

ABSTRACT

RESEARCH PAPER : Opinion of Department of Skill Development Officials
toward the Khon Ruk Ngan Journal

BY : Miss Booppha Suwanwarangkool

DEGREE : Master of Arts (Social Development)

MAJOR : Social Analysis and Planning

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Two major objectives of the study were ;

1. to study the opinion of Department of Skill Development (DSD) officials toward the Khon Ruk Ngan journal,
2. to study the factors which have impact on the opinion of DSD officials.

The sample group consisted of 247 officials who worked at Institute for Skill Development (ISD) and Center for Skill Development (CSD).

It was found that a major group of officials (38.9%) were not over 29 of age. They graduated bachelor degree about (76.1%). They were technical position about 38.6% and more than half (54.7%) were on rank of official 4-6. They had their job experience during 1 – 5 years about 46.6%. They were concerned with vocational training about 36.4%.

Information exposure. About 75.7% of the officials knew the Khon Ruk Ngan journal to be published monthly and 66.4 % received every issue of the Khon Ruk Ngan journal. About 70.0% of the officials who received the journal did not read every volume and about a half of them (58.7%) read only some column .

DSD officials' opinion toward the Khon Ruk Ngan journal were at a rather positive level. On the average, opinion of each aspect of the journal can be ranked as follows: news publicizing, style, knowledge and interests and content.

With regard to factors affecting the officials' opinion, it was found that personnel background namely, sex, age, education, position, rank of official, job experience and obligation had no significant relationship with the opinion toward the Khon Ruk Ngan journal. Therefore, the hypotheses were rejected.

Information exposure including knowing to publish journal and reading the Khon Ruk Ngan journal had not significant relationship with their opinion toward the Khon Ruk Ngan journal. The hypotheses were rejected. But receiving the Khon Ruk Ngan journal had significant relationship with the officials opinion. This hypothesis was accepted.

Recommendations;

1. Some useful contents of the journal especially policy and implementation should be added up.
2. ISD and CSD news should be publicized in the Khon Ruk Ngan journal thoroughly.