

VARUNEE THONGARYA : AN ANALYSIS OF PROBLEMS AND SUGGESTED SOLUTIONS CONCERNING MEDIA PRODUCTION AND UTILIZATION OF IN-HOUSE TRAINERS OF PUBLIC ENTERPRISES. THESIS ADVISOR : ASST.PROF. ONJAREE NATAKUATOONG, Ph.D., 177 PP. ISBN 974-582-085-7

The purposes of this research were to analyze problems and to find solutions to the problem concerning media production and utilization of in-house trainers of public enterprises. To identify problems, a survey instrument was sent to 213 in-house trainers at 13 public enterprises and to find solutions, nine of in-house trainers, audio-visual practitioners and heads of training departments were interviewed. Percentages, means, standard deviations and content analysis were used to analyze the data.

The study showed that:

1. There were four problems focusing on trainers that received high ratings: lack of experiences and lack of skills in utilizing equipments to produce media; not knowing of modern technology; and not producing media because of work load.
2. The four moderate rated problems concerning AV personnels were: insufficient of AV personnels for media production and utilization service; no AV personnel available to provide for consultative and production services.
3. The first three moderate rated problems concerning AV center were: non existent of modern media; no essential media being purchased and insufficient quantity of media.
4. The first three moderate rated problems focusing on physical facilities and existing media were: no rooms have been modified for use of media production and media storage; and no media were developed.

Solutions to the above problems included:

1. conduct a training workshop for trainers and disseminate information concerning media production techniques.
2. provide cooperation among trainers and AV personnels.
3. AV personnels should consult with administrators in order to make provisions for the use of media in training and production.
4. plan for media storage systems and promote cooperation among trainers and AV personnels.