

PISITPHOL KRAIPIPADH : A STUDY OF NEEDS ASSESSMENT PROCEDURES OF INSTRUCTIONAL MEDIA FOR TRAINING WORKSHOPS OF HIGHER EDUCATION INSTITUTION. THESIS ADVISOR : ASST.PROF.ONJAREE NATAKUATOONG, Ph.D.  
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The purposes of this study were (1) to determine the opinions of audio-visual education or educational technology instructors and trainers regarding the perceived importance and frequency of use of training need assessment (TNA) procedures for instructional media training workshops of higher education institution and (2) to identify the appropriate TNA methods for various instructional media training workshops. Thirty-six activities were categorized in eight TNA major procedures : identify instructional media problems, establish TNA Plan, analyze organization, analyze job, analyze person, identify training topics, assess potential solutions to problems, and write TNA report. The subject in the study were 281 audio-visual education or educational technology instructors and trainers of higher education institution.

The study revealed that :

1. Despite all eight TNA major procedures and thirty-six activities were accepted as moderate importance and seldom performed, some activities were slightly more important and recieved higher frequency of use than others : identify objectives, develop TNA action plan, determine support services, study job description, identify trainees' needs, identify knowledge-typed topics, and make decision to conduct training program if training could solved problems and was cost effectiveness.

2. Observing those who utilizing and/or producing printed materials, tranparencies, slide and videotape was considered appropriate for those particular training workshops and performance appraisal was appropriate for computer training workshops.