



สทศ  
เศรษฐกิจและสังคมแห่งชาติ

## รายงานวิจัยฉบับสมบูรณ์

โครงการ

“การสร้างประสิทธิภาพประชาคมสื่อและอาสาสมัครประชาสัมพันธ์

สำนักงานสทศที่ปรึกษาเศรษฐกิจและสังคมแห่งชาติ”

หน่วยงาน

สำนักงานสทศที่ปรึกษาเศรษฐกิจและสังคมแห่งชาติ

จัดทำโดย

สถาบันวิจัยและให้คำปรึกษาแห่งมหาวิทยาลัยธรรมศาสตร์

**Title** Capacity Building of Media Community and Public Relations Volunteer

**Institution** The Office of National Economic and Social Advisory Council

**Research Institution** Research and Consultancy Institute Thammasat University

### **Abstract**

The objectives of this research were as follows:

1. To study the relationship between kinds of media recognizing the National Economic and Social Advisory Council, and the levels of knowledge and understanding of the National Economic and Social Advisory Council in the North, West, East, North-East and South.
2. To study the multiple regression analysis between kinds of media recognizing the National Economic and Social Advisory Council, and the levels of knowledge and understanding of the National Economic and Social Advisory Council regarding the people involvement in each region, and
3. To in-depth interview and bring the research result for developing public relations and establishing the knowledge and understanding of the National Economic and Social Advisory Council roles and responsibilities regarding the people involvement in each region in the next future.

The samples used for studying the relationship between kinds of media recognizing the National Economic and Social Advisory Council, and cognition and participation of people in the North, West, East, North-East and South were collected three hundred in each region. The total

numbers were 1,500 samples. 99.4 percent of the questionnaires were completed and returned. The statistical procedures used for data analysis; Pearson product moment correlation, Stepwise multiple regression analysis, frequency and percentage, were calculated by the SPSS program. In qualitative research, the samples used for this study were media administrators and specialists in each region. The data were analyzed by content analysis method.

Major findings were the following.

1. Radio ( $r=.286$ ,  $P<.001$ ), village broadcast ( $r=.356$ ,  $P<.001$ ), news paper ( $r=.137$ ,  $P<.05$ ), pamphlet ( $r=.372$ ,  $P<.001$ ), and website ( $r=.173$ ,  $P<.01$ ), were correlated with the level of knowledge and understanding of people in the North.

2. The major variables to predict the level of knowledge and understanding of people in the North are: pamphlet (PAM), village broadcast (VB) and radio (Rad). All these variables can predict the level of knowledge and understanding of people at 19.7% ( $P<.001$ ).

The equation of the level of knowledge and understanding of people prediction in standard score is:

$$Y' = 11.89 + 0.192 \text{ Rad} + 0.189 \text{ VB} + 0.322 \text{ PAM}$$

The equation of the adjustment in standard score is:

$$Z' = .269 \text{ PAM} + .161 \text{ VB} + .138 \text{ Rad}$$

3. Radio ( $r=.157, P<.01$ ), village broadcast ( $r=.145, P<.05$ ), pamphlet ( $r=.165, P<.01$ ), and website ( $r=.171, P<.01$ ), were correlated with the level of knowledge and understanding of people in the West.

4. Website can predict the level of knowledge and understanding of people at in the West at 2.9% ( $P<.01$ ).

The equation of the level of knowledge and understanding of people prediction in standard score is:

$$Y' = 43.297 + 0.202 \text{ web}$$

The equation of the adjustment in standard score is:

$$Z' = .171 \text{ web}$$

5. Radio ( $r=.291, P<.001$ ), village broadcast ( $r=.276, P<.001$ ), Television ( $r=.106, P<.001$ ), News paper ( $r=.287, P<.001$ ), pamphlet ( $r=.343, P<.01$ ), and website ( $r=.238, P<.01$ ), were correlated with the level of knowledge and understanding of people in the South.

6. No variables can predict the level of knowledge and understanding of people in the South.

7. Village broadcast ( $r=.267, P<.001$ ), pamphlet ( $r=.204, P<.001$ ), and website ( $r=.176, P<.01$ ), were correlated with the level of knowledge and understanding of people in the East.

8. Village broadcast can predict the level of knowledge and understanding of people in the East at 21.4 % ( $P < .001$ ).

