

This investigation aimed to compile vocabularies related to need for achievement in the children's books and to analyze these books according to writing styles and story presentation. Sources of data were 20 children's books for 3-11 years old children published in Thai during April 1972 - April 1991. In analysis, vocabularies were discerned and compared with the constructed list of vocabularies. Qualitative analysis of was performed by applying the developed criteria designed for this investigation.

Major findings were as follows.

1. There were 38.77 percent of the vocabularies characterizing achievement need. Of these 68.00 percent were synonyms.
2. The most common terms included "try", "think", "equal to", "be glad", "attend", "finish", and "difficult" respectively. Words expressing need for achievement appeared in these two books most, namely, "Lukmeadsongtua", and "Krajabnoisangrang" respectively.
3. In classifying the books according to their writing styles, it was found that realistic stories were predominated while stories based on history were rare.
4. The predominated characteristics of need for achievement in the children's books included individualistic, enthusiastic, planning, responsible, brave and ambitious, respectively.
5. There were 6 children's books which revealed 6 characteristics of need for achievement. These included

"Chochaihong", "Kuomongsuloke", "Domdekdee", "Fontunghaipenken",

"Modnoisankayan" and "Euangsausritong".