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SONGSIRI SAPRASERT : THE TRANSFERENCE OF KNOWLEDGE
OF WISDOM HOLDERS. THESIS ADVISORS : SOMKID ISARAWATANA ,
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This study investigated how wisdom holders transferred knowledge to learners. The study consists of 20 sample of wisdom holders, who were successful in their careers, and devoted themselves to transfer their knowledge. Data were obtained by means of structured personal interviews.

It was found that the wisdom holders transferred their knowledge by telling, demonstration and practice. The most common teaching method was telling. The wisdom holders agreed that the best way for learners was practice by themselves. The subjects' most important source of pride was social acceptance. The wisdom holders transferred vocational knowledge. The duration of learning depended upon the subject and the learners' ability. Wisdom holder did not use lesson plans to transfer knowledge. Teaching was done with tangible objects rather than multimedia equipments. Wisdom holders evaluated learners by observing the learners' participation in activities.

In conclusion, the wisdom holders were self-directed learners. Social acceptance was the most important factor which motivated wisdom holders to transfer knowledge to others.