

## Abstract

**Research Title :** Problems and obstacles of the utilization of the news clipping on-line database by lecturers and undergraduate students at Suansunandha Rajabhat University.

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The purpose of this survey research was (1) To study and analyze the utilization of the news clipping on-line database by lecturers and undergraduate students at Suansunandha Rajabhat University. (2) To study the news clipping on-line database searching problems by lecturers and undergraduate students at Suansunandha Rajabhat University.

The research collected the data through the sampling group which is 214 lecturers and 380 undergraduate students of Suansunandha Rajabhat University. Data gathering tool is the questionnaires for finding the percentage, means and standard deviation.

The finding of this study can be summarized as follows :

1. In using behavior, Most users is females, age less than 20 years old . They know the method to accessed database from Academic Resource center, Suansunandha Rajabhat University 's public relation. They learn how to use database by themselves and searched database online at habitat. The frequency of database using is 1 time a month. The ranging of database online using is for knowledge, academic progressive monitoring and learning. The content searching is for learning, teaching, research working and academic writing.
2. In using problem, All of the problems that occurs during online database using is at the high level. The first one is the users themselves whice there are no time to use the online database. The second one is the service system whice there are not online database using's demonstration. The third one is the service providers who are

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less help the users. The fourth one is the computer and computer network and the last one is of Academic Resource center, Suansunandha Rajabhat University 's public relation whice is the shortage dissemination.

It is recommended that further research on, A development on a model of the news clipping on-line database service of Academic Resource center, Suansunandha Rajabhat University