

# RENEWABLE ENERGY BY PROJECT-BASED LEARNING

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## ABSTRACT

Renewable energy is the key for creating a clean energy future for the world. World Energy Consumption relies heavily on coal, oil, and natural gas. Fossil fuels are non-renewable, that is, they rely on finite resources that will eventually dwindle, becoming too expensive or too environmentally damaging to retrieve. In contrast, renewable energy resources, such as wind and solar energy, are constantly replenished and will never run out.

Due to the rising need for professionals and academics with a background and understanding in the Renewable Energy field, Holon Institute of Technology ("HIT") developed a new program at the Faculty of Electrical Engineering. The Renewable Energy program gives the students technical and practical aspects of energy use (technology and methodology of the study). The program also deals with minimizing the environmental impacts of energy use, as well as with energy economy and environmental policy.

The Institute offers its students a well-equipped laboratory and some Project-based learning in Renewable Energy field.

Project-based learning (PBL) is a model that organizes learning around projects. Projects are complex tasks, based on challenging questions or problems, that involve students in design, problem-solving, decision making, or investigative activities; give students the opportunity to work relatively autonomously over extended periods of time; and culminate in realistic products or presentations.

**Keywords** - Renewable Energy, Electrical Engineering, Elementary school.

## INTRODUCTION

Renewable energy and energy efficiency technologies are the key for creating a clean energy future for not only the nation, but the world. World Energy Consumption relies heavily on coal, oil, and natural gas. Fossil fuels are non-renewable, that is, they rely on finite resources that will eventually dwindle, becoming too expensive or too environmentally damaging to retrieve. In contrast, renewable energy resources, such as wind and solar energy, are constantly replenished and will never run out. Due to the rising need for professionals and academics with a background and understanding in the Renewable Energy field, Holon Institute of Technology ("HIT") developed a new program at the Faculty of Electrical Engineering. The Renewable Energy program gives the students technical and practical aspects of energy use (technology and methodology of the study) and energy efficiency. The program also offers Project-based learning ("PBL"), design and construction of renewable energy demo and play facilities at Holon Elementary School.

### Holon Institute of Technology

HIT – Holon Institute of Technology was established in 1969 and became an independent public academic institution of higher education in 1999, certified by the Council of Higher Education of Israel. HIT focuses on the teaching of sciences, engineering, computer science and technology, management of technology and design. It also emphasizes multi-disciplinary theoretical and practical research of innovative technologies from a professional scientific, economic and cultural perspective. HIT trains highly qualified students in the realms of science, engineering, management and design, and play an important role in their integration upon graduation into key positions within the industry. HIT aims to utilize the intellectual and professional potential of each and every student, so that they can fully integrate into the fast-paced

technological world of today. Providing superior technological and scientific education enables HIT graduates to enter key leadership positions in both the private and public sectors.

### **Social Involvement Unit**

One of the many goals of the Social Involvement Unit, which is a part of Dean of Students Office at HIT, is to promote social involvement of students and staff in the community. The Social Involvement Unit serves as a professional centre to encourage and promote the social impact of students and staff to leverage knowledge, expertise, and human capital for the benefit of the community through social involvement projects and PBL involving meaningful activities.

### **Faculty of Engineering**

The last decades have been dominated by the rapid changes introduced by the technology revolution, which has a tremendous influence on our daily lives. The mission of the study program is to encourage and initiate academic development, through the development of new study programs and methods, while being responsive to the rapidly changing trends in the field. The proper education of the undergraduate students must also be a function of market needs and predictions of how technology will develop in the foreseeable future. The aims and goals of the Engineering faculty are to provide the students with a rich and comprehensive study program, and keep the study program updated to meet the ever-changing requirements for engineers of the future, enrich the student's theoretical knowledge as well as teach practical and design skills and knowledge; adapt its teaching methodologies and techniques, focusing on understanding as a goal; enable students to achieve skills such as self-learning and to acquire expertise via practice by understanding constantly update the teaching methods and the study program maintain relationships with the various relevant industry sectors introduce the students to state-of-the-art equipment and facilities, for conducting experiments that reinforce their understanding of the theoretical and practical issues studied in the courses promote research in the various fields; and explore cooperation with other institutes in Israel and abroad.

### **Renewable Energy**

The Energy field is thriving, due to several factors: the world energy crisis, political trends that create a rise in oil prices and other environmental topics. All of these have brought upon us the emergence of new and fascinating fields dealing with Energy. The introduction of renewable energy sources to the electrical grid and the realization of the need to optimize the current network with modern tools, have both led to a new research field: The Smart Grid. The introduction of alternative (renewable) energy sources for the electrical grid and the realization that there's a need to improve and optimize the current network using modern tools, has brought upon a new research field called The Smart Grid. The Faculty objectives are in one hand to teach and enrich students with the most recent technologies in this field and on the other hand, to create scientific collaborations that will lead to receiving prestigious grants, as well as to publishing joint essays. Collaboration with the industry enables the establishment of joint ventures which will promote both research and the institute in this field.

### **Project-based learning**

Project-based learning has gained a greater foothold in the classroom as researchers have documented what teachers have long understood: Students become more engaged in learning when they have a chance to dig into complex, challenging, and sometimes even messy problems that closely resemble real life. PBL goes beyond generating student interest. Well-designed projects encourage active inquiry and higher-level thinking [1]. Brain research underscores the value of these learning activities. Students' abilities to acquire new understanding are enhanced when they are "connected to meaningful problem-solving activities, and when students are helped to understand why, when, and how those facts and skills are relevant" [2]. PBL is an instructional model that involves students in investigations of compelling problems that culminate in authentic products. Projects that make for stronger classroom learning opportunities can vary widely in subject matter and scope, and can be delivered at a wide range of grade levels. Nonetheless, they tend to share defining features. Projects grow out of challenging questions that cannot be answered by rote learning. Projects put students in an active role such as: problem solver, decision maker, investigator, or documentarian.

## PBL benefits

PBL offers a wide range of benefits to both students and teachers. A growing body of academic research supports the use of project-based learning in school to engage students, cut absenteeism, boost cooperative learning skills, and improve academic performance [3]. For students, benefits of project-based learning include: Increased attendance, growth in self-reliance, and improved attitudes toward learning [4]. Academic gains equal to or better than those generated by other models, with students involved in projects taking greater responsibility for their own learning than during more traditional classroom activities Opportunities to develop complex skills, such as higher-order thinking, problem-solving, collaborating, communicating and access to a broader range of learning opportunities in the classroom, providing a strategy for engaging culturally diverse learners [5].

## Project Outputs

Renewable energy is an ideal topic for elementary school. A unit on renewables can be used to teach basic scientific principles: the sun as the source of Earth's energy, conversion of energy from one form to another. The need to renew science education in elementary school was understood at the HIT [6, 7, 8, 9]. It was decided to travel outside the campus and contribute to the community in environmental education as part of Project-based learning.

