

Sukanya Phuangmanee 2008: Learning Achievement and Retention from Video Program on Local Wisdom in Making a Brick of the 4th Level Students (grade 10-12). Master of Education (Educational Technology), Major Field: Educational Technology, Department of Educational Technology. Thesis Advisor: Mr. Paitoon Srifa, Ph.D. 180 pages.

The objectives of this research were 1) to produce the video program on Local Wisdom in Making a Brick of the 4th Level Students (grade 10-12); 2) to compare the results of the posttest scores; 3) to compare the results of the learning achievement and retention of the 4th level students and 4) to study the students' satisfaction after watching the video program

The samples were 44 students in Matthayomsuksa 4 Bangsaiwittaya school in the second semester, 2007. The students were randomly selected by the cluster sampling technique. Research instruments were video program on Local Wisdom in Making a Brick, questionnaire the quality of the video program on a technician, achievement test, questionnaire IOC: Index of Item Objective Congruence and questionnaire on the students' satisfaction after watching the video program. Statistical analysis used in this study were mean, standard deviation, and t-test

The results were as follows 1) a quality of video program on Local Wisdom in Making a Brick evaluated by expert was at good level and revealed that the efficiency of the video program was at 80.90/87.95 which was higher than the set criteria; 2) posttest scores after learning on the video program was significantly higher than pretest scores at .05 level; 3) the retention scores was higher than the posttest scores and 4) the students' satisfaction toward the video program was at a high level.

Student's signature

Thesis Advisor's signature

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