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### Abstract

The purposes of this research were to study the educational personnel's behavior, opinions, needs of perception of educational reform information from mass media.

The sample group consisted of 963 educational personnel under the jurisdiction of Surin Provincial Primary Education Office, which was selected by 2 types : 1) population-consisting of 36 administrators of education office, 67 supervisors and 187 officials and 2) proportionate stratified random sampling of 282 administrators of school and teachers.

The questionnaire was created by the researcher comprising a check list, rating scale, ranking and open- end questionnaire.

The analysis of the data was conducted through the SPSS for Windows statistic program to find the percentages, arithmetic means and standard deviations.

The research findings :

(1) The educational personnel's behavior perception of educational reform information from mass media is generally middle; perception from television and printed matter is high ; perception from newspapers is middle ; and perception from radio is low.

The educational personnel's perception level of educational reform information from television, newspapers and radio generally at middle level but from printed matter at high level.

(2) The educational personnel have opinions to perceive from television, printed matter, newspapers and radio at high level and the Internet at middle level.

The educational personnel need to perceive about educational reform information from type of mass media : television, printed matter, newspapers, radio and the Internet, respectively. They need to perceive from television and radio on Saturdays most suitably at 06.00-08.00 A.M.; printed matter and the Internet are needed for weekly perception , while perception from newspapers is needed everyday.

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