

SERMSIN PLANNIN : OPINIONS OF ACADEMIC TEACHERS IN ELEMENTARY SCHOOL CLUSTERS IN EDUCATIONAL REGION SEVEN CONCERNING ROLES OF CHANGE AGENT IN DIFFUSION OF INNOVATION IN EDUCATIONAL TECHNOLOGY.

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The purpose of this research was to study opinions of academic teachers in elementary school clusters in educational region seven concerning expected roles and frequency of performance of each role of change agents in diffusion of innovation in educational technology. Change agent roles were categorized into 5 groups : proposer, demonstrator, trainer, helper, and encouraged agent. The sample used in this study comprised of 360 academic teachers. The questionnaire was used to collect data. Statistical treatment of data included percentage, mean, standard deviation and Pearson Product Moment correlation. The findings were :

1. All five major roles were moderately expected to perform and seldomly performed by the academic teachers.
2. The sample viewed 27 activities of 5 major roles as moderately expected and they seldomly performed those activities. Among all the analysis activities, collecting and providing name of production and service unit for school cluster teachers received the highest frequency of performance rating.
3. Significant relationship at 0.01 level were found between the expected roles and frequency of performance of all 5 major roles and 22 activities.
4. Problems and obstacles perceived by academic teachers included :
 - (1) lack of knowledge about innovation utilization;
 - (2) teacher did not accept academic teachers' abilities;
 - (3) complexity of innovations;
 - (4) insufficient of software and hardware for producing innovation.