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DEVELOPMENT COMMUNICATION

: MAJOR

KEY WORD: : TELECONFERENCE, TRAINING, SATISFACTION OF VIDEO

CONFERRING, THE EFFECTIVENESS, KNOWLEDGE LEVEL

WANNARAT RATTANAWARANG : THE EFFECTIVENESS OF

TELECONFERENCE FOR TRAINING. THESIS ADVISOR : INSTRUCTOR

PARICHART STHAPITANONDA, Ph.D. 106 pp. ISBN 974-636-583-5

The main objectives of this research are as follows : 1) to compare the difference of knowledge level between the trainees in the classroom and those exposed to the teleconference ; 2) to study the relationship of the demographic data, teleconference system, the speaker's presentation and the satisfaction of the trainees exposed to the teleconference. For knowledge level testing, 125 trainees were trained in the classroom and 280 trainees were trained by using teleconference system. Pretest and Posttest were used to collect the data from both groups. Mean, Standard Diviation and t-test were employed . The samples for the trainees satisfaction were 300. Questionnaires were used to collect the data. The result are reported in terms of frequency, percentage, mean, S.D., t-test, one-way ANOVA and Multiple Regression Analysis.

The results of this research indicated that :

1. Gained knowledge levels between the trainees in the classroom and the trainees trained by using teleconference system were significantly different.
2. The demographic data of the trainees trained by using teleconference system was not correlated with the satisfaction of the trainees.
3. The teleconference system was correlated with the satisfaction of the trainees.
4. The speaker's presentation was correlated with the satisfaction of the trainees.
5. The teleconference system includes suitability of the system to the training, chances to discuss with speaker, movement of picture on screen, complexity of application, clearness of picture and sound and the speaker's presentation as appropriate choices of media has influence on the satisfaction of the trainees at 57.16 %.

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