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## Preface

The proceedings on education and relevant areas were compiled for the International Conference on Education (ICE 2013) "Excellent Innovations for Educational Research and IT Learning in the 21<sup>st</sup> Century." They include presentations on studies conducted by educational experts, lecturers, graduate students from both private and state universities as well as Thai and foreign researchers. The conference was held on 8-9 August 2013 at Sampran Riverside Hotel, Sampran, Nakorn Pathom, Thailand. Its objectives were to establish an academic platform for lecturers, students and researchers, to publicize research studies or dissertations and to exchange experiences in conducting research concerning learning innovations and information technology. Another objective was to innovate of a new body of knowledge and the development of quality in education in the 21<sup>st</sup> century.

The content of the proceedings includes research reports by educational experts, lecturers, graduate students from both private and state universities, as well as research institutions, and researchers from local and foreign countries.

The compilation of these proceedings became successful due to cooperation from many parties. The committee of the conference hopes that the proceedings will yield useful guidelines for promoting and developing teaching and learning as well as research on education.



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## The Study of Development Capacity of Banglaung Market Community

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### Abstract

The objectives of this qualitative research were: 1) to study community profile and capacity building approach of Banglaung market community; 2) to study the learning process and local wisdom transfer of Banglaung people; and 3) to study the community building approach as learning resources in local wisdoms for the Banglaung people. The research results were that Banglaung market community, a large community on the bank of Ta Jean River in Banglain District of Nakorn Pathom Province. It has a long history of more than 100 years old, where most residents were of Chinese descendants. After road construction in 1969, trading has changed from along the river to along the road. This was a turning point of the community. The people had to adjust themselves to the flux of change by employing their indigenous knowledge and potentiality. The learning process and the local wisdom transfer of Banglaung people were informal under natural setting from relatives or friends. The approach of community capacity building as learning resources in local wisdoms were through schools, municipal cultural activities, ecotourism activities within the context of Chinese cultural heritage community.

**Keywords:** Community capacity building/ Learning Process/ Local Wisdom/ Learning Resources

### Introduction

From the First to the Tenth of Thailand's National Economic and Social Development Plans, the development paradigm of national development plans has evolved in the context of global and domestic changes. A significant shift in the country's development planning has taken from a growth-oriented approach to the new model of holistic "people-centered development". Economic growth and globalization has led to increased materialism and consumerism. This weakened Thai values and traditional patterns of behavior. Local community

is an effective mechanism for management and participation in better quality of life and welfare society. It is the main force for developing the country's foundation.

Bangluang Market is a big and old community on the bank of Ta Jean River, Banglain District, Nakon Pathom Province. It has a long history of more than 100 years old. Most residents are of Chinese descendant. Formerly, it used to be an important marketplace of Ta Jean River Basin. After a street was built through the other side of this community, trading by the river had changed. Market by the river came to an end. Trading has changed from along the river to along the road. This was a turning point of the community. The people have to adjust themselves to the flux of change by employing their indigenous knowledge and potentiality. From this point, the research question was developed, how to strengthen the community capacity from the local resources by using lifelong learning and local wisdoms.

### **Objectives**

The objectives of this research were: 1) to study community profile and capacity building approach of Bangluang market community; 2) to study the learning process and local wisdom transfer of Bangluang people; and 3) to study the community building approach as learning resources in local wisdoms for the Bangluang people.

### **Methods**

This research employed the methodologies of qualitative research, by using the socio-cultural dimension of Bangluang market community. Data was collected from various research techniques, such as field observations both participation and non participation observation, interviews, focus group discussion, dialogue as well as doing the feedback workshop of the research results to the community for result checking, discussion and sharing. Data collection was from key informants, local leaders, school teachers, students, elders, tourist and various local organizations. The research team consisted of 11 doctoral students from Department of Education for Human and Social Development, Faculty of Education, Silpakorn University. They were given orientation about community profile and the methodology of conducting qualitative research, visiting community and recording information in their scratch notes and field notes. The team was responsible for the subtopics under the main framework of the research. There

were analytical comments along with the data collection process and the data triangulation was also required.

