

Information on Doctoral thesis of Fellows Nguyen Thi Phuong Thao

1. Full name: NGUYEN THI PHUONG THAO
2. Sex: Female
3. Date of birth: 27 July 1967
4. Place of birth: Thai Nguyen
5. Admission decision number: 2260/SĐH; Dated: 07/12/2006 by President of Vietnam National University, Hanoi
6. Changes in academic process: No
7. Official thesis title: "Information seeking behavior of the readers of magazines and newsletters issued by the Hochiminh National Academy of Politics and Public Administration (A case study in Hochiminh National Academy of Politics and Public Administration"
8. Major: Sociology
9. Code: 62 31 30 01
10. Supervisor: As.Prof.Dr.Vu Hao Quang
11. Summary of the new findings of the thesis:
 1. An systematic overview of viewpoints of Marxism – Leninism, Hochiminh Thought and Vietnamese Communist Party related to revolutionary press with exact quotes are presented in the dissertation. Social theories are reviewed and selected before applying in analysis and dealing with the stated research questions. A clear description of applied key concepts are also provided in this dissertation.
 2. In the scope of this dissertation, a survey on need for information and information seeking behavior is conducted on different groups of readers (classified based on their occupations, gender and ages) with two focusing variables like frequency of using information, and type of favoured information contents.
 3. An analysis on capacity to meet the information needs owned by the target readers is presented. Based on this analysis, achievements, limitations of printed periodicals within the system of the Academy as well as their related contributing factors are identified.

Findings from data analysis have confirmed that as the hypothesis stating, all readers group in the Academy have the same request on the content information, but different request in quality and depth of the content information.

The rate of the readers finding the information from magazines and newsletters are very different. The gap between the highest rate of readers finding information from magazine and the lowest rate of readers finding information from newsletters is 8 times.

Finally, a number of key recommendations have been made in order to improve the quality of printed periodicals: Restructure and rearrangement should be made among the printed periodicals. Then, an overall information strategy should be developed by the Academy. A unified leadership provided from the Academy on printed periodicals should be reached to better promote strengths as well as overcome limitations and overlap among printed periodicals.

12. Practical applicability, if any:

Restructure and rearrangement should be made among the printed periodicals; Overall information strategy should be developed by the Academy; A unified leadership provided from the Academy on printed periodicals should be reached to better promote strengths as well as overcome limitations and overlap among printed periodicals.

13. Further research directions, if any: No

14. Thesis related publications:

1. Nguyen Thi Phuong Thao (2009), "Information, Knowledge and Information technology with the power change, social change (some comments through reading "Powershift" by A. Toffler", *Journal of Theoretical Politics & Media* (2), pp. 61-67.

2. Nguyen Thi Phuong Thao (2009), "Information science for the review of practical and theoretical research", *Journal of Theoretical Politics & Media* (12), pp.41-44.

3. Nguyen Thi Phuong Thao (2010), "Information in the relationship between reality and perception", *Journal of Documentation and Information* (2), pp.16-18.

4. Ngo Kim Ngan, Le Van Toan, Nguyen Thi Phuong Thao (eds) (2011), *ViewPoint of K. Marx, F. Engels, V. I. Lenin, Ho Chi Minh and the Vietnamese Communist Party* on press, National Politics, Hanoi.

5. Ngo Kim Ngan, Le Van Toan Nguyen Thi Phuong Thao (eds) (2011), PhD thesis summary folder in the Library at Ho Chi Minh National Academy of Politics and Public Administration, National Politics, Hanoi.

6. Ta Ngoc Tan (Editor in Chief); Le Van Toan, Le Quoc Ly, Nguyen Minh Tuan, Nguyen Thi Phuong Thao (Eds); Nguyen Thi Phuong Thao, Dinh Xuan Ha and Phung Thi Thanh Ha, Nguyen Thi Thao (translators) (2012), Labor, salaries and social security - some experiences of the world, Theory of Politics and Public Administration, Hanoi.

7. Nguyen Thi Phuong Thao (2012), "The viewpoint of the Communist Party on the press in the light of Ho Chi Minh Thought", Journal of Social Science (1), pp.33-39.