


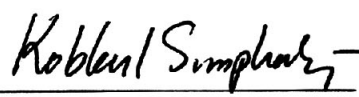
Supattra Kumjang 2006 : The Relationship between Media Utilization for Learning and Self-Esteem of Thai Soap Opera Actors. Master of Education (Educational Technology), Major Field: Educational Technology, Department of Educational Technology. Thesis Advisor: Mrs.Kobkul Sunphakitjumnong, Ph.D. 91 pages. ISBN 974-16-2330-5

The objectives of this research were to explore media utilization for learning and to explore self-esteem level of Thai soap opera actors, as well as to study the relationship between them. Research sampling group comprised of 285 Thai soap opera actors. Data collection was done from February 1 to March 31, 2006 by questionnaire survey. Frequency, percentage, and Chi-square were employed for analyzing data.

The research findings were concluded as follows:

1. Fifty six point one percent of the respondents had high self-esteem, and the least 43.9% had moderate self-esteem.
2. Most respondents utilized media in order to develop positive attitude towards working for society, preparing knowledge and skills for new careers, positive attitude toward acting (51.2%, 48.4% and 48.4, respectively). And they utilized media for these purposes at high level.
3. All media, except specialist and experts, were used in the respondent residences. Television was used by 89.5% of respondents, while the Internet was 86.0 %, and DVD/CD/VCD was 85.6 %.
4. There were statistically significant correlations between gender and acting role, and self-esteem at level 0.05. In the high self-esteem group, the number of female actors was more than that of male actors, and the number of actors with leading roles was more than those of other roles.


Student's signature

 1 / June / 2006
Thesis Advisor's signature