The in-depth study of 11 topics and the issues of study were as followed:

1) The Story of Bangluang Market Community from Photographs, covering the landscape of community, important places, culture, learning resources, market life, occupation and food of Bangluang.

2) The Adaptation for Survival of Bangluang Market Community, studying the migration of people, community relationship and the adaptation from river to road market of Bangluang people for living and surviving their occupation.

3) The Social and Cultural Heritage of Bangluang Market Community, digging the history of Bangluang ancestors, the knowledge transfer especially their occupation from generation to generation.

4) The Role of Jian Hua School and the Transfer of Chinese Cultures in Bangluang Market Community, studying school profile and the transfer of Chinese Cultural heritage in language, culture, dressing, foods, conducts and merits.

5) The Reflection from Coffeehouse Colloquy or Forum: Pattern of Knowledge Exchange of Bangluang People, studying the communication pattern, contents, and the information exchange and sharing at the coffeehouse.

6) The Well Being and Happy Living of aging people in Bangluang Market Community, studying the social and cultural conditions of the elders in Bangluang, how they live, and how they manage to be happy.

7) The Health Condition and Self Care Behavior of the Elders in Bangluang Market Community, studying the health condition and behavior, self care of mind and body of the elders.

8) The Chinese Herbal Medicine in Bangluang Market Community, studying the history of Chinese herbal medicine, knowledge transfer, the sustainability of Chinese herbal medicine and viewpoints from consumers.

9) The Breath of Loh Gow Music in Bangluang Market Community, studying the starting period of the Loh Gow music band in Bangluang, the development and the support.

10) The Belief, Rite and Role of Psychic Performance in Deva Worship Ceremony in Bangluang Market Community: Case Study of Mrs. Banchong Photprasit , Psychic Performer,

studying the bibliography, the Performance in Deva Worship, and the belief of Bangluang people.

11) The Development of Sustainable Tourism: Case Study of Tourism in Bangluang Market Community, studying the tourist places in Bangluang, the perception of the local people and the outside tourists on eco-tourism.

## Results

The results of the study were analyzed and the feedback workshop was conducted with people at Bangluang community. The conclusions of all 11 topics were as followed:

1. **The Story of Bangluang Market Community from Photographs.** The study covered the landscape of community, important places, culture, learning resources, market life, occupation and food of Bangluang.

Methods: Photo taking, interviewing, observing, old pictures copying.

Results of study:

1) Context: The people still felt binding with the river way of life in transportation and living, the market remains identity of Chinese culture in foods.

2) Learning process: There have been many interesting learning resources in the community that reflected the mixed culture of Thais and Chinese in their beliefs and peaceful natural resources. The problem seemed to be that there was no young generation to carry on their culture.

3) Development Approach: The old temple and ancient pagoda should be renovated and the river bank which birds migrated from Siberia during winter should be developed for tourism.

2. **The Adaptation for Survival of Bangluang Market Community.** The study covered the migration of people, community relationship and the adaptation from river to road market of Bangluang people for living and surviving their occupation.

Methods: interviewing the people who have lived in the market for more than 30 years.

Results of study:

1) Context: The people in community have had a good relationship. Almost all knew each other. The young generation has moved out for work and education. The market lives have to adjust for survival.



2) Learning process: The people learned to conserve the traditional profession. They applied the old and new knowledge. The culture and tradition have been in their learning life.

3) Development Approach: The people should reduce the business size, inherit the family profession and stick to the philosophy of sufficiency economy.

**3. The Social and Cultural Heritage of Bangluang Market Community.** The study covered the history of Bangluang ancestors, the knowledge transfer especially their occupation from generation to generation.

Methods: Interviewing from the 8 families living in Bangluang for more than 100 years.

Result of study:

1) Context: The family ancestors came from Shantou of China, because of politic and economic reasons. The entailed professions from the family were grocery shop, coffee shop, gold shop, agriculture equipments shop, drug store, Photo shop and food selling shop.

