

Akaya Waeophakdi 2012: The Integrated Social Networking of Instructional Model to Enhance Social Responsibility for Undergraduate Students at Rajamangala University of Technology Thanyaburi. Doctor of Education (Educational Technology), Major Field: Educational Technology, Department of Educational Technology. Thesis Advisor: Associate Professor Saroch Sopeerak, Ed.D. 256 pages.

The purposes of this research were to: 1) develop the instructional model that integrated social networking to enhance social responsibility 2) create a courseware that integrated social networking using the instructional model to enhance the social responsibility of undergraduate students using 85/85 criteria 3) compare the social responsibility post-test scores between the experimental group and the control group 4) compare the achievement of students between experimental group and control group 5) study the relationship of achievement and social responsibility, and 6) study the student's level of satisfaction in using integrated social networking instructional model.

The research sample included 61 second year undergraduate students in the second semester of academic year 2011 at the Faculty of Mass Communication Technology, Rajamangala University of Technology Thanyaburi, Prathomtani province. The two groups of sample were selected using cluster random sampling: 30 students as control group and 31 students as experimental group. The research instruments in analyzing the integrated social networking instructional model to enhance the social responsibility included the achievement test, social responsibility test, and satisfaction questionnaire. Data were analyzed using percentage, mean, standard deviation, correlation, paired t-test, t-test independent, and ANCOVA.

The results of the study indicated that: 1) the efficacy of instructional model integrated social networking was 88.52/87.41 2) the mean score of the social responsibility post-test between experimental and control group was not different 3) the mean score of achievement between experimental and control group was not different 4) the achievement score was related with the score of social responsibility at .01 level of significance, and 5) there was a high level of satisfaction ($\bar{X} = 4.11$) in using integrated social networking instructional model to enhance social responsibility.

Student's signature

Thesis Advisor's signature