowledge Message						
Between Group	8.246	2	4.123	6.356	.002	V1 < V2
Within Group	407.366	628	.649			
Total	**415.612**	**630**				
Total Average Messages						
Between Group	5.235	2	2.618	7.043	.001	V1 < V2
Within Group	233.392	628	.372			
Total	**238.627**	**630**				

Note: News Messages = Levene Test = 1.477, df1 = 2, df2 = 628, p = .229
Knowledge Messages = Levene Test = 2.124, df1 = 2, df2 = 628, p = .120
Total Average Messages = Levene Test = .931, df1 = 2, df2 = 628, p = .395

Table 4 Summary of Welch Test to Analyze the Exposure of Entertainment Message in Village

Dependent Variables	F Ratio	DF1	DF2	Prob > F	Multiple Comparisons
Entertainment Messages	4.103	2	151.177	.018	V1 < V2

Difference of Motivations for Media Use across Villages

As the Levene statistic to test for homogeneity of variances was not significant, the Welch's ANOVA Test was reported. The F ratio and P-value of the Welch's test (F (2, 193.109, p = > .227) indicated that the motivations for media use did not create any significant difference among the three villages (see Table 5).

Table 5 Summary of Welch Test to Analyze the Motivations in Villages

Dependent Variables	F Ratio	DF1	DF2	Prob > F
Motivations	1.496	2	193.109	.227

Difference of Using Media across Villages

Table 6 showed that there was not a statistically significant difference for using all media in each village (F (2, 628) = 3.093, p = > .046). In other words, the overall media use by participants in the three villages showed no differences. Subsequently, the researcher further considered the six media was used in the villages. It was found that a violation of homogeneity of variances occurred. Thus, as a measure of precaution, Welch's ANOVA Test, which allowed for unequal standard deviations, was reported in table 7. The findings revealed that there were statistically significant differences in using newspaper (F (2, 156.184) = 6.372, p = .002), satellite television (F (2, 151.071) = 5.918, p = .003), internet (F (2, 179.687) = 6.056, p = .003) and other media (F (2, 158.325) = 5.311, p = .006) while radio use (F (2, 139.333) = 2.349, p = .099) and television use (F (2, 160,977) = 1.334, p = .266) were shown to be opposite. It was fair to conclude that the three villages used media differently, especially newspapers, satellite television, internet and other media. That is, Photipaisan village (V2) read newspapers to a greater extent than Nonghoynoi village (V3). Kokmoung village (V1) watched satellite television less than Photipaisan village (V2) and Nonghoynoi village (V3). Photipaisan village (V2) used internet more than Kokmoung village (V1) and Nonghoynoi village (V3). Nonghoynoi village (V3) used other media less than Kokmoung village (V1).

In brief, the three villages' media use, in particular of radio and television, was equal while Photipaisan village (V1) was likely to use newspapers, satellite television, and internet more than Kokmoung village (V2) and Nonghoynoi village (V3). This was because the Photipaisan village was close Kusuman district. Also, there was the secondary school. It implied that the Photipaisan villagers were likely to access the sources of knowledge that could contribute to the development both themselves and village. At the same time, Nonghoynoi village (V3) use satellite television to a greater extent than Kokmoung village (V2); it had resulted from Nonghoynoi village (V3)'s socio-economic status was better than Kokmoung village (V2)'s socio-economic status. Hence, it was fair to say that the characteristics – such as urbanizations, education and socio-economic status–were the variables generating to read newspapers, watch satellite television and use internet.

Table 6 Summary of One-Way ANOVA to Analyze the Total Media Use in Villages

Dependent Variable	Sum of Square	DF	Mean Square	F	P
Total Media Use					
Between Group	1.798	2	.899	3.093	0.46
Within Group	182.557	628	.291		
Total	**184.355**	**628**			

Note: Total Media Use = Levene Test = .926, df1 = 2, df2 = 628, p = .397

Table 7 Summary of Welch Test to Analyze the Types of Media as Used in Villages

Dependent Variables	F Ratio	DF1	DF2	Prob > F	Multiple Comparisons
Radio Use	2.349	2	139.333	.099	
Television Use	1.334	2	160.977	.266	
Newspaper Use	6.372	2	156.184	.002	V2 > V3
Other Media Use	5.311	2	158.325	.006	V3 < V1
Internet Use	6.056	2	179.687	.003	V1 < V2 V2 > V3
Satellite Television Use	5.918	2	151.071	.003	V1 < V2 V1 < V3

Note: V1 = Kokmoung village, V2 = Photipaisan village and V3 = Nonghoynoi village

Discussion and Conclusion

In order to answer the objectives of this research, the findings had shown that there were no significant differences in the motivations for media use across the three villages while the media use was the other ways around. Each objective would be explained as follows:

1. The First Objective was to Identify the Motivations Related to the Media Use across Kokmoung Village, Photipaisan Village and Nonghoynoi Village.

The findings had shown that the motivations for media use across three villages did not have the significant differences among three village. Nonetheless, the researcher attempted to consider the mean score of this variable again. It indicated that the Thai-So people used media because they needed the information mostly and followed by entertainment and social interaction respectively. It also implied that the ethnic Thai-So was the active audience because they selected their favorite medium and content. This finding accorded with the previous researches' studies. For instances, Mahmoud, Klimsa, and Auter's research (2010) showed that the Al-Jazeera satellite channel had created a free marketplace of ideas and information that would eventually engender citizens to speak up rather than allow the authorities to speak for them. These networks have become forums for average Arabs to express their ideas and exchange views. However, those who avoided watching the Al-Jazeera satellite channel did so as a result of three motivations such as partisanship, biased coverage and political apathy. Meanwhile, those who watched the Al-Jazeera satellite channel obtained their gratifications from two motivations such as opinion leaders and surveillance functions. Similarly, Cooper and Tang's research (2009) found that the participants exposed to media messages, through television, in order to fill time and relieve boredom more than they did to seek information. Other researchers found that motivations drawn from uses and gratifications theory still significantly correlated with an individuals' media use or it was to say that media use depended on the individual audiences' gratifications (Choi, Kim, and McMillan, 2009; Jamal and Melkote, 2008).

