

ABSTRACT

Thesis Title : The Usage of Intranet Among Members of TAC Group
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Advisory Committee :

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The purposes of this study were two fold : (1) To describe states of use, problems and needs in use of intranet among members of TAC group; and (2) To compare states of use, problems and needs in use of intranet among the users who were different in position levels, type of work group and computer ownership status. The sample used in the research was 329 employees of TAC group, all of whom were selected through stratified random sampling. The data were obtained with a questionnaire and analyzed using descriptive statistics, One-Way ANOVA, Scheffe's test and t-test.

The results were as follows:

1. A large percentage of TAC's members used intranet everyday. It was mostly used during working hours and usage times did not exceed 15 minutes. The results obtained from investigating the states in using 4 groups of web page were as follows; general information web pages were found to be highly used, while announcement service web pages, information for learning and working web pages

and information searching web pages respectively, were used less frequently. The intranet was generally used for work purposes and to gain more knowledge.

2. The problems in intranet use were the following : (1) Problems with low-speed systems that increased the loading time for each web page. (2) Lack of regular information updates on web pages. (3) There was no information concerning the work manual. (4) No deadline for each announcement caused information overload.

3. The needs for intranet use were concluded to be the following : (1) Computer Aided Instruction program (2) Information about trade competitors. (3) Public relation activities about information and service on intranet.

4. Comparison of the states, problems and needs in intranet use among users who differed in position level, type of workgroup and computer ownership status were made up of three parts : (1) States of use: There was no significant difference in intranet usage overall. (2) Problems: General staff level encountered more problems in intranet use than management level and executive level. Front line staff met with more problems than supporting staff and TAC's members who had not a computer on their desk also encountered more problems in intranet use than those members who had a computer on their desk. (3) Needs : Executive level had significant difference in intranet need less than management level and general staff level. Supervisor level also had difference in intranet need less than staff level.