

Content Analysis and Attitude of Thai Students towards Thai Series “Hormones: Season 2”

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Abstract : The objective of this study is to investigate the attitude of Thai students towards the Thai series “Hormones the Series Season 2”. This study was conducted in the quantitative research, and the questionnaires were used to collect data from 400 people of the sample group. Descriptive statistics were used in data analysis. The findings reveal that most participants have positive comments regarding the series. They strongly agreed that the series reflects on the way of life and problems of teenagers in Thailand. Hence, the participants believe that if adults have a chance to watch the series, they will have the better understanding of the teenagers. In addition, the participants also agreed that the contents of the play are appropriate and satisfiable as the contents of “Hormones the Series Season 2”; will raise awareness among the teens and use it as a guide to prevent problems that might happen during their teenage life.

Keywords : content analysis, attitude, Thai series, hormones the Series

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