

Thesis Title: Information Management of Factory Workers

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### Abstract

This qualitative research, namely "Information Management of the Factory Workers : A case study of the Factories in Muang District, Chiang Mai Province", aims to find out the existing methods of information acquisition, the management process and communication of situations of influencing the information management process of the industries' workers.

A dress making factory in Chiang Mai Province was selected as a case study for this research. A participant observation and interviewing were employed to collect data in addition to documentary study. The main sources of data gathered could be classified into 2 groups documentary and field study sources using

non-structure interview. Additionally, the researcher applied to be a worker within that case study factory. This additional technique could facilitate the researcher to collect data mostly required with a high degree of success and satisfaction.

The study found that most of the factory employees had acquired information from their colleagues and whenever they were free they would acquire information from mass media while relaxing themselves.

After the workers received information from either their colleagues or mass media, they would start selecting the information mostly relevant to their individual interest, and social and economic problems. the selection process involved the the workers' personal background' experiences' and current environment as their tools for information synthesis. the study also found that most workers lacked of opportunity to acquire more information sufficient for their decision-making in the information synthesis process. Consequently' the workers lacked of self - confidence which resulted in relying themselves on other individuals' opinions in their information investigation and decision-making processes.

Additionally, the opinions of peer groups of the workers appeared to influence their information reception. However, the application of the adopted information was rather complex, particularly the expectation of the applicants in short-term and their economic and educational constraints. these constraints appeared to be the necessary factors in facilitating the applications

of adopted information.

The situation which had a great effect on the information management of the workers consisted of their educational qualifications, working atmosphere within the factory, economic necessities and general personal backgrounds. Firstly, the main barrier to information reception and management of the workers was their low educational qualification at primary level. That barrier was the direct result of lacking of learning skills of the workers. Although, most of the workers currently enrolled in a number of secondary adult education courses at the higher secondary educational level, that situation did not facilitate them for self-development. Secondly, the working atmosphere within the factory was not supportive to the workers' information reception. Controversly, that the atmosphere functioned as a barrier to information management and learning of the workers. Thirdly, the economic necessity of workers made them interesting in selecting the information relevant to their types of vocation or their specific problems currently facing them.

Fourthly, the workers' personal background particularly the similar background of rural dwellers limited their opportunity to acquire new information. That situation gave the workers limited chance to process the information appropriately, particularly rational thinking method, information analysis, and information management which were relevant to the rapid social changes in the present situation.