## Solar energy

Solar energy is clean energy. It doesn't produce hazardous solid, liquid or gas wastes. It does not create water or air pollution. Direct production of electricity using sunlight is accomplished using photovoltaic cells, also called solar cells. They have no moving parts and are "clean" energy. A major limitation is cost, which greatly exceeds the cost of producing electricity using fossil fuels or nuclear power. The best solar cells are only 38% efficient and only provide 50 watts of electricity per square meter of cell size [10]. The project the students built on this subject, a solar panel device that activates a number of energy consumers (a bulb, an engine and a buzzer). The consumers work on solar energy (photovoltaic energy) only. The device is located in the yard of the "Revivim" Elementary School in Holon (Fig. 1).



Fig.1. (a) Solar Panel device; (b) Energy Consumers Panel (buzzer, engine and lamp).

## Wind energy

Wind energy has been utilized for thousands of years. The wind is free, commonly available and can provide clean, pollution-free energy. Today's wind-turbines are very high tech. In most places, the cost of commercial wind power on a large scale is not now economically competitive with conventionally generated electricity. One important factor is that with a doubling of wind speed, power output increases by a factor of 8. The U.S. remains the world leader in wind energy, but Europe has embarked on an very ambitious wind-power development program. It is predicted that by 2030, wind energy will supply at least twice the electricity it does now [11]. The project that the students built on wind energy, a wind tunnel with a small touch screen that show, how much voltage and amperes the turbine produce at any given time. It represent by graph of volt/amp as a function of time. Moreover the touch screen can show game on wind energy subject. The device is also located in the yard of the "Revivim" Elementary School in Holon (Fig. 2).

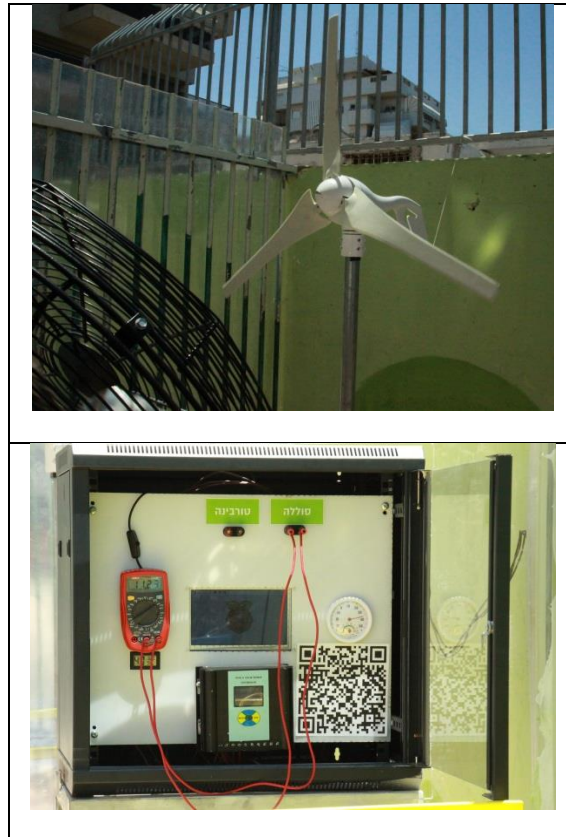


Fig.2. (a) The Wind turbine driven by the electric fan (b) Wind turbine command box.

### Energy conversion

Energy conversion is any process of converting energy from one form to another. Energy found in fossil fuels, solar radiation, or nuclear fuels needs to be converted into other energy forms such as electrical, propulsive, or heating to be useful. Often, machines are used to convert energy from one form to another. The efficiency of a machine characterizes how well (how efficiently) it can perform such a conversion. Energy may be converted so that it may be used by other machines, or else to provide some service to society (such as heat, light, or motion). For example, an internal combustion engine converts the potential chemical energy in gasoline and oxygen into the propulsive energy that moves a vehicle. A solar cell converts solar radiation into electrical energy that can then be used to light a bulb or power a computer [12]. To represent the idea of energy conversion, the student's project was to build a trampoline model. The Kinetic energy was given by pupils jumping on the trampoline. The Kinetic energy converts to electric energy by using piezoelectric components. The electric energy use to light a led bulb. The model located near the anther devices at "Revivim" Elementary School (Fig. 3).



Fig.3. Trampolines that convert kinetic energy into electricity LED lighting.

### Protecting the Environment

Over the years, there has been an increase in demand for electrical power. Such demands require the fossil-fuel power stations to burn more fuel. This causes heavy air pollution, which is detrimental the environment and our health. We are rapidly approaching the point of no return in terms of air pollution. Significantly reduce the damage for electrical power worldwide [13, 14]. In order to protect the environment and to visualize the consequences of fossil energy, the student's project was to build a model that describe the crisis and give an alternative answers. The students had built a model that describes two maps. One with a fossil power stations, which simulates the existing situation, and the other with renewable energy power stations, without any fossil power station. To active the model the pupils has to know, by study or investigate, the subject and to answer a few question about the subject. The model located at "Shamir" Elementary School in Holon (Fig. 4).







Fig.4. (a) Illustrating scientific principles (b) Interactive map, on the right Fossil polluting energy, on the left Renewable energy

### CONCLUSION

This paper presents a Project-based learning at the Faculty of Electrical Engineering HIT. The project's in "Revivim" and "Shamir" elementary schools in Holon. These projects contribute to society and to the education for next generations. By playing and experimenting experience the student's projects taught pupils about renewable energy. All the projects were not building in the past; they build from the student imagination and a lot of investigation and study at the field. Following feedbacks the student were learned the subjects in more deeply and fun way. This knowledge will stay with them in a long run, and will help them at the future workplace.

### ACKNOWLEDGMENTS

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# INTEGRITY OF COUNSELLING INTERVIEW AND PERCEPTION OF CLIENT'S DIGNITY AMONG EDUCATION FACULTY MEMBERS OF THE UNIVERSITY OF CALABAR, NIGERIA

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## ABSTRACT

The counselling profession in Nigeria is yet to perfect its acts because of poor observance of the code of ethics guiding its practice especially during counselling interview. It is hypothesized that the level of integrity of counselling interview significantly relate with the degree of dignity it confers on the clients. Using a survey design, 128 education faculty members were randomly sampled from a population of 282 and a 25-items questionnaire was administered on the subjects. Adopting Pearson product moment correlation analysis and t-test analysis to test the four hypotheses generated, the result showed that the integrity of the counsellor, the level of confidentiality, the observance of the principles of objectivity and equality, and beneficence affect the client's dignity. It is recommended that counselling association of Nigeria should properly codify the ethics of the profession for its practitioners. Practitioners are in turn expected to watch their acts and follow the code of conduct of the profession.

