

ABSTRACT

Thesis Title : A Comparative Study Of Student Achievement
Using Instructional Videotapes With Modeling
And Without Modeling

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The objective of this study was to compare student achievement after learning the topic "Film Processing" in an Introduction to Photography and Film class using instructional videotapes with and without modeling.

For this experimental research data was collected from 60 second year students from the faculty of Communication Arts, Siam University by using simple random sampling technique and then equally dividing the students into an experimental group and a control group according to post-test only control

group design. The experimental group learned from an instructional videotape with modeling while the control group learned from a non-modeling one.

The instruments used for this research were developed by the researcher : instructional videotapes and learning achievement test with a 0.81 reliability. The post-test only control group design was applied and data were analyzed by an independent t-test.

The results showed that the experimental group had a higher cognitive learning achievement than the control group with 0.05 statistical significance. In conclusion this study demonstrates that the modeling approach can be applied as an effective medium in increasing student cognitive learning achievement.