

# CHAPTER 1

## INTRODUCTION

### 1.1 Background and Setting

Nowadays, it is the age of competition of both for development and superior power. This becomes to be violent tendency and untidy of the world society. The countries having superior power tend to take advantage of those having less power. In contrast, these problems will be decreased if the gap between those countries can also be lessened.

The gap between the developed country and the less developed country causes the incongruent on science and technology. This depends on the potential of each country to provide knowledge for her people. The learning society will be occurred if people in the society are encouraged to learn (Siwakue and Paochindamook, 2004).

In the age of globalization, people all over the world are able to perceive news or information rapidly. This is because there is the rapid development of information technology on communication. Also, it causes rapid change in all dimensions of the world society. This is particularly on the cultural and economic domination of the developed countries over the third world countries. It also includes the domination on thought, world viewing and consumptions of people in these countries.

In Thailand, we should realize these problems and place the importance of learning development. People in the country must perceive and aware of the problems as well as adapt themselves in order to survive happily in the age of globalization. In the Thai society, it is found that the rapid flowing of information, science, and technology play role in new information shifting all the time.

Changing situations having an effect on the direction of the country development during the National Social and Economic development, 10<sup>th</sup> issue (2007-2011) reflected fluctuant changes both inside and outside the country. Although the Thai society has immunity at a particular level based on an individual, family, and society, but it is not enough to cope with future changes effectively. This results in various dimensions of risks of the country; particularly on the following weak public

sector management; unsustainable growth of the economic structure; deterioration of good values of the Thai society; deterioration of natural resources and environment; and stability of the country. It needs to strengthen good immunity for the country under the philosophy of sufficiency economy initiated by His Majesty King Bhumibol. Presently, the Thai government determines a policy on the 10<sup>th</sup> National Social and Economic Development Plan (2007-2011). This is particularly on the agricultural sector which is the most important production sector of the country. The principle of sufficiency economy must be employed concretely to reinforce sustainable development of the country under the age of globalization (Phanthasen, 2008).

Based on the afore concept or ideas as mentioned, it needs to be dependent on principle, concept, planning, and systematic research in order to achieve the goals of effective communication. However, it must be on the basis of the Thai society context (agricultural society) and understanding in the communicative system (agricultural communication). This conforms to the 10<sup>th</sup> National Social and Economic Development Plan (2007-2011) which focuses on media using for strengthening sufficiency economy leading to further sustainable development.

## **1.2 Significance of the Problems**

Regarding an analysis of media issue on agricultural communication, it is found that mass media has a highest level of farmer accessment. Rungkawat (2012) had conducted a study about the process of agricultural communication on sufficiency economy. He found that television had a highest level of effectiveness on knowledge transfer, perception, and adoption of the philosophy of sufficiency economy. This was followed by radio, public relations poster, and newspaper/journal, respectively. However, it was found that internet had a lowest level of effectiveness.

In addition, it was found that sufficiency economy media under the context of agricultural communication in Thailand should be in the form of mass media. Interestingly, further study should focus on various aspects of sufficiency economy content, e.g. practice principles, adoption in daily life activities, and presentation form.

Nowadays, television is a kind of media having superior characteristics compared with others. This is because it can communicate to message receivers rapidly. Besides, television can present motion pictures and sound at the same time. Importantly, television is a kind of media, which is close to our lives.

Television watching becomes to be important culture of our lives. Averagely, people watch television 3-9 hours a day. Watching television program becomes a daily life activity that everybody has learned the interpretation method and they understand the meaning of motion pictures. That is, we learn the method of “television reading” which is the same as character reading. For current society, people have knowledge and experience of both the social world reality and television reality. In fact, television is an oral and visual medium having codes closely related to the reality that we have learned. Television has huge impact towards individual and social changes (Dumrongkiattisak, 2001).

Regarding education, television is regarded as an effective tool in teaching and learning facilitation. This is because it helps learners learn complex processes easily through sounds and motive pictures. In addition, television, programs have been developing to be up-to-date, e.g. VCD record and DVD (Digital Video Disc), etc.

