

# Findings From the Development Communication Through the Social Lab Project Entitled “ECT Imparts Knowledge to Local Communities”

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## Abstract

This research was aimed to develop media and activities through the social lab project entitled “ECT imparts knowledge to local communities”. In this research, the focus of social lab for Faculty of Industrial Education and Technology, King Mongkut’s University of Technology Thonburi was the community of Bangchan, Tambon Bangchan, Amphoe Mueang, Phetchaburi Province. The topic was how to use online media safely and creatively. The quality of the media and activities would be evaluated and the findings from the development communication through the social lab project would involve the perception and satisfaction of the sampling group towards the social lab project entitled “ECT imparts knowledge to local communities” which was organized in the first semester of the academic year 2019. The tools in this research were an evaluation form for the quality of contents and media presentation, a questionnaire on the perception and a questionnaire on the satisfaction of the sampling group towards the project. The sampling group consisted of 60 people who lived in the community of Bangchan, Phetchaburi Province for at least 3 years and participated in the project “ECT imparts knowledge to local communities” at Wat Photaimanee from the beginning till the end and voluntarily participated in the research project. They were chosen using purposive sampling method. The research findings showed that the project organizers developed different kinds of media and activities including vinyl, leaflets, video clips, PowerPoint slides along with demonstration and workshop sessions to the sampling group. The project organizers were the researchers and undergraduate students who enrolled in the ETM 361 Presentation Skill 2 course. The media and activities were designed by the project organizers and evaluated by 3 experts in contents and 3 experts in media presentation. The results of the quality evaluation in terms of contents were at a good level ( $\bar{x} = 4.44$ , S.D = 0.71) and the results of the quality evaluation in terms of media presentation were at a good level ( $\bar{x} = 4.22$ , S.D = 0.72). The findings from the development communication through the social lab project showed that the level of perception of the sampling group towards the project was at a high level ( $\bar{x} = 4.50$ , S.D = 0.70). The sampling group expressed the highest level of satisfaction towards the project ( $\bar{x} = 4.78$ , S.D = 0.42). The findings confirmed the research hypotheses. It can be concluded that the findings from the development communication through the social lab project entitled “ECT imparts knowledge to local communities” at the community of Bangchan, Phetchaburi Province and the topic of how to use online media safely and creatively were of good quality. They can be applied in other communities in the future.

**Keywords:** development communication/ social lab / ECT imparts knowledge to local communities / how to use online media

## 1. Introduction

Thusong Service Center (2000) defines “Development Communication” as a way to use communication to develop a community through a set of information so that the quality of life in such community becomes better and well-suited to the requirements of the community through public communication. The policy will become useful, meaningful and sustainable. Developmental Communication Arts should operate in a procedural manner from the beginning when it intends to reach out to the audience. Trust should be established. Advice should be given and the message receiver should be involved in the design of message as well as information of the product or service. The contents and the projected should be developed and they should be evaluated so that at the end of the process, a plan for the next project will be set up.

The researchers applied this concept of development communication to develop local communities through research and development with different kinds of media and activities through social labs with Faculty of Industrial Education and

Technology, King Mongkut's University of Technology Thonburi (2013). We have done similar projects in various communities. The majority of communities which participated in this research were within 10 kilometers from the university. These were Community under the Bridge Zone 1, Langsuan Thonburirom Community, Community Moo 3 Bangmod and Community of Klong Toei. Since the Department of Educational Communications and Technology is specialized and has expertise in research and development of media and activities for training as well as a team of researchers and students who have over 7 years of experience in working with many communities, it has a plan to extend to communities in other areas. During the seminar at the community of Bangchan, Amphoe Mueang, Phetchaburi Province, the committee expressed their need and requested a course for people to gain knowledge about online media. This community has been participating in religious activities with Faculty of Industrial Education and Technology for over 10 years and therefore there is a connection with the community and the local leader, that is, the abbot of Wat Photaimanee, Tambon Bangchan, Phetchaburi Province (Love Thailand.org, 2014). The project could be organized and achieved through the collaboration among people in the local community as part of the social lab of Faculty of Industrial Education and Technology. According to the seminar on the needs of communities in July 2019, people in the community of Bangchan would like a higher education institution to organize a training session on how to use online media safely and creatively.

