

NARUMON WANGNAI : EFFECT OF SELF-REFERENCE IN LEARNING ENGLISH FROM VIDEO PROGRAM ON COGNITIVE LEARNING ACHIEVEMENT OF MATHAYOM SUKSA FIVE STUDENTS. THESIS ADVISOR: CHAWALERT LERTCHALOLARN, Ph.D., 71 PP. ISBN 974-579-303-5.

The purpose of this research was to study effect of self-reference in learning English from video program on cognitive learning achievement of Mathayom Suksa five students. The subjects were 90 Mathayom Suksa five students of Nareerat School, Phrae Province, in the academic year of 1990. The subjects were equally randomly assigned into 2 treatment groups. One group was learnt English from video programs with self-reference and another group without self-reference.

The findings indicated that the subjects learning English from video program with self-reference gained higher cognitive learning achievement than those learning English from video program without self-reference at the .05 level of significance.