The equation of the level of knowledge and understanding of people prediction in standard score is:

$$Y' = 33.243 + 0.269 VB$$

The equation of the adjustment in standard score is:

$$Z' = .214VB$$

9. Village broadcast ( $r = .221$ ,  $P < .001$ ), news paper ( $r = .154$ ,  $P < .01$ ), pamphlet ( $r = .317$ ,  $P < .001$ ), and website ( $r = .294$ ,  $P < .001$ ), were correlated with the level of knowledge and understanding of people in the North-East.

10. The major variables to predict the level of knowledge and understanding of people in the North-East are: pamphlet (PAM) and website (web). All these variables can predict the level of knowledge and understanding of people at 18.3% ( $P < .001$ ).

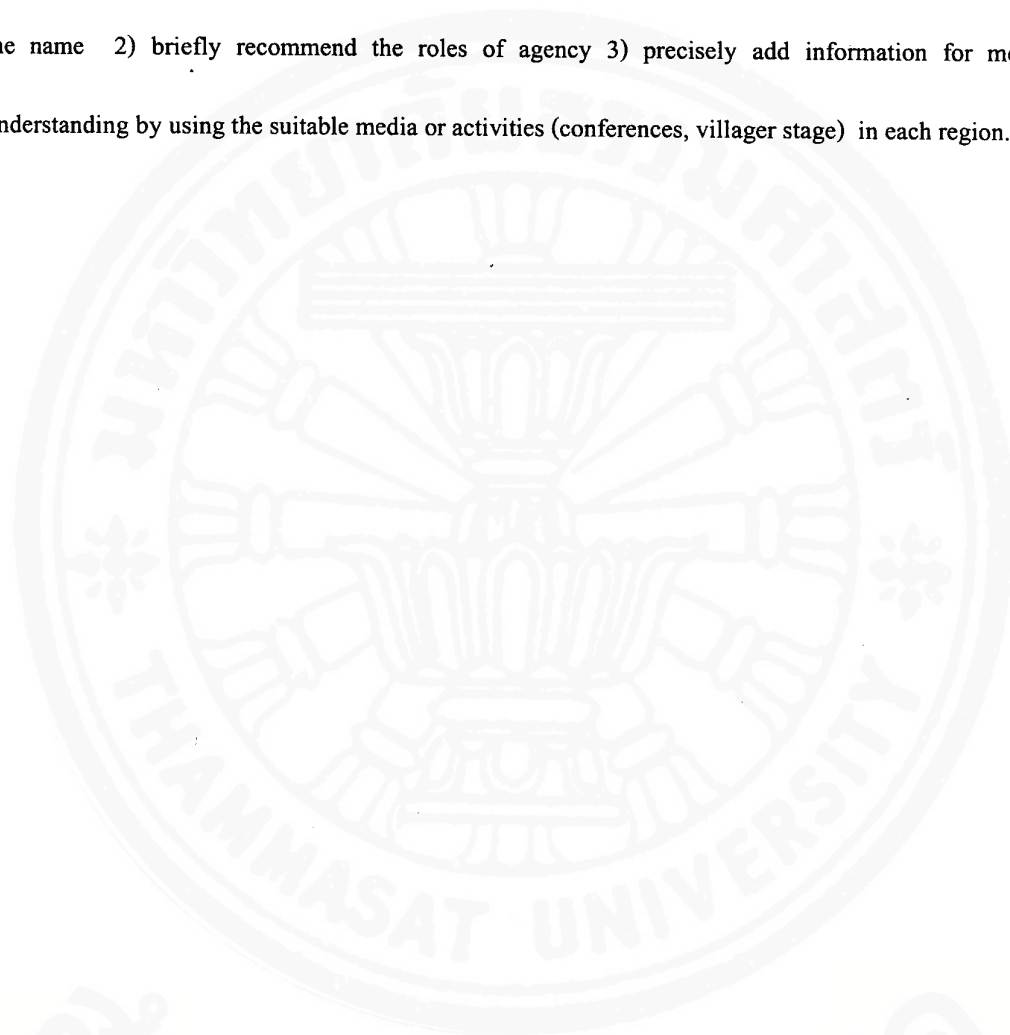
The equation of the level of knowledge and understanding of people prediction in standard score is:

$$Y' = 30.20 + 0.455 PAM + 0.205 Web$$

The equation of the adjustment in standard score is:

$$Z' = .317 PAM + .173 Web$$

Few people in studied areas were familiar with the name of the National Economic and Social Advisory. Three steps for planning public relations should be 1) to make people familiar with the name 2) briefly recommend the roles of agency 3) precisely add information for more understanding by using the suitable media or activities (conferences, villager stage) in each region.



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