**Keywords:** Integrity, Counselling Interview, Client's Dignity.

## INTRODUCTION

Counselling like other helping profession including law, medicine, psychology and psychotherapy are guided by some ethical conduct. In fact, every profession has some minimum ethical behaviour expected of the practitioners for the purpose of protecting the client. The profession and the society at large even in the traditional setting observe some code of ethics in their practice. As simple as it may seem, the definition of ethics is difficult to pin down to specifics [1]

Ethics is therefore the moral principles that govern a person behaviour or an individual in an activity. It is a moral code, values and ideas that are founded on certain belief systems and practices. They are considered fundamental in the conduct of public affairs. Ethics thus determine what is considered right or wrong in the society. BBC [2] defines ethics simply as a system of moral principles which affect the way people make their decisions and lead their lives. It is a moral philosophy that focuses on what is good, for one



individual and the society. Counseling is therefore not an exception. Counseling service also has a code of conduct which is its professional ethics. It is a system of moral principles that guide or determine the counsellor's behaviour towards his client, professional colleague; himself, his agency and the society in general. These codes are not necessarily universal but vary according to countries and culture. We have the American Counselling Association Code of Ethics and standards of practice that came into effect in 2014; American Psychological Association's Ethical Principles of Psychologists and code of conduct, 2016; the British Association for Counselling and Psychotherapy reviewed in April, 2016 [3] and a host of other counselling ethics association including the Certification and Licensure Board of Counselling Association of Nigeria (CASSON) which is the ethics unit of CASSON.

In Nigeria, CASSON's focus is concentrated on ethical principles which include self determination of the client; confidentiality, fair, just and equal treatment; and beneficence as well as non-maleficence in a counselling relationship [4]. In practice, counselling, especially during interview, the counsellor-client relationship suffers a lot of ethics deficit, the most serious of which is the principle of honesty and autonomy, confidentiality, equality and beneficence.

Ndum and Onukwugh Obayan [5] agree that counselling as a discipline is still new in Nigeria and the profession is yet to attain global best practices. Oluwatosin [6] categorically states that various factors that are sociologically and culturally base have hindered positive patronage and practice to counselling in Nigerian society, particularly effective client self-disclosure during counselling encounters. By understanding the difference among clients from cultural point of view, it is possible for the counsellor to disagree without being right and the client wrong [7]. The challenges in counselling more than any other phase is during interview. In Guidance and Counselling training, it is made clear that interviewing is the gateway to counseling and considered very important [8]. It is the face-to-face exchange in which the counselor plays the role of a helper to facilitate the resolution of a problem that blocks the progress of the client.

In a counseling interview, the counselor should demonstrate professionalism and class. He should be honest, sincere and genuine in his dealing with the client [9], [4]. Intimacy Counseling [10] in presenting the ethics of counselling states in an unmistakable terms that honesty and trustworthiness are key values in building intimacy with the client in a counseling relationship. Besides being honest and genuine, it is cardinal that a counselor maintains a high level of confidentiality [11], [3], [4]. Technically speaking, confidentiality involves privacy; the right the individual has to limit access to information about himself and in a narrow sense confidentiality is the right the individual has to control access to the information he has shared [12].

In counselling, confidentiality is a professional promise or contract to respect the client's privacy not to reveal any information disclosure during the counselling session except on agreed conditions. Otherwise, the client may feel betrayed and counselling becomes a big disaster. Counselling interview must be founded on objectivity and equality. Anything short of this principle makes the whole engagement useless. In line with this philosophy, the British Association of Counselling and Psychotherapy hinges a counselling relationship on the recognition and respect of the human person irrespective of age, disability, gender, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation; and actively promotes equality and diversity [13]. This is a cherished value which CASSON should not only entrench in the counselling code of ethics but should ensure that it is promoted and kept in mind by the counselor throughout the counselling session.

As entrenched in the British Association for Counselling and Psychotherapy (BACP), counsellors should strive to understand and respect diversity of their clients including differences in age, gender and culture. It is a global best practice for counselors, other related professionals including legal and medical practitioners [4], [15], [16], [3]. It is even needless to emphasize the fact that the counselor must always keep in mind in a counselling interview the basic principle of beneficence and by implication non - maleficence; the need to act in the general good of the client, the profession, the counsellor himself, the employer and the society at large [4], [9] neither is a counsellor expected to act in any form that can cause harm to his client.

### **Theoretical background**

The theoretical framework of this study is based on the intrinsic value of man which, in fact, is the dignity of the human person. In the context of this discourse, human dignity is the protection and preservation of one's freedom and self determination in making choices in life [17]. The guiding principle in a counselling relationship is therefore the client's autonomy and self determination. With this in mind, it become clear to any professional that the most appropriate plank on which this study can rest is the humanist theories of counselling which two examples, namely the client-centered and the Existential approaches will suffice;

- 1. The client centered approach:** The client centered or person centered approach to counselling was first propounded by Carl Rogers in 1957. It is also popularly known as non-directive therapy of counselling. The main thrust of the theory is that man is by nature inherently trustworthy, growth-oriented and guided by choice. It is believed that in a therapeutic relationship genuineness, empathy and unconditional positive regard could facilitate positive change and growth in a client [18]. In other words, an individual in an emotional turmoil if allowed to talk out his problems in a counselling

interview under a genuine empathic and unconditional positive regard, and where there is support and rapport can move towards the direction of growth and self actualization. This theory is relevant to this study because it provides justification for the counsellor to provide sound psychological support of being genuine, honest and sincere to the client in a counselling relationship.

- 2. Existential counselling:** Existential counselling is a counselling approach founded on human condition; the meaning one is able to make out of life. It was first advocated from the philosophies of Frederick Nietzsche and Soren Kierkegaard that human discontent could only be overcome through human wisdom [19]. It was on the idea of human wisdom that he developed the theory of existentialism which rest on the idea of free will and personal responsibility. This was what Martin Heidegger and Jean-Paul Sartre explore by emphasizing the role of investigation and interpretation in the healing process. Existentialists believed in four (4) existential givens - freedom, death, isolation and meaninglessness which are the fundamental basis of human anxiety. Anxiety reduces one's physical, psychological, social and spiritual awareness.

First authors of existential counselling are Irvin Yalom (1981) and Emmy Van Deurzen (1988). The central focus of a counsellor is therefore to help the client in experiencing himself at the centre of his life, and responsible for who he is and what he does. One is therefore the author of one's life.

This theory is relevant to this study because the focus is on the clients, autonomy. The client is more or less self-directed in his action which is the principal concern in a counselling relationship. The more autonomous a client is, the more likely to succeed. In a self determined situation, he is able to offer rationale for his behaviour; provide opportunity for participation and choice; minimize external control and acknowledge negative feelings associated with non-motivating tasks.

### **Statement of the problem**

The purpose of counselling is for a trained and professional person to help an individual in a worried and difficult situation, overcome his immediate problems and equip him for life. In a global perspective, it is a help given by the counsellor to a client to be able to live a full functioning life for his ultimate happiness and contribute to the peace, stability and progress of the society. Unfortunately, these lofty goals of counselling are not being achieved or perceived to be achieved.

Instead, in different settings there is a growing number of psychological individual around us. The school, home, and society have become more chaotic and violent. Personal and public security has been seriously curtailed and compromised. The growing chaos has put everybody on toes and placed everything

including government at risk. The question is “where is the impact of the over 30 years of deliberate counselling in the Nigerian school system and society at large?”. It is also getting obvious that the counselling profession is not even growing in depth and breadth. It is being hunched that counsellors are doing less than professional practice especially in our counselling interview and relationship with clients. The professional conduct of counsellor is sterile and is not creating the right clientele. It is therefore the concern of this study to investigate the level of integrity of counselling interview and its relatedness to the client's dignity.

