

SOMCHAI MALILA : RELATIONSHIP BETWEEN SELECTED FACTORS AND THE SUCCESS INOPERATING AMPHOE PUBLIC LIBRARIES IN THE NORTHERN REGION.
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ED. D 117 PP.

ISBN 974-578-435-4

The purpose of research is to study the influences of ingredients factors and inner procession factors in public libraries that effect the implementation of public libraries in the northern region.

Major findings were :

1. Twenty-four variables were found to be significantly relationed to the success in operating amphoe public libraries in the northern region at the 0.001 level, such as elients, beautiful buildings are convenience and inviting, coodinating with the other officers to advertise the service of public libraries, variety of books, audio-visual services, learning center unit services, easy and convenient transportation, exhibition and bulletin display, newly introduced library services, a number of advertising times, activities to suggest new books, introducing the use of index cards, selecting books in the same group, borrowing services between other libraries, budgeting, newspapers, introducing educational and occupational books, book-repairing equipment, decorating outside libraries, exhibition displays, sufficient tables and chairs, arranged educational corners inside libraries, clearn, and opportunities members to recommend books before purchase.

2. The variables which jointly explain the success in operating amphoe public libraries in the northern region were elients, coordinating with the other officers to advertise the services, convenience and inviting, newspapers and tracts, variety of books, sufficient books, easy and convenient transportation, borrowing services between other libraries, budgeting, electric fans, arranged several educational carners, introducing new books, and clearn. The 13 variables which predicted the success is about 94.01%