

Tiamyod Pasawano 2010: Edutainment Center Development for Learning Support of Bachelor Degree Students in Major of Educational Technology and Communications. Doctor of Education (Educational Technology), Major Field: Educational Technology, Department of Educational Technology. Thesis Advisor: Associate Professor Saroch Sopeerak, Ed.D. 166 pages.

The objectives of this research were to: 1) develop an edutainment center to provide resources that support the learning processes of undergraduate students in educational technology and communications, 2) study the effectiveness index of edutainment multimedia in this center, 3) compare the pretest and posttest learning achievement of students who studied with the edutainment multimedia in the center, and 4) determine students' satisfaction with the multimedia in edutainment center. The quality of the edutainment center was assured by including the suggestions of 22 specialists who were interviewed for opinions, and whose expertise led to several adjustments relevant to particulars of the edutainment center and multimedia. The population of this study was derived from 90 third-year students in the field of educational technology and communications, at the Faculty of Technical Education, Rajamangala University of Technology Thanyaburi. These students were enrolled in educational television production courses in the second semester 2009. The sample in this research were 30 students selected by simple random sampling techniques. This sample was provided with a self- study approach centered on the edutainment multimedia containing movies, music media, educational games, and television programming. The data generated was analyzed by using statistical software package.

The findings revealed: 1) The edutainment center composed of the physical structure, environmental management, management systems, and multimedia. 2) The effectiveness index of this edutainment media was 0.61. 3) The learning achievement of posttest scores in educational television production courses was significantly higher than the pretest at 0.01 levels. 4) The student satisfaction with the edutainment center referred to at a high level and the score in average was 4.65.

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Student's signature

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Thesis Advisor's signature