### **Purpose of the study**

The purpose of this study is to establish the relationship that the integrity of counselling interviews confers on the client's dignity.

### **Hypothesis**

Four hypotheses were generated from related research questions which includes;

#### Hypothesis one

There is no significant relationship between counsellor's perceived integrity during counselling interview and clients' dignity

#### Hypothesis two

Counsellor's perceived extent of confidentiality of client's information in a counselling interview is not significantly high in the promotion of client dignity.

#### Hypothesis three

Counsellors perceived discriminatory tendencies during counselling interview does not significantly affect clients' dignity

#### Hypothesis four

There is no significant relationship between counsellor's general interest in the good of all during counselling interview and client's dignity.

## **METHODOLOGY**

With a survey design, 128 education faculty members including professional counsellors, psychologists and Education Foundation academics of the Faculty of Education and Institute of Education, University of Calabar were sampled using stratified and simple random sampling techniques. The total

population of education faculty members was 282. Out of this, 270 was from the Faculty of Education while 12 was from the Institute of Education.

A twenty-five item modified Likert scale questionnaire tagged “Integrity Counselling Interview and Client Dignity (ICICD) questionnaire was constructed for data collection. The instrument which reflected the sub items of the four (4) independent variables of the instrument formed section B of the questionnaire. The dependent variable, the dignity of client was implied in the items of the other variables. The responses ranged from A-D representing Strongly Agree to Strongly Disagree. Where A means the most agreeable item that is positively worded and that attracted 4 points, while it means the least agreeable item with reversed codification and interpretation.

The instrument was face-validated by two measurement experts from the Faculty of Education and was tested for reliability using Crombach Alpha method with a reliability co-efficient range of  $r = .87-.96$ .

The data was collected through direct administration of the questionnaire on the subjects in a Faculty and Institute Board meetings. The return rate was 100 percent because the researcher administered, monitored and retrieved the instrument personally. In terms of data analysis, two statistical techniques employed were the Pearson product moment correlation coefficient for hypotheses 1, 3 and 4 and population t-test statistical analysis for hypothesis 2.

## RESULTS AND DISCUSSION

Person product moment correlation was used to test hypothesis 1; 3 and 4 while one sample t-test was used to test hypotheses 2 at 0.05 level of significance and reported in Table 1, 2, 3 and 4.

### Hypothesis one

There is no significant relationship between counsellor’s perceived integrity during counselling interview and clients’ dignity. The hypothesis was tested with Pearson product moment correlation coefficient was used to test this hypothesis at 0.05 level of significance and the results are as shown on Table 1.

**Table 1: Pearson product moment correlation of counsellors perceived integrity and clients’ dignity**

Variable	N	Mean	SD	r-value	Sig.
Counsellors perceived integrity	128	16.87	2.03	0.397	.000
Clients’ dignity	128	13.12	1.73		

\*Significant at 0.05 level;  $df = 126$ ; critical  $r$  value = 0.098

The result in Table 1 revealed that the calculated  $r$  - value of 0.397\* is greater than the critical  $r$ -value of 0.098 at 0.05 level of significance with 126 degrees of freedom. With this result, the null hypothesis which states that, there is no significant relationship between counsellors perceived integrity during counselling interview and clients' dignity is rejected while the alternate hypothesis is accepted. The squared correlation  $(0.397)^2$  which is a measure of effect size indicates the proportion of explained variance on the dependent variable. Therefore, 15% of the variance in clients' dignity is accounted for by counsellor's integrity. This implies that, counsellor's integrity is of essence in protecting client's dignity, and is key to the profession.

#### Hypothesis two

Counsellors perceived extent of confidentiality of client's information in a counselling interview is not significantly high. One sample t-test was used to test this hypothesis at 0.05 level of significance and the result is presented in Table 2.

**Table 2: One sample t-test of counsellors perceived extent of confidentiality**

Variable	N	Mean	SD	t-value	Sig.
Sample mean	128	16.06	4.46	40.73	.000*
Population mean		10.00	4.70		

\*Significant at 0.05 level;  $df = 127$

As presented in Table 2, the result was statistically significant  $t(128) = 40.73, p < .05$ . The sample mean of 16.06 was greater than the reference/population mean of 10.0 at  $p < .05; df = 127$ . By this result we conclude that, counsellors perceived extent of confidentiality of client's information in a counselling interview is significantly high.

#### Hypothesis three

Counsellors perceived discriminatory tendencies during counselling interview does not significantly affect clients' dignity. The hypothesis was tested with Pearson product moment correlation coefficient at 0.05 level of significance with 127 degree of freedom and the results are as shown on Table 3.



**Table 3: Pearson product moment correlation of counsellors perceived integrity of counselling interview and clients' dignity**

Variable	N	Mean	SD	r-value	Sig.
Counsellors perceived discriminatory tendencies	128	15.86	1.97		
Clients' dignity	128	13.12	1.73	0.833**	.000

\*significant at 0.05 level; df = 126; critical r value = 0.098

The result in Table 3 revealed that the calculated r – value of 0.397\* is greater than the critical r-value of 0.098 at 0.05 level of significance with 126 degrees of freedom. With this result, the null hypothesis which states that, counsellors perceived discriminatory tendencies during counselling interview does not significantly affect clients' dignity is rejected while the alternate hypothesis is accepted. The squared correlation (0.833)<sup>2</sup> which is a measure of effect size indicates the proportion of explained variance on the dependent variable. Therefore, 69% of the variance in clients' dignity is accounted for by counsellor's perceived discriminatory tendencies. This implies that, counsellor's discriminatory tendencies affect clients' dignity, and should be avoided to sustain the respect of the profession.

#### Hypothesis four

There is no significant relationship between counsellor's general interest in the good of all during counselling interview and clients' dignity. The hypothesis was tested with Pearson product moment correlation coefficient at 0.05 level of significance and the results are as shown on Table 4.

**Table 4: Pearson product moment correlation of counsellors perceived integrity and clients' dignity**

Variable	N	Mean	SD	r-value	Sig.
Counsellors general interest	128	18.12	1.90		
Clients' dignity	128	13.12	1.73	0.186	.000*

\*significant at 0.05 level; df = 126; critical r value = 0.098

The result in Table 1 revealed that the calculated r – value of 0.186\* is greater than the critical r-value of 0.098 at 0.05 level of significance with 126 degrees of freedom. With this result, the null hypothesis which states that, there is no significant relationship between counsellor's general interest during counselling

interview and clients' dignity is rejected while the alternate hypothesis is accepted. The squared correlation  $(0.186)^2$  which is a measure of effect size indicates the proportion of explained variance on the dependent variable. Therefore, 3.4% of the variance in client's dignity is accounted for by the counsellor's general interest. This implies that, counsellor's interest on the general good of the client is not a major concern to the counsellor.

