

CHETSADA KITTISUNTORN : FACTORS AFFECTING NON-RESPONSES OF MAILED QUESTIONNAIRES. THESIS ADVISOR : ASST. PROF. NISA XUTO, 152 PP.
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The purpose of this research was to study the factors affecting non-responses of mailed questionnaires. Descriptive research was employed for this study. The 26 out of 97 teachers of Public Secondary School who didn't return the mailed questionnaires in 1991-1992 academic year were randomly selected by stratified sampling method. Structured interviewing was used to collect data and was analyzed by content analysis method.

The major findings were as follow :

1. Reasons given from teachers for non-responded questionnaires attributed to responders were lacking of time, forgetting, inconvenient mailing and lack of knowledge concerning of questionnaires content. These were the most affecting factors followed by signing of the responders' names and dead line for returning of questionnaires. While form of addressing the responders' names was mentioned as the least affecting factor.

2. Appearances of questionnaires which affecting non-responses most were open-ended answering form followed by lenght of questionnaires. But colours and questionnaires lay-out were the least affected factors.

3. Strategies of delivering and collecting questionnaires whether registered or ordinary mail, whether folding questionnaires or enveloped enclosure, whether addressed to home or work place, whether prenotification or follow up were reported not to be the factor affecting responses in this unreturned questionnaires groups.