Abstract

The research objectives were 1) to study the chief executives civil servants’ attitudes towards the Official Information Act (OIA), B.E. 2540, the government operation on state information, and the public relations of OIA B.E.2540. 2) to study the comparision of how the chief executive civil servants who are responsible and are not responsible for the implementation of the Act were exposed to the information on the OIA. 3) to comparatively study attitudes towards the Act with the government operation on state information and the public relations of the Act.

This survey research was conducted through the research design : " One - shot descriptive study". A questionnaire was a research tool for data collecting from 415 samples who are the chief executives civil servants in the central area, region and rural area organizations. Frequency distribution : percentage, mean, t-test and ANOVA were employed for data analysis by SPSS/PC version 12.0.1 .

The research result can be concluded as the followings :

1. The chief executive civil servants who are responsible for the state information and those who are not are exposed to the information on the Act from four types of media and activities of the state office. The result showed significant diferences in their exposure to the two PR tools : the bulletin boards and the meeting/training/seminars.
2. The two groups of chief executive civil servants mentioned are exposed to information on the Act from the PR media/ activities of the Official Information Commission (OIC). The result showed significant differences in their exposure to the three PR tools: the printed media, the OIC website and the meeting/training/seminars.

3. The two groups of chief executive civil servants mentioned are exposed to the information on the Act from the mass media: the newspaper, the radio and the television. The result showed no differences in their exposure to the mass media.

4. The two groups of chief executive civil servants mentioned showed significant differences in their attitudes towards the Act regarding four items: their beliefs in the Act, the positive effect implementation of the Act on the state offices, the public benefits gained from the implementation of the Act, and effect of the implementation of the Act on society.

5. The two groups of chief executive civil servants mentioned showed no differences in their attitudes towards the Act regarding the strength and weakness of the Act and the negative effect of the implementation of the Act on the state office.

6. The two groups of chief executive civil servants mentioned showed no differences in their attitudes towards the efficiency of the offices responsible for the implementation of the Act.

7. The two groups of chief executive civil servants mentioned showed significant differences in their attitudes towards the efficiency of the state offices for the implementation of the Act.

8. The two groups of chief executive civil servants mentioned showed no differences in their attitudes towards the public relations of the Act.