## DISCUSSION

The findings of the study are presented here under hypothesis by hypothesis. The result of hypothesis one shows that there is a significant relationship between counsellor's perceived integrity of counselling interview and client's dignity. The implication of these findings is that counsellors should ensure that counselling interviews which they schedule have integrity in order to promote client's dignity. This will give the client a feeling of self worth and self determination. This finding is corroborated by BBC [2] on investigation of the moral principles which affect the way people make their decisions and lead their lives and further buttressed by American Psychological Association[11], Zur[3] and Egbochuku[4]. This is realistic because the focus on the interest of the client in counselling practice is fundamental in achieving the client's self awareness, self understanding, self direction and self actualization. Counsellors are professionally bound to keep faith in their counsellor-client relationship.

In the second hypothesis, the result shows that counsellor's perceived extent of confidentiality in counselling interview is high in the promotion of client's dignity. This finding is variously supported by findings of other related studies – Egbochuku [4], Oluwatosin [6] and Closoff [12]. Confidentiality is critical in client's relationship. The ability to protect the secret disclosed to the counselor and the right of the client to withhold information that he considers unnecessary for the counselling session determine the basis of any counselling relationship. Any insistence on more information than the client's has volunteered may be considered an intrusion or invasion on the client's privacy.

In the third hypothesis, the result shows that counsellors discriminatory tendencies affect clients dignity. This result negates the basic principles of objectivity and equality in the counsellor's treatment of his client in a counselling relationship. Counsellors are expected to recognize and respect their clients irrespective of age disability, gender, marriage and civil partnership, pregnancy, sex and sexual orientation; and promote equality and diversity. The finding is corroborated in other studies by BACP [13] and Salawu and Abdulkadir [14]. This finding is practical and obvious because the human person is full of biases and discriminating

tendencies. Counsellors are thus expected to watch these tendencies and excesses in their counselling interviews and sessions.

The result of the fourth hypothesis revealed that counsellor's interest on the general good of the client has not been their major concern. This is true of most counsellors, majority of whom are academics who are burdened by other interests including academics. Besides, the principles of beneficence and non-maleficence are key in a counselling interview or general counselling relationship for developing ethical code of the profession. Sometimes counsellors may gloss over the general welfare of the client which is inexcusable. At other times it is either the profession or the counsellor himself that suffers because of self interest and self abuse, including lack of personal integrity. In most cases, the general good of the society is forgotten. The finding corroborates with BACP [14] decisions.

## **CONCLUSION**

The integrity of counselling interview is fundamental to sound counselling practice as it promotes the dignity of the client. For a strong code of ethics in counselling, counsellors must, as a duty, pay attention to their personal integrity and the principles of confidentiality, objective and equality, beneficence and non-maleficence.

### **Recommendations**

The study recommends as follows;

- (1) A counsellor should demonstrate a high degree of integrity in a counselling interview by ensuring that his level of honesty, sincerity and genuineness to the concerns of the client is beyond reproach as to build confidence in his relationship with the client.
- (2) The counsellor should recognize and respect, at all times, the basic human rights and freedom of the client especially the right to autonomy and self determination as to preserve his dignity as a human person by protecting the information disclosed to him except under certain conditions earlier agreed upon, and acknowledging the fact that the client has the right to withhold certain information he considers unnecessary for the success of the counselling intervention.
- (3) A counsellor should watch his biases and excesses and recognize the individuality and differences especially in age, sex, culture, religion and general orientation that the client brings to the counselling interview as to prevent the blocking of the counselling process especially when his attitudes and behaviours impinge on the client's dignity.

- (4) In a counselling session, the counsellor should always keep in mind the welfare of the client and the general good of himself, the counselling profession and the society.
- (5) A proper audit of the values and principles of counseling should be conducted by the Counselling Association of Nigeria and codified for professional practice in Nigeria.

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# “SPIRITUAL TOURISM” THE NEW TOURIST DESTINATION FOR THAI TOURISM CASE STUDY IN “ WAT TATON” CHAING-MAI THAILAND

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## ABSTRACT

In the past, Cultural and natural tourism are the major destination for Thai Tourism, The author try to focus on spiritual tourism to be recognized as a distinct form of tourism in Thailand. The term, spiritual tourism, may be a new for tourism industry, but the phenomenon itself is not. It is clear that there has been a shift from orthodox religious practice to a universal spiritual dimension of human psychology and it is also apparent that people from various religious backgrounds visit sacred sites to enjoy spiritual experiences rather than observing religious rituals. Since spirituality has a multi-dimensional definition, this paper defines spirituality as a relationship between the “creature and the Creator”, regardless of the religion followed. Consequently, people who travel with some sense of appreciating or understanding Buddha can be considered to be spiritual tourists.

This paper is a theoretical piece and places stress on the business and academic importance of spiritual tourism. Due to lack of literature on spiritual tourism and since it is suggested to be a subset of special interest tourism, the relevant theory on special interest tourism has been studied. This paper offers a contribution to tourism practice by introducing the concept of spirituality as a complete or partial tourism motive, and identifies a growing tourism market for countries seeking tourism opportunities for economic growth but which lack the required infrastructure. Spiritual tourism may assist economic revival in poorer countries that can not offer luxurious and fun-based tourism, but which can attract a significant amount of spiritual tourists.

Since Thailand has so many spiritual resources, there are more than 27000 temples around the country and many of them are significant. The spiritual tourism is an alternative that will help the economic growth for Thailand.

**Keywords:** Spiritual tourism, Sustainable tourism, Thai temples

## INTRODUCTION

Spiritual tourism is a tourism that is motivated by faith or religious reasons has been in evidence for centuries (Sharply and Sundram, 2005). In more recent times, however, it has been suggested that modern tourism has become the functional and symbolic equivalent of more traditional spiritual practices, such as festivals, pilgrimages, yoga and holy places. To date, however, little work has been undertaken to explore this position (Sharpley and Sundram 2005).

Whether it is for self-actualisation or for survival, and for any other needs, satisfying spiritual needs and wants appear to be central to human social psychology, irrespective of race, colour, creed or any other criteria. It has been widely acknowledged by scholars recently that there has been a remarkable trend in people turning towards spirituality (Kale, 2004; Lewis & Geroy, 2000; Piedmont & Leach, 2002). Recently, Paul Bootes, the MD of the Australian religious website operator and book distributor, Koorong Christian Products, gave his reason for this change, saying “ spirituality is growing because people are getting tired of

living a materialistic lifestyle and are looking for a spiritual solution" (Maclean & Walker, 2004, p.16). This growth in religious and spiritual awareness is also highlighted by Sergeant (2004), based on the work of Robert Putnam of Harvard University. Sergeant (2004, p.4) suggested that "religion is by far the largest generator of social capital in the US, contributing to more than half of the social capital in the country; this is a major subset and thus an area of worthy study on its own".

Smith and Kelly (2006) define spiritual tourism as one that provides the visitor with activities and/or treatments aimed at developing, maintaining and improving the body, mind and spirit. Ali-Knight (cited in Mintel, 2009) defines spiritual tourism similarly as involving travelling to a destination to engage in the practice of yoga and related activities that enhance physical, mental or spiritual well-being. And however, takes a step further, exploring spiritual tourism in the context of expanded definitions of cultural tourism, as it embodies and incorporates many of its wider elements and involves a learning experience. It was noticed that the most notable difference between cultural tourists and yoga tourists is the greater maturity of the yoga tourist, perhaps because of the spiritual and self-reflective part of the holiday experience, which may not be as accessible or appealing to a younger age group (Mintel, 2009).

