

#C740263 : MAJOR EDUCATIONNAL RESEARCH

KEY WORD: RESPONSE RATE/ MAILED QUESTIONNAIRES/ META-ANALYSIS

PREEDA BENKAN : A META-ANALYSIS OF FACTORS AFFECTING RESPONSE RATES TO MAILED QUESTIONNAIRES. THESIS ADVISOR : ASST. PROF. NONGLAK WIRATCHAI, Ph.D., PROF. SOMWUNG PITIYANUWAT, Ph.D. 155 pp. ISBN 974-634-917-1

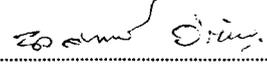
The purposes of this research were to synthesize research reports pertaining to mailed questionnaires response rates, conducted in Thailand from 1979 to 1995 in order to obtain clear and concise findings about factors affecting increment of mailed questionnaires response rates, and to compare the results of this research with those conducted abroad. The data for this synthesis consisted of 24 research reports, 58 effect sizes, and 505 response rates associated with 5 factors namely : questionnaires characteristics, communication with respondents, questionnaire delivery and gathering, incentives and respondent's background. The research instruments were thesis evaluation and coding forms. Data analyses were descriptive statistics, frequency distribution, 3 methods of effect size estimations : difference of response rates between experimental group and control group, phi-correlation coefficient, and unbiased minimum variance estimate of effect size, z-test and chi-square test, multiple regression analysis using factors affecting response rates as independent variables and effect sizes as dependent variable.

The major findings were as follows : all five factors had significant effects on mailed questionnaires response rates. The variables that had strongest effects ranging from the highest effect size measuring in terms of response rate increment were follow up contact (26.9%), the second follow up contact (20.1%), reminded telephone (19.7%), reminded postcard (18.8%), incentive (17.5%), any reminder (17.3%), pre-notification by letter (16.4%), reminded letter (16.4%), the first reminder (16.0%), respondent identification (15.0%), the second reminder (13.0%), pre-notification (12.9%), cover letter signed by a person related to respondent (12.8%), the first follow up contact (12.6%), book incentive (9.9%), page lay out (9.8%), checking versus coding (8.8%). There were 5 among these 17 variables that had effects in consistent with the effects of foreign research, and they were recommended for future usage to increase response rate of mailed questionnaires.

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