2) Learning process: The knowledge of profession was handed down from generation to generation, through informal learning and working in a natural way.

3) Development approach: The people should cultivate the love and value in family business for the next generation.

**4. The Role of Jian Hua School and the Transfer of Chinese Cultures in Bangluang Market Community** The study covered the school profile and the transfer of Chinese Cultural heritage in language, culture, dressing, foods, conducts and merits.

Methods: Interviewing 13 people related to school, using snowball technique to get the key informants, mapping school location, observation of learning and teaching, joining school activities.

Result of study:

1) Context: The pioneer Chinese people who lived around this area built this school for their children to learn Chinese culture and language since 1924. There was a school foundation with very strong support to school activities.

2) Learning process: The school had an important role in teaching and transmitting Chinese culture and tradition to the children. They used learning Chinese language as a learning process for culture and way of life. The method of teaching was memorization.

3) Development Approach: The relationship between school and community had been helping each other. The students learned from the elders of the community and helped in the community activities.

**5. The Reflection from Coffeehouse Colloquy or Forum: Pattern of Knowledge Exchange of Bangluang People.** The study covered the communication pattern, contents, and the information exchange and sharing at the coffeehouse.

Methods: In-depth interviewing the people in the coffeehouse, observing and interviewing the customers of the coffeehouse.

Result of study:

1) Context: This coffeehouse has been the 4<sup>th</sup> generation handed down. The traditional coffee was roasted at the shop; it was a public meeting place of Bangluang people.

2) Learning process: During the coffee time, dialogue in the informal learning process occurred. Information sharing was in many aspects such as economic situation, government policy, sport, and health issues. They shared and exchanged knowledge and experiences that would be updated and directly applicable to life.

3) Development Approach: They should manage to develop the coffeehouse to be the community learning center. They should set the educative environment with pleasure of coffee drinking.

**6. The Well Being and Happy Living of aging people in Bangluang Market Community.** The study covered the social and cultural conditions of the elders in Bangluang, how they live, and how they manage to be happy.

Methods: Interviewing the elders of 60 years up in the community.

Result of study:

1) Context: There were many elders living in Bangluang. Family members had good relationship and respected their elders. Health care program for elders was adequate.

2) Learning process: People learned new information by talking with neighbors and family members. Elders transmitted knowledge about way of life to family members.

3) Development approach: They should enhance the family relationship and elders group activities. The appropriate activities should be exercise for elder, recreation areas/center for elder..

**7. The Health Condition and Self Care Behavior of the Elders in Bangluang Market Community.** The study covered the health condition and behavior, self care of mind and body of the elders.

Methods: Informal interviewing with elders in community and non-participate observation.

Result of study:

1) Context: In the health condition and illness, most elders were ill with non-communicable diseases, such as hypertension and diabetes mellitus. They had no mental health problem. Some elders felt lonely and were left at home alone.

2) Learning process: They learned about health care from doctors and medical personnel.

3) Development approach: There should be health care program, such as home visit for elders, and health service delivery. The leisure activities for elders should be book reading, praying, movies watching and handicrafts making.

**8. The Chinese Herbal Medicine in Bangluang Market Community.** The study covered the history of Chinese herbal medicine, knowledge transfer, the sustainability of Chinese herbal medicine and viewpoints from consumers.

Methods: In-depth interviewing the owner of Chinese herbal medicine shop and family members

Result of study:

1) Context: There were 2 Chinese herbal medicine shops in Bangluang. The Chinese herbal medicine had been trading since the community was formed around 90 years ago. Third generation has been working on this business now.

2) Learning process: People learned by self learning, text reading, practice with the knower, learning by doing and helping the family.

3) Development approach: They should collect the knowledge about traditional Chinese herbal medicine, and encourage the new generation to learn and use as alternative medicine.

9. **The Breath of Loh Gow Music in Bangluang Market Community.** The study covered the starting period of the Loh Gow music band in Bangluang, the development and the support.

