

Preeda Chumnanpuen 2006: Satisfaction of Kasetsart University Graduate Students towards the Graduate Student Organizational Journal. Master of Science (Development Communication), Major Field: Development Communication, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Kamonrat Intaratat, Ph.D. 96 pages.
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This research aimed to find out the demographic characteristics of Kasetsart University (KU) graduate students, their satisfaction towards the Graduate Student Organizational (GSO) Journal, the relationship between their demographic characteristics and type of information in the Graduate Student Organizational Journal, and their suggestions on how to improve the Graduate Student Organizational Journal.

The respondents of the study consisted of graduate students from Kasetsart University located in Bangkok, Bangkok. The data were collected using a questionnaire. A survey was conducted among 385 students. Analyses of the data were expressed in frequency, percentages, and means. Relationships among variables were tested using the Chi-square method.

The results revealed that the students' level of satisfaction for certain information in the GSO Journal ranged from high to medium level. They were highly satisfied with the information about education, Kasetsart University, services, news, technology, and job opportunities. Moreover, the students were highly satisfied with the GSO Journal's title name, logo, and A4 paper size. Monthly issues of the GSO Journal should be made available as this was preferred by the students. Distribution should be done by sending journal copies to each student club, or leaving copies of the journal at the KU Central library, Graduate School Building and Learning Centers.

Results of the hypothesis test concluded that there was relationship between the variables year level, field of study and occupation and the graduate students' satisfaction towards the types of information in the GSO Journal.

Student's signature

Thesis Advisor's signature

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