

Jittiporn Traiton 2006: Satisfaction and Perception of the Trainee on Technopolis's Public Relations Media, Suranaree University of Technology. Master of Education (Educational Technology), Major Field: Educational Technology, Department of Educational Technology. Thesis Advisor: Mr. Suwich Budsuan, M.Ed. 86 pages. ISBN 974-16-2308-9

The purposes of this research were to study the satisfaction and perception of the trainees toward the public relations media of Technopolis at Suranaree University of Technology. There were 265 representative samples. The data were collected by using questionnaires, and analyzed by computer program using the statistics of frequency, percentage, mean and standard deviation.

The results found that the average percentage of all the trainees were 47.55 male and 52.45 female, their ages ranked in between 20-30 years old and most of them graduated with bachelor degrees working as the government officers and the private sector. The next most frequent were farmers and community leaders. The perception from the media through the public relations media of Technopolis, SUT, most of the trainees' perceived information and benefit gained through brochures and leaflets intensely, due to the fact that there was very useful substances and up-to-date information. The most beneficial was the printed media. With utilities the samples were satisfied at the high level, in all aspects they were satisfied with the information from the media that had suitable and updated messages in the way of the details promoted and the printed media was what they preferred the most. Their suggestions were to improve each style to be more attractive plus distribute them thoroughly. The text that is presented should be more clearly easy to understand and also suitable to all preferences and objectives.

Student's signature

Thesis Advisor's signature

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