Nowadays, the communications system has advanced and the result is that the industrial sector, the political realm and the way of life of people have changed dramatically. The current communications system also affects the viewpoints and attitudes of people because modern-day technology allows people to search for information and to learn on their own. The idea that students need to learn from teachers or from adults might not always be true and the interaction between people seems to decrease. This new way of life among a new generation of people is influenced by a new form of online media. It is a focus of attention for many people concerned with this issue because it is important to raise awareness and to provide protection to people. Because there are many kinds of the current online social media and the price of mobile phone has decreased significantly, virtually all people can have access to the internet and online media. Pongput, S. (2013) states that there are 3 factors which help boost the use online social media:

1. Technological factor: The connectivity speed has been increased and many applications have been developed. The computers and the smart phones are better because they can handle more applications.
2. Social factor: There are more teenagers who use online social media.
3. Economic factor: People buy more computers and applications because the development of technology makes these devices more efficient and cheaper. Moreover, there is more interest in using online social media for commercial purposes.

Waitayakarn, K., vice president of ICT for Online Health and Support for Network Partners cited in Loylert, K. (2011) says that main online social media is Facebook and Thai people are the main group of users in Asia, or around 7 million people, namely half the number of all internet users in Thailand. Moreover, there are other social network sites such as Twitter and Youtube, which have many subscribers. Online social media contains many kinds of information such as knowledge, viewpoints, attitudes and entertainment media. These tools help people connect and users can get more information from using these tools. To illustrate, when they travel in a new place, they can find a new restaurant and a new product and then they share the information to other people.

However, there is also a bad side of online social media. Some kinds of information are never approved and some are no longer up-to-date because the information is still in the system even though it is no longer relevant at the moment. Therefore, social media users need to think and check the accuracy of the information, the trustworthiness of the people who post the information and the source of information. The group of people who Waitayakarn pays the most attention to is children and young adults because this group of people has only a little experience in the social world. They tend to believe whatever they read and they do not have skills to verify the information. How to use social network is an important topic and many TV programs now offer information and advice on how to use ICT accurately. This is a good thing. Moreover, there are other ways to use online social media which lead to good health and well-being in the society as follows:

1. Share good information. When we find good information, we can share it with other users. We can also give new knowledge, new places of interest and interesting quotes to others.
2. If you have information about how to participate in social well-being or voluntary work or activities to promote good health, you can share it with others to inspire others to do a good thing.
3. If there is a problem in a community, such problem can be raised or the community can ask for an opinion through online social media, for example, a fan page of the people in the same community or a panel of experts can come and share their viewpoints so that people can get a new idea.

Because online social media plays a significant role in Thai society and one community would like to get a training session on how to use online media safely and creatively, that is, the community of Bangchan, Tambon Bangchan, Phetchaburi Province, this research into the project “ECT imparts knowledge to local communities” was conducted. The findings from the development communication through the social lab project will be presented in the following sections.

## **2. Research Objectives**

1. To develop media and activities through the social lab project entitled “ECT imparts knowledge to local communities” with the topic “How to Use Online Media Safely and Creatively”
2. To evaluate the quality of the media and activities through the social lab project entitled “ECT imparts knowledge to local communities” at the community of Bangchan
3. To examine the findings from the development communication through the social lab project entitled “ECT imparts knowledge to local communities” which involve the perception and the satisfaction of the sampling group towards the project entitled “ECT imparts knowledge to local communities”

## **3. Research Hypothesis**

1. The media and activities which were developed through the social lab project entitled “ECT imparts knowledge to local communities” with the topic “How to Use Online Media Safely and Creatively” at the community of Bangchan would be at a good level or over 3.51.
2. The findings from the development communication through the social lab project entitled “ECT imparts knowledge to local communities” which involve the perception and the satisfaction of the sampling group towards the project “ECT imparts knowledge to local communities” would be at a high level or over 3.51.

## **4. Expected Outcomes**

1. The social lab project entitled “ECT imparts knowledge to local communities” with the topic “How to Use Online Media Safely and Creatively” at the community of Bangchan, Tambon Bangchan, Amphoe Mueang, Phetchaburi Province would be implemented successfully.
2. This development communication through the social lab would be useful and applied in other projects organized by Faculty of Industrial Education and Technology, King Mongkut’s University of Technology Thonburi.