Knowledge transferred to target groups through television by using various video programs such as DVD can be played any time and revised for convenience. Thus, it can be used effectively and have an effect on learning and remembering of audiences. It is interesting to conduct a study on how to produce and what form of video program which have a highest level of effectiveness and appropriateness.

In this study, the preparation of video media included pictures, motive pictures, sound, and alphabets. The video program on “Sufficiency Economy: From Concept to Practice” was produced in the form of DVD-ROM and presented through television. The video program was produced into 3 forms of presentation for comparing which form had the highest level of effectiveness in learning.

### **1.3 Objectives of the Study**

Specially, this study aimed to do the following:

1. Produce the video program on “Sufficiency Economy: From Concept to Practice”;

2. Compare and analyze cognitive domain learning outcomes based on memory and understanding of farmers in Chiang Mai; and
3. Assess the video program on “Sufficiency Economy: From Concept to practice.”

#### **1.4 Importance of the Study**

This study was expected to be beneficial to various individuals as follows:

1. Extension workers and concerned personnel can use results of the study as a basis for the preparation of effective knowledge extension media to farmers.
2. Results of the study can be applied in the preparation of teaching and learning media for training. This can be done in other forms such as CD-ROM or WWW. Which aims to develop knowledge transfer on agriculture and agricultural information system?
3. Farmers and people who are interested in learning through the video programs and further application of obtained knowledge to their occupations.
4. It can be a basis for further experimental research for other media in the future.

#### **1.5 Scope and Limitation of the Study**

1. This study measured and analyzed learning outcome on cognitive domain learning in memory and understanding on the content of the “Sufficiency Economy: From Concept to Practice” presented in video programs. The following were not included: application, analysis, synthesis, value evaluation, attitude change and skills.
2. The learning outcome evaluation of the farmers was done by knowledge test paper prepared for the video programs on the “Sufficiency Economy: From Concept to Practice”. Which the farmers had never watched it before. It lasted 7.30 minutes.

#### **1.6 Operational Definition of Terms**

1. Learning outcome on cognitive domain refers to learning outcome of the farmers in terms of memory of content and understanding on the video programs on the “Sufficiency Economy: From Concept to Practice”. This program employed 3

types of production technique. It did not include application, analysis, and value evaluation as well as attitude change and skills.

2. The video program refers to the video programs on the “Sufficiency Economy: From Concept to Practice”. This program was recorded in DVD, lasted 7.30 minutes.

3. The video programs using motion pictures, explanation and music refers to the video program on the “Sufficiency Economy: From Concept to Practice”, using motive pictures, explanation, and music (control group). This was the combination of explanation sound and music.

4. The video programs using graphic illustration, explanation and music refers to the video program on the “Sufficiency Economy: From Concept to Practice”, having motion pictures together with the combination of explanation sound and music. Graphic illustration was used when it was in the important practice stage.

5. The video programs using motion pictures, stop motion, explanation and music refers to the video program on the “Sufficiency Economy: From Concept to Practice”. Normal motion pictures were employed together with the combination of explanation sound and music. The normal motion would be stopped when reaching the important practice stage.

6. A farmer refers to people having agricultural occupation as a main or minor source of income. In this study, there are 120 farmers living in Chiang Mai province.

