

== C742818 : MAJOR AUDIO-VISUAL COMMUNICATIONS

KEY WORD: DEVELOPMENT OF A FOLLOW-UP CRITERIA/EDUCATIONAL VIDEOTAPE PRODUCTION
KIJJA BANCHUEN : THE DEVELOPMENT OF A FOLLOW-UP CRITERIA FOR WORKSHOP
ON EDUCATIONAL VEDIOTAPE PRODUCTION. THESIS ADVISOR ASST.PROF.
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Ph.d. 183 pp. ISBN 974-635-138-9

The purposes of this study were (1) to develop the evaluative follow-up criteria for workshop on educational videotape production focused on learning, behavior, and result and (2) to evaluate the criteria for its appropriateness and usability.

The sample consisted of 22 experts categorized into 3 groups: (1) six trainers participated in administrative activities of videotape production, (2) ten members of videotape production training committee, and (3) six lecturers teaching educational videotape production course.

The Delphi Technique was designed to generate group consensus by using five-rating-scale questionnaire. The sample was asked to rate 89 statements by two rounds. The median and interquartile range were used to analyze the data. Findings were considered as the criteria when the median value was equal to or more than 3.50 and the interquartile range was equal to or less than 1.50.

The 65 statements of group final consensus were considered as the evaluative follow-up criteria for workshop on educational videotape production. They were:

- (1) 40 items for the follow-up of learning
- (2) 19 items for the follow-up of behavior
- (3) 6 items for the follow-up of result

The developed criteria was evaluated by five educational executives whose organizations' personnel attended video production workshops. The five-rating-scale questionnaire was used to collect the data. Finding were accepted when the mean value was equal to or more than 3.50. All of 65 statements were approved as appropriate and usable criteria.

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