

**Independent Study Title** Attitude of Students Towards in Listening to “Radio Intrend”  
FM 101.5 Mhz. Military Might Region 3 Broadcasting Station  
in Chiang Mai Province.

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**ABSTRACT**

This study aimed to study the attitude of students who listened to the “radio In-trend” program of the FM 101.5 MHz., Military Might Region 3 Broadcasting Station in Chiang Mai Province. Subjects were 385 randomized students studying for their bachelor degree either in the government or the private institutes in Chiang Mai Province, and listening to the radio program. It was found that most subjects were female whose ages were between 21 to 25 years old, had a monthly income between 5,001 to 10,000 Baht and first knew the radio program by accidental tuning in. Most of them listened to the program while they were at home. Sometimes, while listening, some of them swapped to another radio program. They were asked about their attitude towards the “Radio in-trend” components in terms of program styles, songs played, answering to the questions, game competition, disc jockey, and special activities. The majority agreed that these components were highly affected to them.