

CHAPTER I

INTRODUCTION

Graduate students of Kasetsart University (KU) can be considered as an important human resource in Thailand. They are expected to actively seek information to develop themselves and their society, as well.

While studying in the university, they have to be updated with the information about education news, activities, announcements from graduate school, research articles, among others. These are of primary importance to students' lives.

The Graduate Students Organization or GSO is the representative of the Kasetsart University graduate students pursuing graduate studies in KU's Graduate School. They plan the activities to develop, serve and facilitate the studies of Kasetsart graduate students.

Often information is viewed as a type of input to an organism or designed device. Inputs are of two kinds. Some inputs are important to the function of the organism (for example, food) or device (energy) by themselves. In his book *Sensory Ecology*, Dusenbery called these causal inputs. Other inputs (information) are important only because they are associated with causal inputs and can be used to predict the occurrence of a causal input at a later time (and perhaps another place). Some information is important because of association with other information but eventually there must be a connection to a causal input. In practice, information is usually carried by weak stimuli that must be detected by specialized sensory systems and amplified by energy inputs before they can be functional to the organism or device. For example, light is often a causal input to plants but provides information to animals. The colored light reflected from a flower is too weak to do much photosynthetic work but the visual system of the bee detects it and the bee's nervous system uses the information to guide the bee to the flower, where the bee often finds nectar or pollen, which is causal inputs, serving a nutritional function.

Kasetsart University graduate students need information to be up to date with news and articles to make decisions in their lives as students.

The Graduate Students Organization used the Graduate Students Organizational Journal to publicize their works, activities and future events, as well as to invite KU Graduate Students to join in the future activities.

The Graduate Students Organizational Journal is published every two months using a one-color A4-sized paper folded in the middle and distributed by leaving copies at the Graduate School building and photo copy shops.

The Graduate Students Organization has been publishing the Graduate Student Organizational Journal for almost a year to provide graduate students with news and important information about activities and services of the Graduate Student Organization, knowledge in form of articles, and some regulations of Graduate School that KU Graduate Students should know.

Thus, the Graduate Student Organization Journal is an important tool in publishing information to enable Kasetsart University to accomplish one its goals-that is, to strengthen education among the Graduate Students of Kasetsart University.

Statement of the Problem

The “Graduate Students Organizational Journal” is produced by the Graduate Student Organization and published once every two months within a year. Its goal is to establish public relations, provide relevant information or news about the Graduated School and the Graduate Student Organization and publish articles of graduate students and other organizations. However, the “Graduate Students Organization Journal” is not considered to be as useful as it is expected to be.

The editorial staff of Academic Year 2005 (2nd year), saw the problem and realized that the “Graduate Student Organizational Journal” was not interesting. This data were indicated in the survey questionnaire distributed by the Graduate Student Organization to evaluate their activities. Moreover, only a small percentage of students knew and joined the activities as they have learned these from the Graduate Student Organizational Journal. Results of the survey also indicated that most of the students do not know about the Graduate Student Organizational Journal.

Considering these data, the editorial staff aimed to improve the Graduate Student Organizational Journal to serve as a relevant source of useful information, as well as capture the interest of graduate students and other organizations.

Objectives of the Study

This research study aimed to examine the following issues:

1. To determine the demographic characteristics of Kasetsart University graduate students.
2. To study the Kasetsart University graduate students’ satisfaction towards the Graduate Student Organizational Journal.
3. To study the relationship between the Kasetsart University graduate students’ demographic characteristics and type of information in the Graduate Student Organizational Journal.
4. To gather suggestions from the Kasetsart University graduate students to improve the Graduate Student Organizational Journal.

Expected Outcome

The research findings could be used to improve the Graduate Student Organizational Journal and enable it to provide the most useful information and capture the interest of graduate students and other organizations.

Moreover, results of this study might be provided to journal publishers concerned with adult or graduate students' education.

Limitations of the Study

This research focused to determine the demographic characteristics of Kasetsart University graduate students, their satisfaction towards the Graduate Student Organizational Journal, graduate students' recommendation for improving Graduate Student Organizational Journal, and relationship between graduate students' demographic characteristics and their satisfaction towards the types of information in the Graduate Student Organizational Journal.

Operational Definition of Terms

Satisfactions refer to graduate students' contentment in terms of the characteristics of Graduate Student Organizational Journal.

Demographic characteristics refer to age, gender, year of study, major field, and occupation of graduate students in Kasetsart University Bangkok, Bangkok.

Background-knowledge and Experience refer to whether the graduate students have ever read the GSO Journal.

Graduate Students refer to graduate students of Kasetsart University Bangkok, Bangkok.

Graduate Student Organizational Journal (GSO.Journal) refers to the Journal produced by the Graduate Students Organization of Kasetsart University Bangkok, Bangkok.

Graduate Students Organizational Journal's Characteristics refer to the information needs of the KU Graduate students in relation to the GSO Journal. These include 1) Design (Title name, Logo, Pictures, Color, Form, and Paper) 2) Types of information (Education, Services, Jobs, News, Technology, and Kasetsart University) 3) Management (Frequency, Channel, and Distribution).