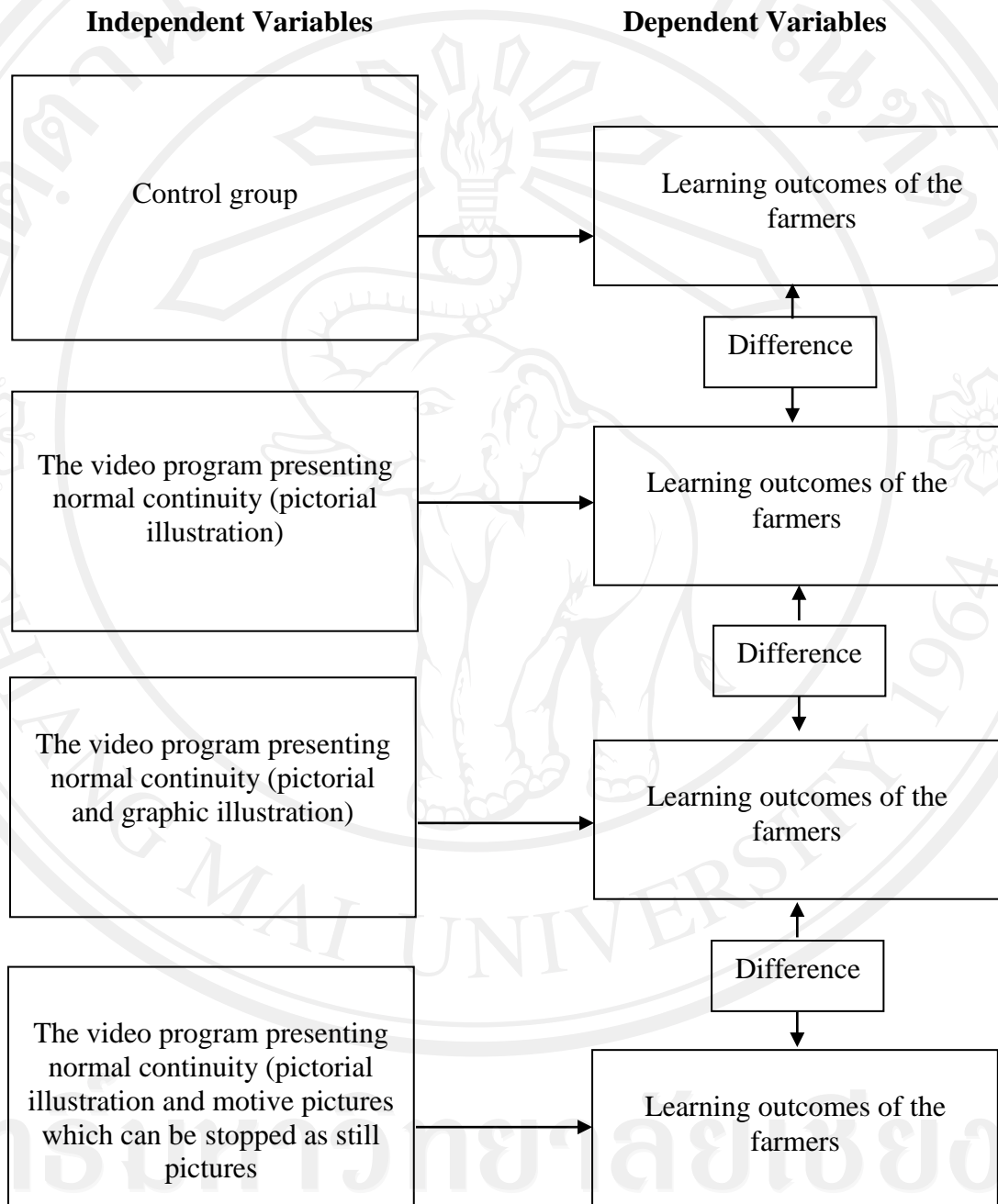
7. Some aspects of basic information of farmers refers to information about sex, age, educational attainment, marital status, previous occupation, current occupation, knowledge on the new theory of agriculture, sources of knowledge through various media, and frequency in watching the video program about agriculture.

8. VDO program assessment refers to the assessment of farmer opinions after watching the VDO program on the “Sufficiency Economy: From Concept to Practice” (last 7.30 minutes). This was based on content, pictures, and sound.