## **5. Research Scope**

This research involved the development of media and activities through the social lab project entitled “ECT imparts knowledge to local communities” which was organized in the first semester of the academic year 2019 (August to October). The project organizers were the researchers and undergraduate students who enrolled in the ETM 361 Presentation Skill 2 course. The other details are as follows:

### *5.1 Population and Sampling Group*

The population in this study was 4,161 people who lived in the community of Bangchan, Tambon Bangchan, Amphoe Mueang, Phetchaburi Province (Bangchan Subdistrict Administrative Organization Phetchaburi, 2019). The sampling group consisted of 60 people who lived in the community of Bangchan, Phetchaburi Province for at least 3 years and participated in the project “ECT imparts knowledge to local communities” at Wat Photaimanee from the beginning till the end and voluntarily participated in the research project. They were chosen using purposive sampling method.

### *5.2 Expert Panel*

The experts are those who have knowledge, skills and expertise and will evaluate the quality of the media and activities through the social lab project entitled “ECT imparts knowledge to local communities”. They were chosen using specified sampling method out of those who are qualified and voluntarily participated in the research. There were 3 experts in contents and 3 experts in media presentation and 3 experts in index of item objective congruence (IOC) and they would evaluate the tools according to the specified criteria.

## **6. Research Tools**

The tools in this study were as follows:

1. An evaluation form for the quality of contents and media presentation of the media and activities through the social lab project entitled “ECT imparts knowledge to local communities”
2. A questionnaire on the perception of the sampling group towards the social lab project entitled “ECT imparts knowledge to local communities”
3. A questionnaire on the satisfaction of the sampling group towards the social lab project entitled “ECT imparts

knowledge to local communities

### 7. Data Analysis

The statistical methods in this research were mean score and standard deviation. The mean score interpretations are as follows: (Srisaad, B., 2017)

- Mean score of 4.51 – 5.00 is impretation very good /the highest
- Mean score of 3.51 – 4.50 is impretation good / high
- Mean score of 2.51 – 3.50 is impretation moderate
- Mean score of 1.51 – 2.50 is impretation low
- Mean score of 1.00 – 1.50 is impretation the lowest

### 8. Research Results

#### 8.1 The Findings From the Development of Media and Activities Through the Social Lab Project Entitled “ECT Imparts Knowledge to Local Communities”

The developed media were vinyl, leaflets, video clips and Power Point slides.







Figure 1. Show examples of developed media

The developed activities involved demonstration and workshop sessions on how to use online media safely and creatively.

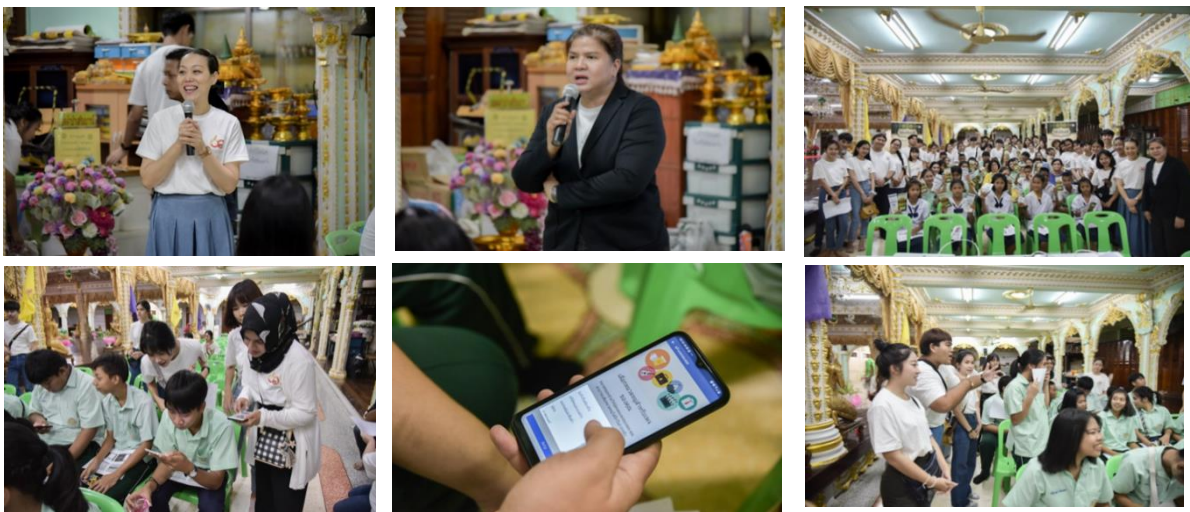


Figure 2. Show Photos of demonstration and workshop sessions in the project

### 8.2 The Results From the Quality Evaluation by the Expert Panels in Terms of Contents of the Social Lab Project Entitled “ECT Imparts Knowledge to Local Communities”

