

Thesis Title: Instructional Media Utilization Process of Instructors
in the Faculty of Dentistry, Prince of Songkhla University
Hatyai Campus

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M.Ed.: Educational Technology

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Abstract

The purposes of this research were to study and to compare the instructional media utilization process of instructors in the Faculty of Dentistry, Prince of Songkhla University Hatyai Campus. Fifty-four Instructors from six departments: Department of Oral Biology and Occlusion, Department of Prosthetic Dentistry, Department of Preventive Dentistry, Department of Conservative Dentistry, Department of Surgery, Department of Stomatology were asked to fill out the questionnaire. The data were analyzed and the findings were as follows,

1. Most instructors notified the instructional media utilization process by emphasizing at the high level on the consideration about 1) media selection regarding the instructional purpose and subject matter, instructional model, and suitability of media use 2) media preparation regarding the study of subject matter and media attribute 3) media presentation regarding the response to the student's question 4) follow-up activity from media use in order to summarize the knowledge gained from media 5) media evaluation regarding the instructional achievement.

2. Most instructors followed the instructional media utilization process by emphasizing at the high level on the consideration about 1) media selection regarding the instructional purpose and subject matter, 2) media preparation

regarding the study of subject matter, and 3) media evaluation regarding the instructional achievement.

3. Most instructors did not have problems concerning the instructional media utilization process except problems concerning the consideration about 1) media selection regarding budget in terms of providing and/or utilizing media and 2) media presentation by indicating the content's main point presented in the media.

4. Instructors from department of Surgery had a significant different opinion from instructors from other departments at the .05 level on 1) the emphasizing on media selection regarding the instructional model 2) the emphasizing on media evaluation regarding the complexity of media use. 3) the performance of media selection regarding the instructional purpose and subject matter, and the instructional model 4) the performance of media presentation regarding the observation of the student's interesting and understanding while presenting media and 5) the performance of media evaluation regarding time appropriateness.