

Wicha Khantibunyanurak 2012: Learning the Way of Life in Sufficiency Economy: A Case Study in Ban Pluk Mai Lai. Master of Education (Educational Research and Evaluation), Major Field: Educational Research and Evaluation, Department of Education. Thesis Advisor: Assistant Professor Wasun Thongthai, Ed.D. 138 pages.

The purpose of this research was to search the cause of learning, the learning characteristics and the way of life on sufficiency economy of the people in Ban Pluk Mai Lai. A case study approach was applied for this study. The researcher was in the field for 12 month (June 2011 – May 2012). The data collecting method were observation, interview both individual and group, and document analysis. Content analysis technique was used for analysis the data for grouping and conclusion.

The research results were as follows: 1) the learning causes on sufficiency economy of people in Ban Pluk Mai Lai were from their debt, their health or people in their family health from the consumption or using chemicals that are harmful, and their believe in the sufficiency economy. 2) the learning characteristics were both formal and non-formal way. The formal learning were from learning resources both outside and inside community. An important learning resource in community was the Sufficiency Economy Learning Center. Non-formal learning were from their problem, their action, the experience exchange, the inheritance from their parents, models and medias. 3) the way of life on sufficiency economy of the people in Ban Pluk Mai Lai were the self-sufficiency ability, sufficiency agriculture, living together in generosity and learning together. If the man who want to live on sufficiency economy, he must open his mind for acceptance the new lifestyle first.

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Thesis Advisor's signature