Table 1. Show the evaluation score of the quality as evaluated by the experts in contents

No.	Item	Mean	S.D.	Interpretation
<b>1. Contents</b>				
1.1	The contents met the objectives.	4.67	0.58	Very good
1.2	The contents were clear.	4.67	0.58	Very good
1.3	The contents were in a good sequence, interesting and related.	4.67	0.58	Very good
Average		4.67	0.58	Very good
<b>2. Language use</b>				
2.1	The language was suitable for the audience.	4.33	1.15	Good
2.2	The language is correct.	4.33	1.15	Good
2.3	The language is clear in terms of communication.	4.33	1.15	Good
Average		4.33	1.15	Good
<b>3. Activities</b>				
3.1	The special lecture was suitable.	4.33	0.58	Good
3.2	The duration was suitable.	4.00	0.00	Good
3.3	The activities met the objectives of how to use online media safely and creatively.	4.67	0.58	Very good
Average		4.33	0.39	Good
Total Average		4.44	0.71	Good

The results of the quality evaluation in terms of contents of the media and activities as evaluated by the experts were at a good level ( $\bar{x}$  = 4.44, S.D = 0.71). They confirmed the research hypothesis. When each aspect was considered and rearranged from the highest to the lowest, it was as follows: contents (the highest), language use and activities, respectively.

### 8.3 The Results From the Quality Evaluation by the Expert Panels in Terms of Media Presentation of the Social Lab Project Entitled “ECT Imparts Knowledge to Local Communities”

Table 2. Show the evaluation score of the quality as evaluated by the experts in media presentation

No.	Item	Mean	S.D.	Interpretation
<b>1. Images</b>				
1.1	The colors were suitable.	4.00	1.00	Good
1.2	The images were clear.	4.00	1.00	Good
1.3	The images were related to the contents.	4.33	0.58	Good
Average		4.11	0.86	Good
<b>2. Texts and Explanation</b>				
2.1	The text sizes were suitable and clear.	4.00	0.00	Good
2.2	The fonts were easy to read.	4.00	1.00	Good
2.3	The text colors were bright and beautiful.	4.67	0.58	Very good
Average		4.22	0.53	Good
<b>3. Graphics</b>				
3.1	The layout was suitable.	4.33	0.58	Good
3.2	The graphic items were clear.	4.33	0.58	Good
3.3	The graphic items were related to the contents.	4.33	0.58	Good
Average		4.33	0.58	Good

<b>4. Sounds and Narration</b>				
4.1	The sounds were of good quality.	4.00	1.00	Good
4.2	The narration was suitable.	4.00	1.00	Good
4.3	The background music was suitable.	4.33	1.15	Good
Average		4.11	1.05	Good
<b>5. Media Use and Activities</b>				
5.1	The information was quick to access and accurate.	4.33	0.58	Good
5.2	It promoted the project “ECT imparts knowledge to local communities” with the topic “How to Use Online Media Safely and Creatively”.	4.33	0.58	Good
5.3	It met the objective of the topic “How to Use Online Media Safely and Creatively”.	4.33	0.58	Good
Average		4.33	0.58	Good
Total Average		4.22	0.72	Good

The results of the quality evaluation in terms of media presentation of the media and activities as evaluated by the experts were at a good level ( $\bar{x}=4.22$ , S.D = 0.72). They confirmed the research hypothesis. When each aspect was considered and re-arranged from the highest to the lowest, it was as follows: Graphics as well as Media Use and Activities (the highest), Texts and Explanation, Images, Sounds and Narration, respectively.

