The purpose of this study was to examine industrial teachers' characteristics according to Education Reform as expected by secondary school students in Inthanon School Cluster, Chiang Mai Province. The sample consisted of 168 secondary school students who enrolled in the industrial course in the second semester of 2001 academic year. The information was collected by a rating scale questionnaire whose reliability was 0.93 Statistical analysis employed included frequency, percentage, means and standard deviation.

It was found that students expected the industrial teachers to have high level on the scale for each of the 7 characteristics as follows: self – presentation, human relations safety mind, morality in teaching, fulfilling in specific knowledge and teaching methodlogy, skillful in child centered teaching, and conducting teaching according to the education reform.