

KEY WORD : ATTITUDE/STOU CORNER/STOU STUDENT

NATANONG SRIJINDA : SUKHOTHAI THAMMATHIRAT OPEN UNIVERSITY STUDENTS' ATTITUDES TOWARD STOU'S CORNERS, IN THE SOUTHERN PROVINCES. THESIS ADVISOR : ASST.PROF. SUPANNEE VARATORN, 297 PP. ISBN 974-581-274-9

This research aims to study the attitude of the Sukhothai Thammathirat Open University's students toward the Sukhothai Thammathirat Open University's corners and the causes for use and not use, needs, problems, and recommendations of STOU's students on the STOU's corners.

It was found that major reasons of the STOU's students for using the STOU's corners were the needs for educational media and for studying to improve their grades. On the contrary, reasons for not using the STOU's corners were time lacking, the distance, and the inconvenience in communication.

The STOU's students' attitudes toward the importance of the STOU's corners both for the distance education system and for the students were at high level. The attitudes were different when analysed by the user and non-user groups but not by sex, level of education, field of study, occupation, and living place. Students' attitudes on STOU's public relations were at medium level, but the attitudes were different when analysed by level of education and occupation.

The students' needs from the STOU's corners in equipments, educational media, services, regulations, personnel and public relations were at high level, but the need in personnel was the highest. There were differences in the needs of user and non user, the highest need of the user was in educational media but that of the non-users was in personnel.

The students encountered problems from the STOU's corners at medium level in the areas of equipments, educational media, regulations, personnel and public relations, and at low level in services. Among problems of equipments inadequacy of tape recorder and of educational cassetts were major problems.