#### 8.4 The Perception of the Sampling Group Towards the Project “ECT Imparts Knowledge to Local Communities”

Table 3. Shows the perception of the sampling group

No.	Item	Mean	S.D.	Interpretation
1	You know the history or details of Wat Photaimanee.	4.65	0.55	The Highest
2	You know that Phetchaburi is famous for stuccowork.	4.37	0.66	High
3	You know the meaning of publicity.	4.50	0.62	High
4	You know the significance of publicity in every aspect.	4.35	0.80	High
5	You know the warning about how to use online media.	4.55	0.57	The Highest
6	You know 12 things which you should do on Facebook.	4.42	0.83	High
7	You know 12 things which you should not do on Facebook.	4.63	0.61	The Highest
8	You know what to look for and other details before using social media.	4.43	0.87	High
9	You know tips to add publicity to Facebook fan page.	4.48	0.79	High
10	You know how to create a Facebook fan page.	4.57	0.74	The Highest
Average		4.50	0.70	High

The level of perception of the sampling group towards the project entitled “ECT imparts knowledge to local communities” was at a high level ( $\bar{x}=4.50$ , S.D = 0.75). It confirmed the research hypothesis. When each item was considered, the three items with the highest score were as follows: Knowledge of history or details of Wat Photaimanee, Knowledge of 12 things to avoid on Facebook, and Knowing how to create a Facebook fan page.

### 8.5 The Satisfaction of the Sampling Group Towards the Project Entitled “ECT Imparts Knowledge to Local Communities”

Table 4. Show the satisfaction of the sampling group

No.	Item	Mean	S.D.	Interpretation
<b>1. Contents for publicity</b>				
1.1	The contents were concise.	4.82	0.39	The Highest
1.2	The contents were interesting.	4.82	0.39	The Highest
1.3	The contents were useful.	4.82	0.39	The Highest
Average		4.82	0.39	The Highest
<b>2. Color Use</b>				
2.1	The colors were beautiful.	4.68	0.54	The Highest
2.2	The text colors were bright and easy to read.	4.77	0.43	The Highest
2.3	The colors were eye-friendly.	4.80	0.40	The Highest
Average		4.75	0.46	The Highest
<b>3. Texts and Format</b>				
3.1	The text sizes were clear.	4.75	0.44	The Highest
3.2	The fonts were beautiful and easy to read.	4.77	0.44	The Highest
3.3	The format was beautiful.	4.63	0.49	The Highest
No.	Item	Mean	S.D.	Interpretation
Average		4.72	0.46	The Highest
<b>4. Graphics</b>				
4.1	The images were interesting.	4.87	0.39	The Highest
4.2	The images were clear.	4.72	0.49	The Highest
4.3	The images were related to the contents.	4.80	0.40	The Highest
Average		4.80	0.43	The Highest
<b>5. Activities</b>				
5.1	The publicity of the activities was widespread.	4.82	0.39	The Highest
5.2	The duration of the activities was suitable.	4.83	0.38	The Highest
5.3	The activities helped to meet the objective of the topic “How to Use Online Media Safely and Creatively”.	4.85	0.36	The Highest
Average		4.83	0.38	The Highest
Total Average		4.78	0.42	The Highest

According to the results, the sampling group expressed the highest level of satisfaction towards the project entitled “ECT imparts knowledge to local communities” ( $\bar{x}$  = 4.78, S.D = 0.42). It confirmed the research hypothesis. When each aspect was considered, the top three aspects with the highest score were as follows: Activities, Contents for publicity and Graphics, respectively.

## 9. Research Discussions

The findings from the development of media and activities through the social lab project entitled “ECT imparts knowledge to local communities” with the topic “How to Use Online Media Safely and Creatively” at the community of Banchan showed that the project organizers developed different kinds of media and activities including vinyl, leaflets, video clips, PowerPoint slides along with demonstration and workshop sessions to the sampling group. The results of the quality evaluation by the panels of experts showed that the contents and the media presentation were at a good level. This confirmed the research hypothesis because the researchers adopted the principles of ADDIE Model (Songkram, N., 2010) which involves 1) Analysis, 2) Design, 3) Development, 4) Implementation and 5) Evaluation. This model was also used in the research study by Duangrit, P., Princhankol, P., and Thamwipat, K. (2018) who developed an exhibition with



multimedia about Bangmod Orchard to promote the area and also provided a workshop session on Little Tour Guides at Wat Puttabucha School. This research is also similar to the research study by Rajchinda, S. (2011) who studied and developed an online video clip to demonstrate on the social media entitled “How to prepare a Bedroom ” which was designed according to the principles of ADDIE Model.

