

Thesis Title	A Study of Levels of Knowledge and Attitude and Guidelines for Personal Development towards Information Technology to Research Case Studies with in the Suratthani Rajabhat University
Thesis Credits	12
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Program	Master of Science in Industrial Education
Field of Study	Learning Technology and Mass Communication
Department	Educational Communications and Technology
Faculty	Industrial Education and Technology
Academic Year	2013

Abstract

The objectives of this research were to study the levels of knowledge and attitude towards information technology to research case studies within the Suratthani Rajabhat University and to identify the guidelines for personal development. The research instruments were the Mixed Methods. The quantitative data were collected from 1,030 university employees in January, 2014. The stratified sampling was used to 289 samples into groups based on employee status. The qualitative data were collected by using the interview with 15 former and current administrators and employees, selected by using purposive sampling. The quantitative data were analyzed by using the descriptive statistics: means, standard deviation, t-test, and F-test. The qualitative data were analyzed by using the content analysis. The research results were shown as follows.

The level of knowledge towards information technology to research case studies within the majority of sample was moderate (53%), with the score between 11–15 out of 20. The level of attitude was agree in all good ($\bar{x}=3.91$, $S.D.=0.51$). The comparison of the employees with different status showed no difference in terms of level of knowledge and attitude in overall. The results regarding the guidelines for personal development towards information technology in research management showed that each sector was required to constantly conduct the practical trainings and applications; therefore, the employees could take part in the trainings, supplemented by contents about morality

and ethic, in order to improve the information technology skill and expertise. Apart from that, giving a reward to a person, who constantly made use of information technology, was required as a reinforcement activity.

Keywords : Knowledge / Attitude / Personal development / Information Technology to Research