

PARTICIPANTS' ATTITUDES TOWARD THE RADIO
CORRESPONDENCE PROJECT IN THE RURAL
UPPER NORTHERN PART OF THAILAND

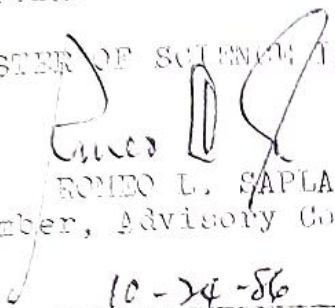
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Submitted to the Faculty of the Institute of Graduate Studies,
Central Luzon State University, Muñoz, Nueva Ecija,
Philippines in partial fulfillment
of the requirements for the
degree of

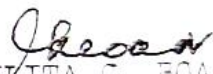
MASTER OF SCIENCE
(Rural Development)

SEPTEMBER 1986

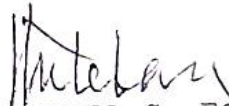
This thesis entitled, PARTICIPANTS' ATTITUDES TOWARD THE RADIO CORRESPONDENCE PROJECT IN THE RURAL UPPER NORTHERN PART OF THAILAND, prepared and submitted by SETTAPAN WANDRATUNDEA in partial fulfillment of the requirements for the degree of MASTER OF SCIENCE IN RURAL DEVELOPMENT, is hereby accepted.


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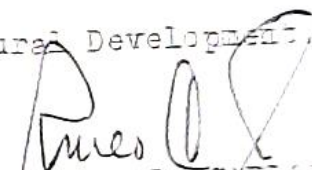

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BIOGRAPHICAL SKETCH

The author was born on June 8, 1950 in Songkhla, a province in the southern part of Thailand. He is the third of the four children born to Mr. Jien and Mrs. Prachuob Mandranandra.

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In 1976, the author worked with the Ministry of Interior. He later joined the Department of General Education under the Ministry of Education in Bangkok in 1978. He now works with the Department of Non-formal Education under the same Ministry.

In 1984, he enrolled at the Central Luzon State University (CLSU), Muñoz, Nueva Ecija, Philippines, to pursue his Master of Science degree in Rural Development with Education as minor.

ACKNOWLEDGMENT

The author wishes to express his heartfelt gratitude and appreciation to Dr. Vivencio C. Esteban, his adviser and chairman of his guidance committee, for the inspiration and valuable assistance he provided not only in the preparation of this manuscript but also throughout the course of his study.

The author also gratefully acknowledges the valuable assistance, suggestions, and encouragement generously offered by the members of his guidance committee, namely: Dr. Romeo L. Saplaco, Dean of the Institute of Graduate Studies and Dr. Paulita G. Boado of the College of Education.

Likewise, the author is immensely grateful to the following professors: Dr. Jose C. Alonzo, Prof. Thelma S. Bernardo, Dr. Nathaniel V. Lapitan, Dr. Anselmo D. Lupdag, and Dr. Soledad S. Mina with whom the author took academic courses.

Sincere thanks and grateful appreciation are also due Dr. Jose C. Alonzo and Dr. Rosita L. Rose, chairman and member, respectively, of the Examining Committee for their constructive criticisms and suggestions for the improvement of this manuscript.

Deep appreciation is also due Mrs. Marilou G. Abon, faculty member and statistician, College of Arts and Sciences, CLSU, for her statistical expertise and assistance in interpreting the results of the statistical analysis.

The author is likewise grateful to the following officials of the Department of Non-Formal Education, Ministry of Education, Thailand: Dr. Kovit Vorapipat, director-general; Mr. Sunthorn Sunanchai, former deputy director-general, Dr. Thongyoo Kaewsaiha, director of operations division; Ms. Saisanit Yenpensuk, head of the Radio Correspondence Unit; and Dr. Snong Chinnanon, for permitting the researcher to go on study leave.

Sincere appreciation also goes to Mr. Rewat Sutham, Mr. Wichien Fongguntha, Mr. Udomsak Wongphan, Mrs. Nai-yana Laohathanakom, Mr. Somnuk Chaiprasert, and all RCP staff, for their assistance in gathering the data for this study; and to all his countrymen at CLSU for their all-out support in kind.

Finally, the author expresses his deepest gratitude to his beloved mother, his sisters and his brother who serve as his inspiration. To them, this work is wholeheartedly and lovingly dedicated.

Settapan Mandranandra
SETTAPAN MANDRANANDRA

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ABSTRACT

MANDRANANDRA, SETTAPAN. Institute of Graduate Studies,
Central Luzon State University, Philippines, September, 1986.
PARTICIPANTS' ATTITUDES TOWARD THE RADIO CORRESPONDENCE PROJECT
IN THE RURAL UPPER NORTHERN PART OF THAILAND.

Adviser: Dr. Vivencio C. Esteban

The respondents of this study were 127 participants in the Radio Correspondence Project (RCP) who live in the three provinces of the rural upper northern part of Thailand, namely: Chiangmai, Chiengrai and Lampang. These participants were enrolled in the Functional Continuing Adult Education (Level 4) at the time of the study, 1985-1986. The general objective of the study was to determine the respondents' socio-demographic and socio-economic characteristic as well as the communication factors of the participants of RCP, and their attitudes towards the RCP. Specifically, it sought to find out the relationship of the independent variables to attitudes.

The respondents had a mean age of 21 years; were predominantly single, and that the male and female had almost an equal number. They were generally blue-collar workers, majority of whom were farmers. The mean number of years that lapsed since they left school was 6 years.

Their mean family annual income was 9,459.29 Bahts which is low under Thai standards. Majority of them declared that their incomes were lower before participating in the Radio Correspondence Project.

The mean length of involvement to RCP is 2.51 years. Generally, only one member of the family is involved who happened to be the respondent himself.

Four communication factors were considered in this study: change agents contacts, attendance to group meetings, listening to radio broadcasts, and availing of printed media. Majority of the respondents indicated they were often involved in the aforementioned factors.

The mean attitude score of the respondents towards some aspects of the RCP was 3.51 classified as "agree" on the aspects of the RCP such as access to information, general knowledge building, skills and value development, educational opportunities and improvement of occupational practice. Of these, the items on skills and value development were not agreeable to them.

Of the socio-demographic characteristics considered, those significantly associated with attitudes were age, occupation, and number of years they were out of school. Older respondents who were out of school for long had a higher attitude level towards the RCP. Respondents with different occupations also had varying attitude levels.

Annual income and the change in income (increase or decrease after participation in RCP) are also strongly related to attitude. Respondents who had lower incomes before participation in the RCP had higher attitude levels.

The communication factors associated with attitudes were change agent contacts and attendance in group meetings. Those with frequent contacts with change agents and those who attended group meetings had higher attitude level.

Based on these findings, an improvement of the program on the aspect of skills and value development should be done. The contents of printed media published should be critically examined to attract the interest of the readers. Meetings should be held right in the heart of the village for accessibility to the participants.

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