The results of the quality evaluation in terms of contents were at a good level ( $\bar{x}$ = 4.44, S.D = 0.71) and the results of the quality evaluation in terms of media presentation were at a good level ( $\bar{x}$ = 4.22, S.D = 0.72). They confirmed the research hypothesis. The results of this research are similar to the research study by Jitbangonsil, P., Princhankol, P., and Thamwipat, K. (2018) whose research is “The Development of Bi-lingual 3 D Shot Animation in Online Social Media with PR Activity for Bachelor’s Degree Program in Visual Communication Design Department of Communications Arts Faculty, Assumption University” because the quality of the contents was at a good level ( $\bar{x}$ = 4.00, S.D = 0.53) and the quality of the media presentation was at a good level ( $\bar{x}$ = 4.13, S.D = 0.90).

The findings from the development communication through the social lab project entitled “ECT imparts knowledge to local communities” with the topic “How to Use Online Media Safely and Creatively” showed that the perception of the sampling group towards the project entitled “ECT imparts knowledge to local communities” was at a high level ( $\bar{x}$ = 4.50, S.D = 0.75). This confirmed the research hypothesis because this research used images and infographics to express the information. It was easy to understand because of beautiful and colorful images alongside the contents which were related to their daily life. This approach is similar to the concept of Sukkho, N. (2005) who states that perception is an exposure or a process of understanding which each person must deal with through the 5 senses which are sight, hearing, smell, taste and touch until it becomes a meaningful product. Each person will perceive differently because of their background knowledge and experience. Moreover, this high level of perception of the sampling group is similar to the research study by Jirachai, P., Chaisirilap, K. and Supapit, P. (2018) who developed motion graphics for information publicity about Interior Ministry laws for everyday life and found that the perception of the sampling group towards the publicity was at a high level ( $\bar{x}$ = 4.22, S.D = 0.78), confirming their research hypothesis.

The sampling group expressed the highest level of satisfaction towards the project ( $\bar{x}$ = 4.78, S.D = 0.42). It confirmed the research hypothesis because the demonstration and workshop sessions were a collaboration between the project organizers and the local community through the principles of Plan-Do-Check-Act (PDCA). Every party had a chance in the process from the planning till the evaluation so that there were as few mistakes as possible. This is similar to the research study by Tongchan, V. (2018) whose study is “The Using of P of KAP Model as a Leading Factor in Thai Happiness Society Project Campaign to Prevent and Solve Problems of Liver Fluke and Cholangiocarcinoma of Crown Property Bureau Foundation” in that the project was aimed to make people aware of their diet, in other words, to encourage people to eat cooked food, especially among people in the Northeastern and Northern Thailand. In that research study, online media, leaflets, movie clips, TV spots and activities were developed and it was found the sampling group followed the P/Practice procedure because it was clear and easy to understand. Therefore, the people really followed such practice in their daily life. In this research into the social lab project entitled “ECT imparts knowledge to local communities”, there were 3 main elements as described by Hasan, Z. (2014), which are as follows: 1) Social lab must be social in that there must be people; 2) There must be continuous experiments because there are many social interruptions; and 3) There must a system for operation in order to find out the cause of the problem. In this research with the community of Banchan, Phetchaburi Province, the leader of the community who is Phra Kru Kitti Wattachaporn, the abbot, the researchers needed to understand the social context and how to conduct themselves during the operation. Bernstein, R. (2017) states that context is a kind of non-verbal communication. It can convey a deep meaning which communicators between two cultures need to pay attention to, especially between countries with high context language and countries with low context language. Thailand is one country in the East which is considered to be a country with high context language because it has 3 features as in 1) relationship in family or close network, 2) social hierarchy, and 3) bodies of knowledge in culture full of meaning. These features are things which communicators for development must pay attention to and these are some of the findings in this study.

## 10. Suggestions

### 10.1 Suggestions From the Research Results

- The developed media could be really used and they are useful for the local communities. Many people are interested in this topic because the researchers have done the survey with the local communities before the implementation of the research project.
- There should be mentors in each activities, demonstration and workshop session besides the speakers or the trainers so that the sampling group can get more benefits from the research project.
- The collaboration before the workshop sessions is important, from the planning state to the end of the project. There should be a collaboration between the local leader and the project organizers so that every workshop or

training session is approved by every party involved the project. The project organizers should listen and pay respect to the local leader, especially in this case, the abbot.

- Media for the workshop sessions should be developed to be suitable for the audience and the local context. There should be online media, computer and internet alongside printed matters and workshop sessions.

### 10.2 Suggestions for Further Research

- There should be a study into the strategies to communicate with local communities to help the development through vlog as part of the social lab in the area of Bangkok.
- There should be a factor analysis of collaborative development communication through social labs of universities in Thailand.

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