

Nongyao Nuchanard 2011: Motivational Factors of Selecting Early Childhood Education Program of Suandusit Rajabhat University Students. Master of Education (Early Childhood Education), Major Field: Early Childhood Education, Department of Education. Thesis Advisor: Miss Oraphan Butkatunyoo, Ph.D. 126 pages.

The purposes of this study were to investigate the motivation factors of the first year students that decided to continue their under-graduated study in the early-childhood education program of Suandusit Rajabhat University that composed of self development/personal reasons, person relationships, fame of the university, and social values were investigated and compared separately by based factors student.

Populations of this study were the 220-first year students who attained in early childhood under-graduated program of Suandusit Rajabhat University. The instruments of this study were developed questionnaires and interviews. Frequencies, percent, means, and standard deviation, t-test, and One-way Analysis of Variance (One-way ANOVA) were for the data analyses.

This study found the most motivational factor that motivated first year student attaining in early-childhood under-graduated program was self development/personal reasons. In contrary, the least motivational factor that motivated students attaining in early-childhood under-graduated program was connected persons. In addition, comparisons among 4-motivational factors for education continuation in early-childhood classified by basic factors in this study found gender, parent carriers, parent educated levels, and family income per month were entirely not difference, but accumulated grade point average of Mathayomsuksa 6 or equivalence, and the sequence of education continuation selection were entirely significant difference ($p < 0.05$).

Student's signature

Thesis Advisor's signature