2. The Second Objective was to Compare the Media Use of the Thai-So Ethnic People across Kokmoung Village, Photipaisan Village and Nonghoynoi Village.

In order to be easily understood, media use in each village was discussed prior to comparison across the three villages. All details would be explained below.

Firstly, Kokmoung village (V1) was the Thai-So village that had changed the least because the Thai-So people there still preserved and passed on their culture. As a consequence, many departments of local government had come to support this village. A good example was the arrival of the Thailand Tobacco Monopoly (TTM). TTM

promoted a new cash crop–tobacco. TTM supported the production factors, namely tobacco seed and fertilizer. It would also buy all of the tobacco production at a guaranteed price. Hence, most of the villager's occupation was as farmers and gardeners, while a very few people migrated to work in the big cities or on industrial estates. It was also found that their socio–economic status was the lowest when compared across the three villages. As for media use, the findings indicated that Kokmoung people (V1) read newspapers, watched satellite television and used internet less than the Photipaisan and Nonghoynoi people. Based on the above information, the researcher's analysis found that their ways of life, involved in agriculture, and their socio–economic status were a barrier to the accessibility of newspapers, satellite television, and internet.

Secondly, Photipaisan village (V2) was one of many villages administrated by the Photipaisan sub–district. Although Photipaisan is just a village, it had once been an old city. Hence, prosperity in terms of education and economics was still apparent. According to the education department, the village high school is the second biggest in the Kusuman district; as a result, Photipaisan people have the better opportunity to access the education system when comparing the three villages. Referring to the descriptive statistics (Table 1), it was found that 7% of villagers studied to a level higher than graduate, followed by 3.4% to undergraduate level and 24 % to secondary school level. As for their socio–economic status, their annual income appears to be higher than that of the rest of the study area, as the agricultural areas are bordered by a reservoir; as a consequence, this village has the ability to cultivate during the whole year. Photipaisan people read newspapers, watch satellite television, and use the internet to a greater extent than those of the Kokmoung village (V1) and Nonghoynoi village (V3). Based on these findings, the researcher's analysis found that education, socio–economic status, and urbanization were the significant variables leading to the use of those media.

Thirdly, it is clear that Nonghoynoi (V3) is the smallest village within the area of study of this research. It was reported that the annual incomes of the Nonghoynoi people are mostly generated from farming and gardening while the rest are migrant laborers. The highlight of this village is that there are a large number of villagers who migrate to the big cities and industrial estates to find work. When they return home, they bring money, new innovations, new culture, etc. into their village. It was found that these people were highly likely to use luxury goods such as Japanese motorcycle's or pick–up trucks, electrical appliances, and new media. It was especially found that satellite television was quite popular in this village, which is in accordance with the findings of the statistics. Hence, it can be implied that labor migration was a variable in allowing the Nonghoynoi people to access and use new media.

When comparing across the three villages, it was reported that three villages' media use, in particular the use of television and radio, was equal. Nevertheless, Photipaisan village (V2) used newspapers, satellite television, and internet more than Kokmoung village (V1) and Nonghoynoi village (V3). At the same time, Nonghoynoi village (V3) used satellite television more than Kokmoung village (V2). In fact, all kinds of media were available within the Thai–So villages. Regrettably, a large majority of the people were highly likely to use television and radio to a greater extent than other media. Definitively, the findings questioned "why newspaper, satellite television and internet were hardly used?" This was due to the limitations of each medium. With regard to the field of communication, a newspaper needed reading skills. The viewers had to pay for satellite television, known as PSI, with the installation costing approximately 1,500–1,700 baht. Not only did the internet require 'user skills', but it also needed a computer in order to connect to the internet. Therefore, it was not surprising that these media were hardly used. Moreover, it was found that not only was the limitation of each medium a factor, but also the

limitations of the audience. That is, a large majority of them were educated only to primary school level. Their main income source came from farming and gardening, which paid less than 5,000 baht per month. Additionally, they were tied to their work in the paddy fields. It would be fair to say that their way of life was a barrier to accessing newspapers, satellite television, and internet. However, conversely, the findings indicated that education; socio-economic status, labor migration, and urbanization were the significant variables generating the acceptance of reading newspapers, watching satellite television and using internet.

Suggestions

Based on the above findings, it is implied that the villages attempted to combine themselves into modern society through using world of media. At present, they are likely to access and use a wide variety of media outlets, even if media had repeatedly conveyed misleading content. After the guarantee of Freedom of Press and Freedom of Expression in the constitution of 1997, media had been fiercely interfered with, not only politically but also by commercial interest (Lewis, 2006). As a result, the proportion of entertainment programming is likely to increase to a greater extent than news, knowledge and commentary. The proliferation of urban-centered consumer advertising and product placement in game shows, talk shows, music, and sit-coms is likely to increase rapidly. Soap Operas have attempted to convey and reinforce the sense of virtual modernity through materialism such as mega-malls, cars, mobile phones and fashionable clothes. Consequently, future research should investigate the impact of media use on the changing ways of life of the ethnic Thai-So. Moreover, this research has not completed yet; the demographic data was the interesting variable that may influence media use among the ethnic Thai-So. Hence, other researchers can bring this issue to study in the future.

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