Methods: Interviewing Low Gow music band members, teachers, knower and the support team.

Result of study:

1) Context: Low Gow music band were part of Bangluang community for more than 80 years. The band performed in all the cultural occasions and community activities in the community and nearby areas. The band was supported by community people and Jian Hua school alumni.

2) Learning process: The knowers in community helped to teach children to practice Loh Gow music. School also took part in teaching and learning music by inviting the teacher from community to teach Low Gow music to the students.

3) Development approach: The Low Gow music should be added to the school local knowledge curriculum and established the music club for the interesting students to learn and practice.

10. **The Belief, Rite and Role of Psychic Performance in Deva Worship Ceremony in Bangluang Market Community: Case Study of Mrs. Banchong Photprasit , Psychic Performer.** The study covered the bibliography, the Performance in Deva Worship, and the belief of Bangluang people.

Methods: In-depth interviewing and observing the ceremony of the case study.

Result of study:

1) Context: Some people in Bangluang believed and some did not believe in receiving the dharma and communication from the spirit. Role of the person who performed ceremony was to encourage people and give moral support.

2) Learning process: The learning of ceremony was supernatural. The person who performed the ceremony believed that she had the Indra and she had to receive the Indra dhama, by setting the shelf to worship the deva.

3) Development approach: This kind of belief and rite of Deva worship has still been the root of Thai society. It could encourage and give moral support to the believers. Learning to understand to live together is the color of the community.

11. **The Development of Sustainable Tourism: Case Study of Tourism in Bangluang Market Community.** The study covered the tourist places in Bangluang, the perception of the local people and the outside tourists on eco-tourism.

Methods: Interviewing the community people, tourists, monks, community leaders.

Result of study:

1) Context: The Bangluang market community has had location, natural surrounding, way of life, architecture and cultural activities with high competency for development.

2) Learning process: The learning has been both formal and informal to educate both the community people themselves and the tourists of how to drive the sustainable tourism. The learning process, such as multimedia, community local museum, school curriculum, community meeting, and local newsletter, have been effective.

3) Development approach: The consideration of sustainable tourism should consist of tourism resources, safety, location and tourist route, convenience, and the cooperation of local people themselves.

## **Conclusion**

The research results were concluded according to the studies and from the community suggestions during the feedback workshop that was done to return the results of study and receive the suggestions and comments. The conclusion was as followed:

1. The Bangluang Market Community profile: Bangluang Market Community was an old community way back to more than 100 years, located on the bank of Ta Jean River, Banglain District, Nakorn Pathom Province. The major transportation was by boat. After the road was constructed the transportation has changed to road instead of river. The result from this change caused an end the riverside market business. The buildings of the market were connected wooden house along the road from the river. There were 3 main streets in the community. Majority of the people were from Chinese descendants, two major occupations were gardening along the river and trading in the market . The trading remained the identity of Chinese such as Chinese herbal medicine shop, dentist shop, gold shop, soldering metal shop, coffee shop and dessert shop. Bangluang market has many delicious and famous foods, such as Po Pia, Chun Pia, Sateh, pot-stewed duck and noodles. The Chinese culture which remained in Bangluang were the Flag Parade, Loh Gow Music, Vegetarian Association, Cho Mae Tub Tim

(local goddess shrine). There were 3 schools in the community, in which one was Chinese school. There was one old temple about 130 years, the temple had interesting wall painting, many artifacts, and boat pagoda which were registered by Fine Arts Department.

The development approach to capacity building of Bangluang Market Community should come from the real needs of the local people. From the research results, it was found out that, for the community to sustain, they should reduce the business size and follow the philosophy of sufficiency economy in their way of life. Even though more of the young generation was moving outside of the community for schools and work, the relative relationship and patronage systems were still existed and supporting the harmony of the community. The important strategy to develop capacity of the community was to work on the principle of people participation, by using the close relationship of the community people to build network. The development should be based on culture, tradition, belief, value and indigenous knowledge.

