

Navarat Saekhow 2014: Development of Virtual World Model for Interactive Multimedia Instruction on Exploring the Computer World. Doctor of Education (Educational Technology), Major Field: Educational Technology, Department of Educational Technology. Thesis Advisor: Associate Professor Surachai Prasertsaruay, M.Ed. 298 pages.

The purposes of the research study were 1) to develop the Virtual World model for Interactive Multimedia Instruction 2) to develop the qualified Interactive Multimedia Virtual World Courseware on Exploring the Computer World 3) to compare the learning achievements scores with the pretest scores, and 4) to study the students' satisfaction toward the media .

The Experimental group was 60 undergraduate students in the Faculty of Information Technology, Sripatum University, who enrolled to the Management Information System course in the first semester of the academic year 2556. They were selected by cluster sampling. The instruments of the research were 1) the Virtual World model for Interactive Multimedia Instruction. 2) the Interactive Multimedia Instruction Virtual World Courseware. 3) the quality evaluation form, 4) learning achievement test, and 5) the questionnaire to find out the student's satisfaction. The data were analysed by percentage, mean, standard deviation and t-test .

The results of the research were : 1) the Virtual World model for Interactive Multimedia Instruction model was approved by specialists, and their consensus on the suitability of the model were at the highest level. 2) The quality of Interactive Multimedia Virtual World Courseware program on "Exploring the Computer World" was approved at high level and the efficiency was at 86.92/84.42, 3) the Learning achievement test scores were significantly higher than the pretest scores at the .01 and 4) the student's satisfaction toward the media was at high level.

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Student's signature

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Thesis Advisor's signature