

## ABSTRACT

- Thesis Title : The Process of Information Distribution for Cultural  
Adaptation of Expatriates in Thailand
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- Degree Sought : Master of Arts
- Major : Library and Information Science
- Academic Year : 1999
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The purpose of this research is to study the various means of using information, information requirement and satisfaction, including the problems and obstacles which arise in the search for information seeking of cultural adaptation of expatriates from educational institutes, international organizations and business organizations. Furthermore, the research intends to study the cultural information storage, information linkage, exchange and dissemination of information inside the country and abroad, among concerned governmental bodies and organizations in cultural information service, including the problems and obstacles in the process of providing information service for expatriates' cultural adaptation.

The research method used was quantitative and qualitative research, by using a survey technique and 154 English questionnaires for collecting data. The Windows' SPSS/PC+ programme was used for statistical analysis in order to calculate the percentage, mean, standard deviation, t-test and F-test. Descriptive research was also

used by interviewing officials or their representatives from 7 service information centers of concerned governmental bodies and organizations, including searching for the information from 11 websites of the concerned governmental bodies and organizations as well as 2 public websites, Yahoo and Infoseek .

The study revealed that before coming to Thailand, information learned most by the expatriates was religion. After working in Thailand for a while, the most needed information was on culture and tradition . Expatriates from business sector make up the majority who needed information on culture and tradition. The source of information they used were mostly from friends in their country, including Thai friends and through the internet system. Furthermore, they received information from media and books. The official source of information that they used the most was Tourism Authority of Thailand, since it is the most ready in presenting comprehensive information about Thailand, tourism and met the expatriates need.

On information compilation, the governmental bodies store the information by using manual system and computer system as well as using intranet, online system and local area network linking to each other. Internet was used in linking with the foreign organizations. The problems in operation were budget, personnel, the executive, cooperation among organizations and lack of classifying system on cultural information.

In searching information from 13 websites of the governmental bodies and public websites, it was founded that the Thai Cultural Center, the directly responsible cultural organization, was linked with only 2 websites domestically and none with other foreign countries. There lack of standard classifying system of cultural information. The method of information storage and linking information should be developed by studying from cultural network of UNESCO called "Culturelink".