### **SPIRITUAL TOURISM AS A SUSTAINABLE TOURISM**

Carey (2006) of Tourism Concern notes that sustainable tourism will be a core driver in the future as destinations shape their image. Carey states that, when sustainably developed, tourism can create so many social and economic opportunities for the destination community.

Sustainability and authenticity go hand in hand where communities build a tourism product which belongs to their community, for example, the Kawaza Village tourism project in central Zambia where tourists can stay in an authentic African village, learn about environmental issues, collect wild honey, and find out about apiculturists (Schlesinger, 2006).

Tourism can be a powerful tool of development, but its potential can also be wasted. Too often tourism enterprises see each other only as competitors, and end up frustrating visitors. Every destination talks about quality and exceeding visitors' expectations, but what is the spark that transforms a destination into something remarkable? It is a destination that has pride and is passionate about celebrating its heritage, its food, landscapes and its people. Of course, authenticity does not guarantee sustainability, but without the celebration of 'local distinctiveness' it is just 'another resort' Carey (2006).

There is increased demand for such kind of tourism as Stueve et al. (2002) claim their "geo tourism study" indicates that there are at least 55.1 million Americans who could be classified as 'sustainable tourists' or 'geo tourists' and in particular specify a "good citizen" demographic segment.

### **THE ROLE OF TOUR GUIDES**

Authentic tourism refers not to consumption of the real or genuine (Reisinger & Steiner, 2006) but rather to individual and personal tourist experiences that contribute to one's sense of identity and connectedness with the world (Steiner & Reisinger, 2006). The authors suggest that the individual and personal dimension of authentic tourism should extend to people making up their own minds about how they experience and interpret the toured world. This could certainly mean that tour guides in their current incarnation might be largely superfluous in authentic tourism. But it might be a worthwhile philosophical exercise to examine what tour guides do, see what that tells us about the concepts of meaning-making and interpretation, and perhaps recast



their role to find a place for them in authentic tourism. Finding a role for tour guides in authentic tourism calls for a rethink of what tour guides most commonly do. It also calls for a reconceptualisation of interpretation as a tour guide responsibility (Reisinger & Steiner, 2006).

According to Ap and Wong (2001), mediating and culture broking are two interpretive functions of the tour guides' work. Tour guides mediate between tourists and locals and the environment. Mediating moves beyond telling tourists how to think and feel about their experiences; it is about leading them to their own conclusions and letting them learn. Culture broking is the act of bridging, linking or mediating between groups or persons of differing cultural backgrounds for the purpose of reducing conflict or producing change (Jezewski & Sotnik, 2001).

Ap and Wong (2001) believe tour guides' interpretive work plays a vital role in enhancing visitors' experience and understanding of a destination and its culture. Ap and Wong (2001) say tour guides, through their knowledge and understanding of a destination's attractions and culture and through their communication skills, transform tourists' visits from tours into experiences. Moscardo (1998) identifies three main ways in which interpretation can contribute to the quality of visitors' experience. These are: (1) providing information on the available options so tourists can make the best choices about what they do and where they go; (2) providing information to encourage safety and comfort so tourists know how to cope with and better manage encountered difficulties (e.g. sea sickness) and understand messages given by the warning signs (e.g. 'you cannot swim here'); and (3) creating the actual experience so tourists can participate in activities such as guided walks, ecotourism, visit art galleries, fauna sanctuaries or zoos, and learn in areas of educational interest.

### **THE SIGNIFICANT ROLE OF THAI TEMPLES FOR SPIRITUAL TOURISM**

The role of Thai temples in the tourism industry are classified into 4 types:

1. Tourism for nature (and parks, natural sites)
2. Antiques, ancient remains, and religious heritage
3. Arts, culture, customs and traditional activities (Phongsathon Ketsamli, 1970: 13)
4. Spiritual tourism

The temple as the center of Buddhist worship and expression in art is classified as in article 2 and 3 as follows:

“The temple compound consists of a stupa, chedi, vihara, temple building, Buddha image and side buildings which serve as wash rooms or storage for cleaning equipment and other material appropriate for the serving and good practice of monks. Recognition is made of the need to taking care of religious men who are seen as beautiful persons of honourable behaviour. The good will of the community towards these men will benefit everyone and also enhance the impression given to the tourist.

### **DEFINING BUDDHISM FOR TOURIST**

Religion can define the cultural and traditional way of life, influencing artistic expression in architecture, painting and sculpture. Ecclesiastic buildings and their religious ceremonies have traditionally been a main tourist attraction. In previous times all tourist attractions were associated with the ecclesia (Chayaphon Chuinrunrot, 1992 :4343).

People have been prepared to make long, difficult journeys in the name of religion. In the year two thousand B.C, Romans travelled in pilgrimage to see the miraculous power of Egypt. Greeks travelled to Olympus Mountain to witness sportive activities in worship of Zeus (Encyclopaedia Britannica, 1981: 564-

565). Christians travelled to Jerusalem, Muslims to Mecca, and Chinese Buddhist priests, (followers of Fahian) travelled to India in B.E. 942 in order to get the dharma and the Buddha to China (Thanit Yupho, 1969: 1).

### **INTEGRATING THE TEMPLE BETTER WITH THE TOURISM INDUSTRY**

Not all of the wats are accessible to the tourists. More could be done to adapt the daily running and practices of some of these temples to integrate better with the tourist industry. There are some functions of the temple such as the schools or the travel residences for Thai people, but these cannot serve the tourist. In the past, the temple and the monks had various functions differing from those during the Buddha's lifetime. The temple is one of the most important welcoming points, for western civilizations entering Thailand. Today, the temple serves the people in many ways but with the watstay programme, could do even more to increase education and improve welfare..."

### **TEMPLES CONTRIBUTING TO IMPROVE THAILAND'S ECONOMIC SITUATION**

Today, Thailand needs to extend tourism, in face of the new economic crisis. In 1960, there were 81,340 tourists travelling to Thailand with the national income at 196 million baht. In 1982, there were 2,218,429 tourists travelling to Thailand with a national income of 23,879 million baht. Later in 1996, there were more than 7,200,000 tourists, with a national income of more than 200,000 million baht (Tourism Authority of Thailand, 1996: 15).

### **WAT TATON, CHAING MAI, THAILAND**

Set in a faraway hill overlooking Kok River, Wat Thaton is ideal for a peaceful meditation, thanks to the vast space occupying more than 160 acres of mountainous land. A range of accommodations are available for those who wish to practice meditation for a longer period and experiences in spiritual tourism

The Wat Thaton is a large temple complex in a very attractive setting only a few kilometers from the border with neighboring Myanmar. The temple is located on top of a hill overlooking the village of Ban Thaton and the Mae Kok river. It is built over several levels of a forested hill offering magnificent views over the surrounding rural area.

At the first level of the Wat Thaton you will find a statue of Guanyin, the Chinese Goddess of Mercy. Although the Goddess is depicted here with two arms, in some stories Guanyin is said to have a thousand arms, to enable her to help all who are suffering.

