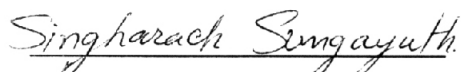


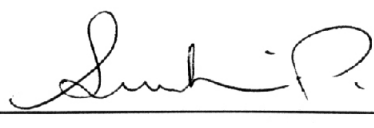
Singharach Sungayuth 2006: The Appropriate Character of Sukhothai Thammathirat Open University's Educational Technologist in the Information Technology Age. Master of Education (Educational Technology), Major Field: Educational Technology, Department of Educational Technology. Thesis Advisor: Associate Professor Surachai Prasertsaruay, M.Ed. 130 pages . ISBN 974-16-1983-9

The purposes of this research were to study the desirable characteristics and the performance standard of educational technologists of Sukhothai Thammathirat Open University. Questionnaires were sent to three groups of 217 people in total of the University: (1) administrators, (2) the university instructors, and (3) the Educational Technologists. Percentage, means and standard deviation were used for analysis.

The results were responses from the respondents. The administrators and the educational technology officers showed the highest level of agreement on the overall desirable characteristics (5 subjects) of educational technologists, whereas, the instructors showed a high level of agreement. When the characteristics were considered in detail, all three groups agreed well at the highest level to the development and the management of media. The results from 14 subjects of the performance standard for educational technologists topic showed that the administrators and the educational technology officers agreed at the highest level on the overall performance standard. In detail, all respondents agreed at high level on the subject number 8 and 10 named "educational technology diffusion in standard" and "graphic media production standard", respectively.

In conclusion, all respondents agreed that 19 subjects mentioned in the desirable characteristics and performance standard were important and appropriate for educational technologists. Besides, appropriate media production techniques and standard educational technology diffusion were required for The Sukhothai Thammathirat Open University's distance learning system.

  
Student's signature

  
Thesis Advisor's signature

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