

Senawee Roekmongkol 2009: Comparison of Learning Achievement and Retention of Prathomsuksa 3 Students Reading from Warm and Cool Tone Colours Text and Background Electronics Books. Master of Education (Educational Technology), Major Field: Educational Technology, Department of Educational Technology. Thesis Advisor: Assistant Professor Kobkul Sunphakitjumnong, Ph.D. 120 pages.

The objectives of this research were to compare learning achievement and retention of Prathomsuksa 3 students who read electronics book which presented with warm and cool tone colours text and background.

Samples were 60 Prathomsuksa 3 students at Banthaudthong School, Amphur Muang, Nakhonsrithamarat province. The research instruments were electronic books, pre-test, and post-test. Data were analyzed using means, standard deviation, t-test and One way ANOVA.

The research results revealed that the learning achievement score of students who read cool tone colour text and background electronics books was higher than the learning achievement of students who read warm tone colour text and background electronics books with the statistical significant at 0.05 levels. Likewise, the students who read cool tone colour electronics book had higher retention score than the students who read warm tone colure electronics book.

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Thesis Advisor's signature

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