

Thesis Title	Perception and Needs on Information Service of the Village Committees in Lamphun Province.
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ABSTRACT

The purpose of this study was aimed to perceive and study needs on information service of the village committees in Lamphun Province. The sample consisted 469 the village committees in Lamphun Province, randomly selected from 67 villages. The multi-stage random sampling technique was applied in sample selection: classified into 85 the village RENGROD 1, 196 the village RENGROD 2 and 186 the village RENGROD 3. The structured interview approach was employed in data collection. Data were analysed by SPSS computer. The findings were as follows:

In regard to perception of information from the media, it was found that the village were significantly different in the following categories; perception of information in the village RENGROD 2 and 3 received more than the village RENGROD 1 at the level of significance .05.

The villages committees used a lot of information from the media, every day by watching television and radio 72.3 and 76.5 percent, unconstant by reading newspaper and seeing moving pictures and folk-media about 42.6, 83.6 and 64.8 percent. Tests for difference found that

the media were significantly in radio television newspaper and moving pictures, but not significantly in folk-media at the level of significance .05.

Radio and television programmes mostly watched by the village committees were news about 52.5 and 56.5 percent. News which was mostly read inside country news about 79.7 percent. Moving pictures and folk-media mostly were entertainment programmes about 60.1 and 53.9 percent. Tests for difference found that were significantly in every medias at the level of significance .05.

The villages committees, needed information in the life and family content were significantly different in the following categories; needed information in the villages RENGROD 3 more than the villages RENGROD 1 and in the villages RENGROD 1, 2 and 2, 3 not significantly at the level of significance .05.

The villages committees needed information in the economic and income content were significantly different in the following categories; needed information in the villages RENGROD 3 more than the villages RENGROD 1 and 2 and in the villages RENGROD 1 and 2 not significantly at the level of significance .05.

The villages committees needed information in the Health content were significantly different in the following categories; needed information in the villages RENGROD 3 more than the villages RENGROD 1 and in the villages RENGROD 1, 2 and 2, 3 not significantly at the level of significance .05.

The villages committees needed information in the civic consciousness content were not significantly at the level of significance .05.