

The purposes of the study were to determine and to compare the opinions of administrators, teachers and educational technology or audio-visual teachers in secondary schools in Bangkok concerning the roles of educational technologists as change agents in diffusion of innovations in educational technology. The roles were grouped in six categories : proposer, information giver, demonstrator, trainer, helper and encouraged agent. The subjects of this study consisted of 315 administrators, teachers and educational technology teachers who were randomly selected from 20 schools in Bangkok Metropolis. The questionnaires were used to collect data.

The results revealed that :

1. The administrators, teachers and educational technology teachers perceived all six roles of educational technologists as moderate importance.
2. No Significant difference was found between the perceived importance of administrators, teachers and educational technology teachers.

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