

## ABSTRACT

Thesis Title : Application of Information for the Provincial Cultural Council's Committee.

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Advisory Committee :

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The purpose of this study was to investigate the state and problems of cultural information, including the comparison of cultural information and its sources, utilized by the Provincial Cultural Council's Committee.

The total number of the sample comprised 350 persons from the Provincial Cultural Council's Committee who were selected by stratified random sampling. The instrument used for collecting data was a questionnaire. The statistics used in data analysis were percentage, means, standard deviation, F-test and Scheff's test.

The findings were as follows:

1. Cultural information utilization for the Provincial Cultural Council's Committee as a whole was at the moderate level ( $\bar{x} = 3.25$ ). Contents of cultural information more frequently used included customs, tradition, religious and cultural knowledge ( $\bar{x} = 3.83$ ). In terms of printed materials at the high level

were text ( $\bar{x} = 3.73$ ) and magazine ( $\bar{x} = 3.54$ ), and non-printed materials at the high level were video ( $\bar{x} = 2.94$ ) and cassette tapes ( $\bar{x} = 2.75$ ).

2. With regard to cultural information sources utilization for the Provincial Cultural Council's Committee, mass media in use more frequently was television ( $\bar{x} = 3.96$ ) and in topic of personnel was teachers ( $\bar{x} = 3.87$ ).

3. Most of the problems and obstacles to information utilization resulted from its scarcity ( $\bar{x} = 4.51$ ), the least were unable for information using ( $\bar{x} = 2.85$ ).

4. Most of problems and obstacles in cultural information sources utilization lay in inadequate service due to the insufficient number of personnel and from lacking information storage ( $\bar{x} = 3.58$ ), while the least were as a result of ungracious services ( $\bar{x} = 3.11$ ).

5. Comparisons between groups of variables and cultural information contents. Showed that: 1) The Provincial Cultural Council's Committee in different education levels in regard to cultural information contents had no significant difference. There was a significant difference of printed material and non-printed material at the 0.05 level. (2) The Provincial Cultural Council's Committee in different regions, in regard to cultural information contents as a whole, had a significant difference at the 0.05 level. The difference between the relationship of printed and non-printed material was not significant difference material at the 0.05 level. 3) The Provincial Cultural Council's Committee in regard to different working backgrounds and cultural information contents as a whole had a significant difference at the 0.05 level. Printed and non-printed material had a significant difference the 0.05 level.

6. Comparison between groups of variables and cultural information sources utilization indicated that: (1) The Provincial Cultural Council's Committee, having regard to different education level and cultural information sources utilization on

the topic of ownership had no significant difference; the topics of personnel, office and organization, mass media had significant difference at the 0.05 level; (2) The Provincial Cultural Council's Committee in different regions, in regard to cultural information sources utilization on the topic of ownership had no significant difference; the topics of personnel, and office and organization had significant difference at the 0.05 level; (3) The Provincial Cultural Council's Committee with respect to different working background, in regard to cultural information sources utilization on the topics of ownership, personnel, office and organization, mass media had significant difference at the 0.05 level.