

Research Title : Communication Strategies of counter service personnel of Private Universities' Libraries in Bangkok and Metropolitan Areas

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### **ABSTRACT**

In this research the purposes are to 1) study the communication strategy of the Information Services 2) to study the issue of communication of the information service. The Population used in this study are the staff the information service of 16 university libraries in the Bangkok Metropolitan area to talled 201. The questionnaire is used to gather the information. Statistical average of the percentages means and the standard deviation are explained in data analysis.

The study showed that 1) the majority of operator information services. Were aged between 41-50 or 39.3 percent earned a bachelor's degree or 61.7 percent and with more than 10 years of experience representing 65.7 percent 2) the information services are of the opinion on internal communications that a lot of information about the activities of the library was given regular. In a written communication was at 3.72 in average. In written communication, high level was shown with 3.41 in all technological communications. The use of telephone calls was shown with high level at average of 4.06 in communicating with users. In a very positive attitude showing an average of 4.30 toward subscribers 3) communication problems of the information users overall at the average of 2.29 in a lack of speaking skills and motivation to convince users. The readiness to receive the information was at 2.81 and the average level of skills in writing to convince a user to be ready before the exposure this is with an average of 2.80 or a medium level.

Keywords : communication of Strategies, Counter service