2. The learning process and the local wisdom transfer of Bangluang people: The knowledge creation of local people arose from the ancient knowledge of their ancestor's way of life, transferring from generation to generation, and integrated with the new knowledge to fit in with the changes. Bangluang from the past till now has gone through the rise and fall for more than 100 years. The valuable local knowledge remained, such as the traditional therapy, cooking and dessert, Chinese language, music and culture.

The learning patterns were informal under natural setting from relatives or friends. The knowledge on career was handed down from generation to generation within the family. By helping the elders in family, the young generation learned about the occupation of family. In the case of Chinese herbal medicine shop, the young learned by helping selling herbal medicine and learned some Chinese terms of herbal medicine. School played an important role in transmitting culture in their curriculum and in learning and teaching. School activities enhanced the culture and tradition. With the cooperation of the community, the Loh Gow music band remained sustainable and was active till now. Coffeehouse was excellent place for exchange of information and learning. It was very informal but effective for the community. The dialogs were about news, family problems, economy, politics, works, health, etc. It was a community public space to share and care.

3. The development approach of community building of Bangluang. As of the learning resources in local wisdoms, Bangluang Market Community had many which were classified as followed:

Natural learning resources: Ta Jean River was full of resources from the diversity of aquatic animals, aquatic plants, and during winter in October there were many birds migrated from Siberia to live around this area.

Cultural learning resources: There were old temples, famous Chinese school, Shrine, Vegetarian Association.

Career learning resources: There were traditional Chinese herbal medicine, blacksmith career, food and dessert, traditional coffee and many more.

The community together with the municipality have attempted to bring back the life of Bangluang by organizing the weekend market for the tourist to visit. The public relations promoted foods testing, buying and selling local products, boarding the boat along the beautiful river and enjoying the natural resources and cultural tourism. The suggestions to promote the sustainable ecotourism were through the school's curriculum and instruction. The integration of local knowledge with school could be made by inviting the knowledgeable to teach and tell story to the students who learned from local wisdom. The municipality also took part in organizing the activities related with local culture and connected with the ecotourism program.

The result of this study reflected that the Bangluang Market Community's potential was based on natural location, strong culture and traditions, way of life with their identity and the close relationship of the people in the community. Bangluang had the qualification of the attractiveness and peacefulness of the riverside community, old housing, delicious foods and friendly people. There were any experiences on the study process; community was a real big classroom for everybody. At the end, we have learned more, loved more, studied more and had more stories to tell. The opportunity to work and learn in the community has built the attachment and beautiful memory. Final suggestion, we hope that the Bangluang study will attract more study of local life in other communities of Thailand and sharing to the others to learn and love as well.

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- 2) The Adaptation for Survival of Bangluang Market Community by Pongsit Sumotayakul.
- 3) The Social and Cultural Heritage of Bangluang Market Community by Jariyaporn Rujimora.
- 4) The Role of Jian Hua School and the Transfer of Chinese Cultures in Bangluang Market Community by Somkiat Sadjarak
- 5) The Reflection from Coffeehouse Colloquy or Forum: Pattern of Knowledge Exchange of Bangluang People by Aree Parvasuttipaisit
- 6) The Well Being and Happy Living of aging people in Bangluang Market Community by Alisa Sirivetsunthon
- 7) The Health Condition and Self Care Behavior of the Elders in Bangluang Market Community by Khwandao Klumrat
- 8) The Chinese Herbal Medicine in Bangluang Market Community by Samorntip Vipavanich
- 9) The Breath of Loh Gow Music in Bangluang Market Community by Namthip Changket
- 10) The Belief, Rite and Role of Psychic Performance in Deva Worship Ceremony in Bangluang Market Community: Case Study of Mrs. Banchong Photprasit , Psychic Performer by Weerakul Aranyannak
- 11) The Development of Sustainable Tourism: Case Study of Tourism in Bangluang Market Community by Theerapong Budsarakoon.



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