

**Thesis title:** Readers' Opinions on the Use of Illustrations to Add Value to In-House Journals

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### Abstract

The objective of this study is to investigate readers of in-house journals regarding: 1) their demographic characteristics; 2) their exposure to in-house journals; 3) their opinions regarding the use of illustrations to add value to the journals; and 4) factors influencing the perceived value added by the illustrations.

This mixed-method research used both questionnaires to collect data from 400 readers and interview forms to collect data from 20 readers of in-house journals in the Bangkok Metropolitan Administration's Discovery Learning Libraries. They were selected using a multistage sampling method. Descriptive statistics consisting of frequencies, percentages, means and standard deviations along with a descriptive-analytic approach were used in data analysis.

Results: 1) Most readers were female, 31-40 years of age, bachelor's-degree graduates, single, government officials and earning Bt10,001 to Bt15,000 a month. 2) Most read their offices' monthly in-house journals for news and to gain knowledge. They expressed satisfaction with the contents and benefits of what they read. 3) They reported (a) the text-illustration ratio of in-house journals should be 70:30; (b) realistic photos should be used; (c) photos used should represent up-to-date facts, corroborate the subject matter and fit in with the content of the text and illustrations, as well as be of the best quality, sharp, bright, laid out appropriately, balanced, complete and understandable. 4) Factors influencing the perception of added value by the illustrations were artistic appeal and content veracity.

**Keywords:** Opinion, adding value to in-house journals, illustrations, readers