

CHERNGCHAI HAMPAT : EFFECTS OF REMINDER PATTERNS ON THE MAILED QUESTIONNAIRES RESPONSE RATES. THESIS ADVISOR : ASSO.PROF.VANNA PURANAJOTI, Ed.D., 101 PP. ISBN 974-579-484-8

The purposes of this research were to compare the response rates of mailed questionnaires by providing different day intervals and numbers of reminder patterns: the postcard reminders were mailed seven and ten days after the questionnaires had been mailed, and mailing the postcard reminders once, twice, and no reminder. The sample consisted of 400 teachers in secondary schools under jurisdiction of the Department of General Education in Bangkok Metropolis, chosen through multistage stratified random sampling, divided into 3 experimental groups and 1 control group (100 for each). The tools employed were a set of questionnaires dealing with remedial method of student's problem behaviors and the postcard reminders, constructed by the researcher. The z-test and Chi-square test were used for testing the difference of response rates of mailed questionnaires between the group which received different day intervals and numbers of reminder patterns. The major findings were:

1. The response rates of the group which received the postcard reminder after sending the questionnaires in seven days was higher than the group received reminder ten days after the questionnaires had been mailed (significant at .05 level).
2. The response rates of the group which received reminder once was higher than that of no reminder (significant at .05 level), but the response rates of reminder twice compared to none, and once, were not significantly different.