THESIS TITLE : A COMPARATIVE STUDY OF PRATHOM SUKSA III PUPILS'
LEARNING ACHIEVEMENT BETWEEN READING BOOKS WITHIN
WELL-KNOWN AND UNKNOWN CARTOON CHARACTERS

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ABSTRACT

The purposes of the research were (1) to compare learning
achievement of Prathom Suksa III (Grade-3) pupils after reading
textbook, the books with well-known and unknown cartoon characters,
and (2) To study a favorite type of cartoon of the Prathom Suksa III
pupils.

The sampling groups were from the Sanambin School in Khon Kaen
province. There were 8 classrooms, and comprising of 380 pupils,
in Prathom Suksa III level. The 90 pupils were selected by Cluster
Sampling. The samplers were divided into 3 groups, two were the
experimental groups read the books with well-known and unknown
cartoons and the other was the control group read the textbook.

The tools of research which researcher had designed were
(1) the books illustrated with a well-known cartoon (Efficience
80.49/81.05), (2) the books with unknown cartoon

(Efficience 82.96/82.84), (3) a posttest (Reliability 0.83), (4) a favorite cartoon questionnaire, and (5) a popular cartoon questionnaire.

The researching process were carried out step by step :
(1) two experimental groups worked out a popular cartoon questionnaire, (2) let the 2 experimental groups read the well-known and the unknown books separately and let the control group read the textbook, (3) all worked out a posttest immediately, (4) assigned reading to 2 experimental groups alternately, one read the unknown and the other read the well-known cartoon books, and then conducted a favorite cartoon questionnaire, (5) finally, collected the data, made one-way analysis of variance, computed percentage of the score of the favorite cartoon questionnaire.

Results of the research were (1) the 2 experimental groups were no significant difference in learning achievement. However, both of them were significantly higher than the control group at .05 level, and (2) pupils favored the well-known than the unknown cartoon characters.