

THESIS TITLE : A STUDY OF THE USES OF MASS MEDIA IN TEACHING
ENVIRONMENT CONSERVATION OF TEACHERS TEACHING LIVING
EXPERIENCE CREATION UNITS AT PRATHOM SUKSA SIX LEVEL
IN SCHOOL UNDER THE BUREAU OF PRIMARY EDUCATION,
NAKHONRAJASIMA PROVINCE.

AUTHOR : MISS CHAVEEVAN PUNDEE

THESIS ADVISORY COMMITTEE :

..... *Noytip Limyingcharoen* Chairman
(Associate Professor Noytip Limyingcharoen)

..... *Ladda Silanoi* Member
(Associate Professor Ladda Silanoi)

..... *Cha Kruawan* Member
(Mr.Preecha Kruawan)

ABSTRACT

The intent of this research was to study the uses of mass media in teaching environment conservation of teachers teaching living experience creation units at the Prathom Suksa six level in schools under the bureau of primary education, Nakhonrajasima Province, in terms of types of mass media, their uses in the teaching, benefit gained from their contents, and problems and obstacles in the use. The participating samples of this research study were 608 teachers who taught living experience creation units at the Prathom Suksa six level in schools under the bureau of primary education , Nakhonrajasima Province, during the academic year 1994. They were randomry selected by multi-stage sampling. First, the districts were

classified into four levels according to their economic and political prosperity. Fifty percent of the districts in each level were selected by stratified random sampling. Second, the schools in those selected districts were classified into three sizes : large, medium, and small. The participating schools were selected by stratified random sampling, and then their ratio were compared so as to select 608 participants by the method of quota sampling. The data gathering instrument was constructed by the reseacher. It was a questionnaire consisting of five parts : (1) general information of the participants , (2) types of mass media, (3) the uses of mass media in teaching, (4) benefit gained from the content of mass media, and (5) proplem and obstacles in the uses of mass media. The researcher gathered the data by mailing the questionnaires to the Primary Education Office of each selected sample district and requesting for help in distributing them to the participating schools. The participants were asked to send the questionnaires back to the researcher by mail. Then the data were statistically analyzed by using a prepared program, SPSS/PC+. The reserch results were listed as follows :

1. Most of the teachers teaching living experience creation units had used mass media in their teaching; they thought all five types of mass media radio , television , newspaper, journal, and document or academic periodical should be used in the teaching of environment conservation.

2. Most of the teachers teaching living experience creation units used different types of mass media, especially the newspaper and the television, in preparing the contents and aids of their teaching lessons. They also used the newspaper and the television in their teaching activities once or twice a week. additionally, they used in their evaluation once a month.

3. The teachers teaching living experience creation units found that they could make good use at a higher level of the information from different topics concerning environment conservation from every type of mass media in their teaching. They could also gain a lot of benefit at a higher level from the contents of all types of mass media, both to their teaching and themselves. Due to the benefit from various programs and columns of mass media, the teachers found that they could gain their beneficial uses at the average level.

4. The teachers teaching living experience creation units realized that they faced problems and obstacles in the teaching of environment conservation at the average level.