

Uses and Gratification with the Website Secret-thai.com

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Abstract : The objective of this study is to study about the uses and gratification of the sample who use the website that named secret-thai.com which provides moral contents, inspires, and builds up the spirit. The study found that the samples mainly use this website to follow up on the dharma activities. They also use the space as the web board to discuss about dharma issues. Moreover, the contents help readers to relax and also provides the guidelines to deal with stress and uncomfortable situations properly. The samples found to be most satisfied. In other words, the samples found the contents of the website are complete, and can cover their needs. Moreover, they found that contents useful in their ways of living. In addition, they are satisfied with the beautiful and interesting design of the website and well classification of the contents that readers can easily find the information that they want.

Keywords : uses and gratification, website, Secret-Thai.com, moral contents

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