The office of the Wat Thaton's abbot and a Buddhist school are also located at this level. One of the oldest structures of the temple complex is the chedi or stupa, a structure used to enshrine relics of the Buddha, Kings or very important monks. The golden colored stupa is placed on a white concrete base.

Level two contains the ubosot. This is one of the most important structures of any Buddhist temple, since it is the place where new monks get ordained. At level three you will find an enormous sitting white Buddha image named Phra Buddha Nirandornchai in the subduing Mara posture.

Level four contains the Phra Nakprok building that houses the Vipassana meditation center. On the roof of the building is a huge seated Buddha image sheltered by a mythological seven headed Naga serpent. The next level contains a meditation hall and accommodation for students of the meditation classes.



Fig.1 the road map to the northern of Thailand



Fig.2 The map of Wat Thaton



Fig.3 Wat Thathon looking up from Mae-Kok



Fig.4Thammakoson-pond or Ban Samun Pri



Fig.5 the tourist can enjoy the nature around.



Fig.6 The main pagoda on the hill top.

## SUMMARY

Smith and Kelly (2006) conclude that, as with other specialist tourism interests, spiritual tourism faces challenges related to authenticity, practice, regulation and management, as well as definition problems and categorisation challenges. Consumers and the industry alike currently experience confusion as to what spiritual tourism is. In the short term, its true meaning is unlikely to become any clearer, as 'spirituality' becomes a commercial buzzword, and hotels get into the game. They caution that finding a balance between provisions

of care, economic development, and meeting the needs of a diverse set of consumers in an erratic world will prove an enormous challenge.

However, there is no doubt that a wave of interest in holistic holidays has stirred the mainstream, moving the sector on to a new phase of development. The WHO warns that depression and mental health problems will be the second-largest disease burden by 2020 (cited in Mintel holistic report), and this would indicate that stress, and the need to cope with increasingly fast-paced modern lives, is not going to go away. Going to an alternative therapist or doing a yoga class for exercise is one thing, but signing up on a yoga retreat, or to engage in life coaching while on holiday, is not yet mainstream practice. However, demand is increasing, as evidenced by the amount of new businesses entering the market, and has shown accelerated growth in the past five years. In particular, growth at the top end, and in holistic spas, is bringing the alternative world to an increasingly discerning clientele. Previously almost non-existent, luxury spiritual holidays is one of the fastest-growing sectors within holistic tourism (Mintel Holistic report).

Spiritual and religious tourism is the fastest growing travel segment, according to the World Travel Organization. About 300 million seekers hit the road every year, and many aren't taking your typical trip to the Holy Land.

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# THE DIFFERENCES OF SOCIAL AND POPULATION FACTORS TOWARDS TOURISTS' ATTITUDES TO STAYING AT GREEN HOTELS IN BANGKOK

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## ABSTRACT

The study on “the differences of social and population factors towards tourists' attitudes staying at green hotels in Bangkok” aims to study social, population and geographical factors that influence tourists' attitudes and decision making to stay at green hotels. The study also aims to compare social and population factors with tourists' attitudes in order to know whether these factors influence their attitudes for making decisions to stay at green hotels in Bangkok. The samples were 400 tourists whom were selected through the accidentally sampling. The researcher analyzed data by using percentage, mean, and standard deviation. The researcher used statistics which were t-test and F-test to compare independent and dependent variables and post hoc test by using LSD and Scheffe's method.

The study results found that most samples were females (210 persons) or 52.5 % followed by males (190 persons) or 47.5%. Most samples were younger than 30 years old (161 persons or 40.3%). In terms of educational level, most samples graduated Bachelor's Degree (225 persons or 56.3%). 138 samples ran their own business (34.5%). Most samples travelled to Bangkok with their families (168 persons or 42.0%). Their travel goal mostly was for leisure (246 persons or 61.5%). Interestingly, most samples were Europeans (169 persons or 42.3%). According to the hypothesis testing, different educational levels cause different attitudes for making decisions to stay at hotels at the statistical significant level of .006. The researcher compared occupation with attitude and found the statistical significant level of .000 while the comparison between travel goal and attitude to choose hotels found the statistical significant level of .035.

The study also shared the researcher's recommendation to executive persons and stakeholders of green hotels. They should realize about tourists' educational level, occupation, and travel goal factors for their green hotel management planning. These factors potentially influence tourists' attitudes to make decisions whether to reserve or deny their booking for stays.

**Key word:** Attitude, Tourist, and Green Hotel

## INTRODUCTION

In the current or nowadays world, we encounter global warming or climate change which temperature is increased as a result of greenhouse effect. The global warming is caused by human beings by increasing carbon dioxide through burning of fuels of transports, and industrialized manufacturing processes. The researcher deemed that business on tourism and services consume a lot of energy and release more carbon dioxide through such as logistic transports and travels by vehicles. Vividly, this kind of business consumes enormous energy in productions and services. In addition, this business focuses on conventional tourism in which to please customers for their satisfactions rather than care about negative impacts towards environment degradation and difficult living conditions of people in nearby communities. As a result, the business destroys tourism resources and environment. Hence, the tendency of tourism and environment preservation is necessary and an important agenda in many countries that many tourists realize. Furthermore, choosing services from business that preserves environment is one factor that tourists pay attention to and

make decisions to stay at hotels that are friendly to environment. This is an indicator that hotels provide services with care to resources, safety of customers, responsibility to environment, and energy saving including locality in terms of social, cultural, and economy aspects (Wachirawongsakorn, 2015).

This study intends to study tourists' attitudes towards staying at green hotels in Bangkok. The researcher wants to know their attitudes which lead to decision making. The researcher expects that the study results will be useful for hotel business owners' management as green hotels to improve their services as environmentally preservative green hotel business and tourism.

## **OBJECTIVES**

1. To study social, population, and geographical factors and attitudes of tourists towards their decision making to staying at green hotels
2. To compare social and population factors of tourists towards their attitudes to staying at green hotels in Bangkok

## **REVIEW OF RELATED LITERATURE**

The implementation of corporate marketing strategies and brand management is critical for modern organizations that seek to serve suppliers and customers, increase business performance, strengthen competitiveness, and achieve continuous success in global business. (Kasemsap,2015).It is suggested that the marketing concept should be applied to green tourism planning. Based on a survey of potential such tourists, the research identified the types of attributes and their corresponding levels that they seek. It also estimates the extent of their influence upon intention to visit by market segment (Hong. & Kim & Kim,2003).

ArunpornAthimatmaitree and associates conducted a study on KlongHae Floating Market tourism management satisfaction comparison. This market locates in Had Yai District of Songkhla Province. The research team used questionnaires as data collection tools. They used percentage, mean, standard deviation, t-test, and F-test for their statistic methods. Their research results found that the overall satisfaction level of tourists towards the floating market management was at the moderate level. The study also found that different sexes and educational backgrounds influenced their levels of satisfaction with a statistical significant level of.0 5 . In addition, their different average income per month influenced the floating management for parking and services of suppliers with the statistical significant level of .05.(Athimatmaitreeand,2013)

The research institute committee, Chalermphrakiat Academic Resource Division of Ramkhamhaeng University, Nakhon Si Thammarat Campus conducted a study on their scholars' satisfactions towards the Division's information technology services. They used statistical tools such as percentage, mean, standard deviation, and frequency. They also tested their hypothesis by comparing the difference between personal factors and satisfactions in using information technology services into three dimensions by using t-test and F-test. The study found that the overall satisfaction level of scholars towards the service system, steps of services, and personnel was at the very good level. The study also found that different sexes and ages influenced different levels of satisfaction towards all aspects of services( Chalermphrakiat Academic Resource Division of Ramkhamhaeng University, 2011).

