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| Thesis Title | The Development on Media Literacy Levels by Using Training Package of Augmented Reality on “Media Literacy for Children and Youth” |
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Abstract

This research was aimed to study the level of media literacy and survey the needs of the training package of augmented reality of to find out the quality of the training package of augmented reality, the learning achievements, and the users’ satisfaction towards the training package of augmented reality. The research instruments that researcher used are 1) the survey form of the training package of augmented reality on “media literacy for children and youth”. 2) A set of the training package of augmented reality on “media literacy for children and youth”. 3) The evaluation survey to find out the quality of the training package of augmented reality. 4) The pre-test and post-test to find out the learning achievement. And 5) the satisfaction survey towards the training package of augmented reality on “media literacy for children and youth”. The researcher selected the 40 students at the grade 11 from Watbangpakok School, Ratburanah District, Bangkok which were studying in second semester of Academic year 2013 as the sample of population. The researcher used Simple random sampling method and found that the users have the different scores and level of media literacy. To extend, 18 students were in the level 1 of media literacy, 15 students were in the level 2 of media literacy and there are a high level of the needs in the training package of augmented reality. The evaluation by 3 experts, the result in term of content is at good score level ($\bar{X} = 4.07$, S.D. = 0.29), and in term of communication and presentation, 3 experts evaluated at good score level ($\bar{X} = 4.47$, S.D. = 0.24). By considering of the learning achievement found that there is higher score between pre-test and post-test scores with statistical significance at the .05 level. The users’ satisfaction was

in very good level ($\bar{X} = 4.55$, S.D. = 0.59). To conclude, the development of the training package of augmented reality on “media literacy for children and youth” is high quality and can be applied in practice.

Keywords: Augmented Reality / Media Literacy / The Training Package of Augmented Reality