### 1.7 Conceptual Framework

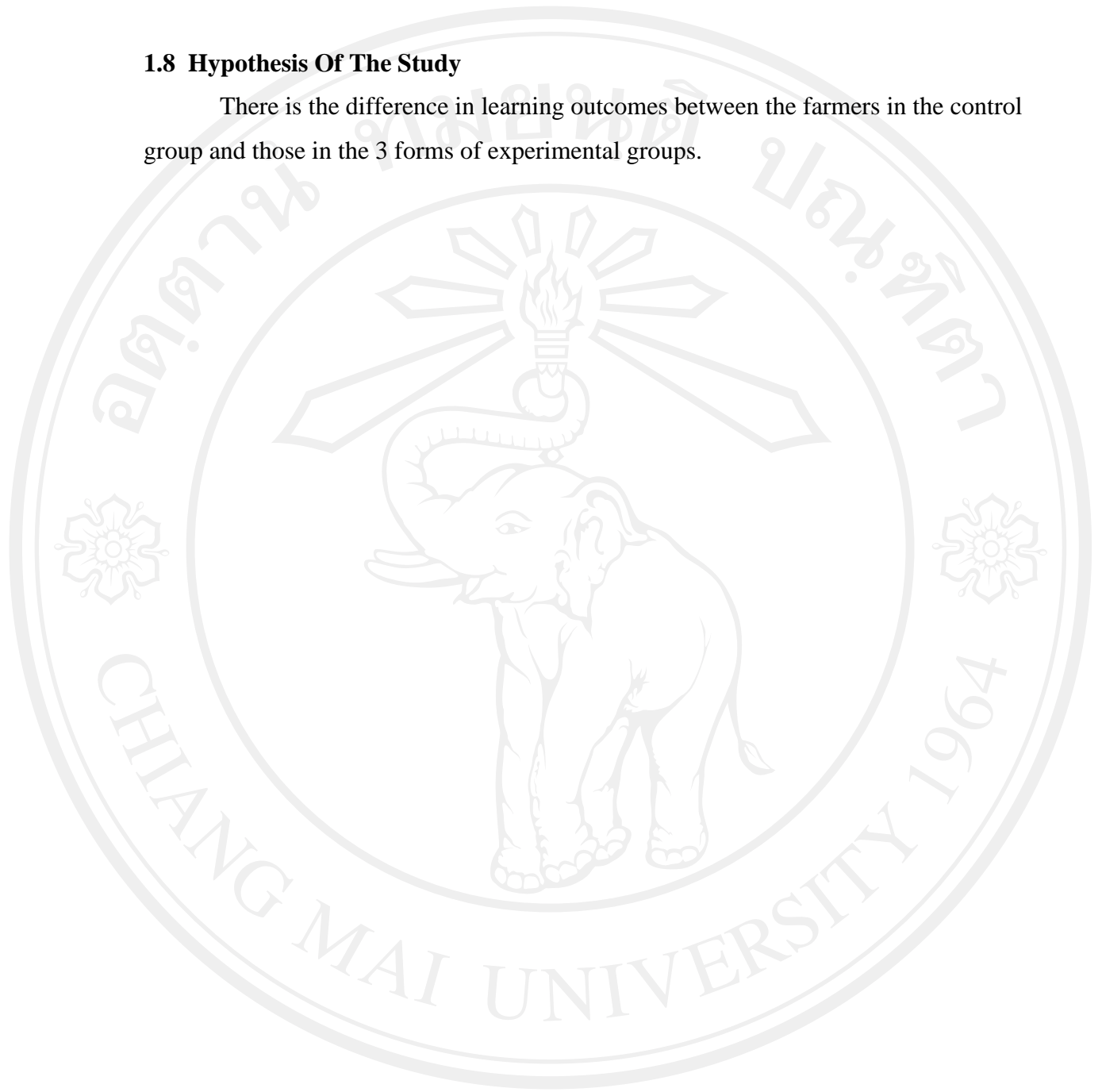
Based on review of related literatures and various theories, the conceptual framework could be designed as shown below.



**Figure 1** Conceptual Framework of the Study

### 1.8 Hypothesis Of The Study

There is the difference in learning outcomes between the farmers in the control group and those in the 3 forms of experimental groups.



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