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PONGSRI CHERNYOENYONG : A STUDY OF THE OPERATION OF THE INSTRUCTIONAL MEDIA CENTER IN ELEMENTARY SCHOOLS UNDER THE JURISDICTION OF THE OFFICE OF THE NATIONAL PRIMARY EDUCATION COMMISSION EDUCATIONAL REGION ONE. THESIS ADVISOR : ASSO.PROF. RAMSAMORN YOOSATHAPORN, Ph.D., 282 PP. ISBN 974-581-190-4

The objective of the study was to examine the operation of the Instructional Media Center (IMC) and its problems in elementary schools under the Jurisdiction of the Office of the National Primary Education Commission, Educational Region 1. The study was conducted on 3 sample groups : school administrators, IMC staff and teachers.

The results of the study were as follow :

The school administrators had a policy to set up the IMC in their schools in order to provide the school teachers with proper instructional media items, to organize a place for the school IMC, to appoint staff, support finance, supervise and follow up the operation. The IMC staff performed the following responsibilities : 1) Develop and prepare instructional media materials to serve the needs of the school teachers 2) Evaluate the uses of instructional media materials by reviewing the users' record books and report the evaluation to the school administrators 3) Keep the instructional media materials in proper places, prepare a material register for systematically controlling the stock of the items, and make known the availability of instructional media items to the school teachers 4) Provide the teachers with trainings on the proper uses of IMC items at least once a year 5) Prepare lists of instructional media items and services available for borrowing. 6) Evaluate the operation of the IMC and report to the administrators. The teachers thought that the IMC could provide them with effective instructional media. The items were always added up to serve the requirement of the courses. The most important problem found was the IMC staff had been too occupied with many kinds of work so that they could not operate the functions of the IMC effectively and efficiently.