

Independent Study Title : Preferences for Studying Master Degree
in Faculty of Social Sciences, Chiang
Mai University : A Case Study of Amphoe
Muang, Changwat Chiang Mai

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Abstract

The study of "Preferences for Studying Master Degree in Faculty of Social Sciences, Chiang Mai University : A Case Study of Amphoe Muang, Changwat Chiang Mai " had the following main objectives:

1. To study the preferences of people for the master degree offered by the Faculty of Social Sciences at Chiang Mai University.
2. To study attitudes, expected benefits, and goals of studying of people who want to study these master's degree.
3. To compare the degree major preferences of people in different career groups.

4. To compare the attitudes, expected benefits and goals of studying for different career groups.

Data was collected from four groups of people which were the fourth - year students of Chiang Mai University and Payap University, government officials and public enterprise employees, private organization officers, and business owners. The stratified random sampling, the purposive sampling and the accidental random sampling were used to select a total sample of 230 people. All data was analysed by a SPSS/PC⁺ microcomputer program which calculated frequency, percentage, mean, standard deviation and ANOVA.

The results were as follows :

The preferences of people in Amphoe Muang Chiang Mai for different masters' degree majors at Faculty of Social Sciences, Chiang Mai University were different for each group. Most of them wanted to study the Business Administration major. The Social Development major was the second choice of the fourth - year students and the private organization officers. By contrast, the Economy major was the second choice of the government officials and public enterprise employees, and the business owners. The most important reasons for choices were to increase their knowledge, to upgrade their degree and to be accepted by the society.

The attitudes of people in Amphoe Muang Chiang Mai were different for each group in the factors of the expected benefits, education programs, credit hours, their expenses, and other factors.