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Factors Affecting the Behaviors of Yasothon Community Leaders in Receiving Information and News.

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Abstract

The objectives of this research are to study factors affecting the behaviors of Yasothon community leaders in receiving information and news and to study the possibility in receiving news of community leaders in Yasothon Thailand. The studying factors in promoting news, and knowledge, communication, and attitude, the researcher wants to know if all are related to at least one behavior of perceiving data or not. The sample of the study is community leaders in Yasothon Thailand who work for 60 subdistrict administrative organizations for 120 people. In obtaining the sample group. Data is analyzed by descriptive statistics, analyze the correlation by using Pearson and Chi-Square and prediction by using regression means.

The study, it is shown that 1. The studying factors result in promoting news and knowledge. As of knowledge, communication, and attitude, the researcher finds that all are related to at least one behavior of perceiving data by Sig = .00 It is revealed that there is at least one independent variable which is significantly correlated to dependent variable prediction. From examining, it can be concluded that an independent variable which is a main factor results in promoting news, knowledge. As of knowledge, communication, all are predictably related to at the behavior of perceiving data by Sig = .05.

2. The studying factors result in promoting news and knowledge of community leaders in Yasothon and are linked with at least one behavior of perceiving data by Sig = .00. It is shown that there is at least one independent variable which is significantly correlated to dependent variable prediction. From examining, it can be summarized that an independent variable which affects the behavior of receiving news from various media is predictably related to the behavior of perceiving data by Sig = .05.

3. The studying factors result in promoting news and knowledge of community leaders in Yasothon. As of knowledge, communication, and attitude, the researcher finds that all are related to at least one behavior of perceiving data by Sig = .00. It is revealed that there is at least one independent variable which is significantly correlated to dependent variable prediction. From examining, it can be concluded that an independent variable which affects news promoting and knowledge of community leaders in Yasothon is predictably related to the behavior of perceiving data by Sig = .05.

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Introduction

In present days, the progress of technology has important role in human's life regardless of age and gender. Radio/television, newspaper, internet, billboard, and bulletin are used widely for the purpose of inter-communication. Receiving and promoting the information bring about the development-- economic, societal, political and governmental -- which is necessary to consider various factors. All of 20 community colleges are the institutions which provide higher education below bachelor degree, and also organize the vocational training courses, according to ministerial regulations 2003. Each community college, therefore, performs a duty which is in accordance with the educational development plan about expanding the educational institutions and enhancing the quality of education. This will lead to the enhancement of the quality of life and of national security under multi-culture, including teaching and learning participation of all sectors and educational system management in the effort to make an effectiveness of education and to create an employment. The researcher has realized the importance of this issue. Therefore, the study will contribute to the benefit and be the guideline for promoting information, and for encouraging people in community to learn more from information and news in the near future.

Objectives/purposes

1. To study the factors which affect the behavior of Yasothon community leaders in receiving information and news.
2. To study the possibility of receiving information of Yasothon community leaders.

Hypothesis

1. The studying factors result in promoting news and knowledge. In terms of knowledge, communication, and attitude, the research is to find if all are related to at least one behavior of perceiving data.
2. The studying factors result in promoting information and knowledge of community leaders in Yasothon province. The research is to find if these factors are related to at least one behavior of perceiving data.
3. The studying factors result in promoting information and knowledge of community leaders in Yasothon province. The research is to find if these factors are related to at least one behavior of perceiving data.

Methods

The research “ Factors Affecting the Behaviors of Yasothon Community Leaders in Receiving Information and News” is conducted by the following process

1. The sample are 120 community leaders in Yasothon province, who are the members of 60 subdistrict administrative organizations.
2. Tools in this study is questionnaire that created by the researcher. Some parts are from the other research but are adapted to be more suitable for the sample, and to cover variables and objectives of the study. By doing this, the researcher studied from many texts, documents and related research. The questionnaire consists of 6 parts, which the reliabilities is by 0.86
3. Data collection by the questionnaire which has been send to the samples and returning to the researcher. The number of questionnaire is equal to the amount of the sample.
4. Data analysis
 - The analysis by descriptive statistics, such as percentage, arithmetic mean, and standard deviation to describe the features of the data.
 - The analysis of correlation coefficient in examining the correlation
 - The analysis of data statistics of behavioral prediction by using regression means.

Results

Part 1 The main factors resulting in promoting information, news, and knowledge of the community leaders in Yasothon province in Thailand.

The main factors resulting in promoting information, news, and knowledge of the community leaders in Yasothon province, in the aspect of knowledge, the highest average score is the number 4. You have the capacity to exchange the knowledge, with the answer: high level ($\bar{X} = 3.91$). The second highest average is the number 2. You have the capacity to search for knowledge from learning sources, with the answer: high level ($\bar{X} = 3.86$

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