

Chutima Chantarajit 2010: The Development of Instructional Model via Mobile Phone for Undergraduate Students in Songkhla Rajabhat University. Doctor of Education (Educational Technology), Major Field: Educational Technology, Department of Educational Technology. Thesis Advisor: Mr. Paitoon Srifa, Ed.D. 290 pages.

The purpose of this research were: 1) to develop instructional model via mobile phone for undergraduate students in Songkhla Rajabhat University which followed quality and efficiency criteria at 80/80, 2) to study the learning achievement of the undergraduate students in Songkhla Rajabhat University who were instructed via mobile phone, and 3) to study the satisfaction of the undergraduate students in Songkhla Rajabhat University toward the instruction via mobile phone.

The research samples were 30 undergraduate students in faculty of Education, Songkhla Rajabhat University, who enrolled “Innovations and Educational Technology” course in the second semester, academic year of 2009 and had their own mobile phones stipulated by the researcher. The samples were selected by purposive sampling. The statistical strategies were used in data analysis included percentage, mean, standard deviation and t-test dependent.

The findings of this research were as follows: (1) instructional model via mobile phone for undergraduate students in Songkhla Rajabhat University should include 1) Input: analyzing learners, identifying objectives of learning and specifying instructional 2) Process: implementing learning activity as step1, preparing a learning and step 2, implementing learning activity composed of Assessments/quizzes, Collaborative learning, Audio learning, Video learning 3) Output: posttest and 4) Feedback: approval/revision of model. The quality of instructional model via mobile phone, evaluated by experts, was at the high level and had the efficiency at 84.54/85.39 (2) the learning achievement of undergraduate students in the posttest was higher than the pretest at statistical significance of .05, and (3) the satisfaction of undergraduate students in Songkhla Rajabhat University for this instruction via mobile phone was at the high level.

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Student's signature

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Thesis Advisor's signature