This study was an evaluation research. The purpose was to study the application of Concept Mapping Technique to needs assessment for the planning of student activities of Chulalongkorn University. The participants in needs assessment process were 72 persons who involved with student activities in 1996 academic year. They consisted of student affairs administrators, student affairs advisors, student commitee members, and regular students. The research method was based on the Concept Mapping process. All 72 persons brainstormed and produced a pool of the critical need statements related to student activities (N=117) which were then sorted and rated by 53 participants. The results were analyzed using Multidimensional Scaling and Hierarchical Cluster Analysis in CONCEPT SYSTEM Programme to create various concept maps. A comparisons of critical rating patterns between students and faculty members groups were also done using Pattern Matching method.

The concept maps showed that the critical problems from students and faculty members viewpoints included the following : problems related students' management experiences, problems related to students' attitudes and interests, problems related to benefits of student activities, problems related to students organization structure, problems related to planning and implementation of student activities, problems related to faculty and personnel support, problems related to environment and facilities, problems related to coordination between administrators, faculty members and students, and problems related to institutional policy. The two most critical needs of students were the need for supportive institutional policy on student activities and the need for effective planning and implementation of student activities. The two most critical needs of faculty members were the faculty support and the coordination between administrators, faculty members, and students. The critical rating patterns·between students and faculty members were not consistent or correlated, but it was found that in needs categories related to the faculty and personnel support, the benefits of student activities, the environment and facilities, and the students organization structure, the faculty members rated significantly higher than students at .05 level. It was also found that there was a high level of reliability in sorting process in both students (.8605) and faculty members groups (.7750).

ภาควิชา   วิจัยการศึกษา   ลายมือชื่อนิสิต

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