## **HYPOTHESIS**

Different social and population factors influence different tourists' attitudes to stay in green hotels.

## **METHODOLOGY**



The comparison between social and population factors and attitudes of tourists staying in green hotels in Bangkok was conducted as a quantitative study that used a survey research method. The researcher used questionnaires to collect 400 tourists' comments towards their stays at hotels in Bangkok. Tourists were Thai and foreigners (Table Taro Yamane referred in Lohakij, 2005). The researcher used the accidental sampling to approach tourists in order to know their social and population factors and attitudes towards their decision making for their stays at hotels. In addition, the researcher analytically compared these factors and found that they influenced tourists' different attitudes to stay in green hotels. Populations for this study were tourists in Bangkok. There were 41,283,511 tourists in 2015 (Department of Tourism, Ministry of Tourism and Sports). The data collection tool was a structural questionnaire which consisted of two parts, namely 1) social and population factors, and 2) geographical factor of hotels and tourists' attitudes that influenced their decision making to stay in the green hotels.

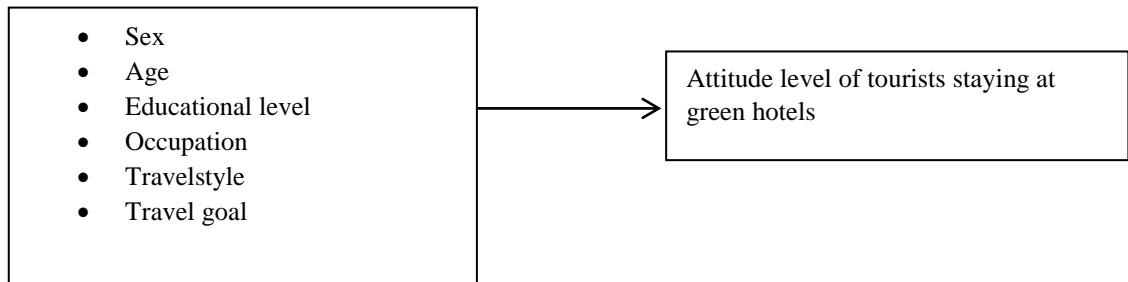
**Statistics for data analysis**

1. Percentage, mean, and standard deviation were used to describe general data description of social, population, and geographical factors including attitudes that influenced tourists' decision making to stay at green hotels.
2. F-test and t-test were used to compare between independent and dependent variables regarding the hypothesis by setting the statistical significant level of .05. These variables included sex, age, educational level, occupation, travel styles and travel goals, and tourists' attitudes in making decisions to stay at green hotels. Moreover, analysis of variance between group by using LSD and Scheffe's method

**CONCEPTUAL FRAMEWORK**

Independent variables: Sex, age, educational level, occupation, travel style, and travel goal

Dependent variable: the scale of attitudes of tourists to stay at green hotels



## RESEARCH RESULTS

**Table 1**  
**Number and percentage classified by social and population factors**

Social and population factors	Asia	Europe	America	Australia	Africa
<b>Sex</b>					
Female	77(64.7%)	78(46.2%)	34(48.6%)	18(51.4%)	3(42.9%)
Male	42(22.1%)	91(47.9%)	36(18.9%)	17(8.9%)	4(2.1%)
<b>Age</b>					
Younger than 30yrs	63(52.9%)	45(26.6%)	38(23.6%)	12(7.5%)	3(1.9%)
30-39 yrs	39(32.8%)	40(23.7%)	22(19.3%)	9(7.9%)	4(3.5%)
40-49 yrs	13(10.9%)	62(36.7%)	10(10.4%)	11(11.5%)	0(0.0%)
50 and older	4(3.4%)	22(13.0%)	0(0.0%)	3(10.3%)	0(0.0%)
<b>Educational level</b>					
High school or equivalent	33(54.1%)	12(19.7%)	11(18.0%)	5(8.2%)	0(0.0%)
Diploma or equivalent	21(30.4%)	34(49.3%)	11(15.9%)	3(4.3%)	0(0.0%)
Bachelor's Degree	56(24.9%)	98(43.6%)	47(20.9%)	20(8.9%)	4(1.8%)
Higher than Bachelor's Degree	9(20.0%)	25(55.6%)	1(2.2%)	7(15.6%)	3(6.7%)
<b>Occupation</b>					
Scholar	35(31.3%)	44(39.3%)	23(20.5%)	10(8.9%)	0(0.0%)
Government official	12(52.2%)	7(30.4%)	1(4.3%)	0(0.0%)	3(13.0%)
Social enterprise employees	5(18.5%)	12(44.4%)	3(11.1%)	3(11.1%)	4(14.8%)
Employee	46(48.4%)	23(24.2%)	19(20.0%)	7(7.4%)	0(0.0%)
Business owner	20(14.5%)	79(57.2%)	24(17.4%)	15(10.9%)	0(0.0%)
Agriculture/farming/other	1(20.0%)	4(80.0%)	0(0.0%)	0(0.0%)	0(0.0%)
<b>Travel style</b>					
Alone	24(70.6%)	7(20.6%)	0(0.0%)	3(8.8%)	0(0.0%)
Family	28(16.7%)	92(54.8%)	25(14.9%)	20(11.9%)	3(1.8%)
Groups of friends	41(35.7%)	38(33.0%)	32(27.8%)	4(3.5%)	0(0.0%)
Beloved person	9(19.6%)	19(41.3%)	13(28.3%)	5(10.9%)	0(0.0%)
Colleagues	17(45.9%)	13(35.1%)	0(0.0%)	3(8.1%)	4(10.8%)
<b>Travel goal</b>					
Leisure	52(21.1%)	120(48.8%)	45(18.3%)	26(10.6%)	3(1.2%)
Temporary stay	11(68.8%)	1(6.3%)	4(25.0%)	0(0.0%)	0(0.0%)
Party with friends	17(23.6%)	29(40.3%)	21(29.2%)	5(6.9%)	0(0.0%)
Work	39(59.1%)	19(28.8%)	0(0.0%)	4(6.1%)	4(6.1%)
<b>Total</b>	<b>119(29.8%)</b>	<b>169(42.3%)</b>	<b>70(17.5%)</b>	<b>35(8.8%)</b>	<b>7(1.8%)</b>

From the table 1, it can be seen that most samples or informants were females or 52.5%. Mostly were European people (169 persons or 42.3%. Most samples (161 persons or 40.3%) were younger than 30 years old. 225 samples or 56.3% or mostly attained their Bachelor's Degree. In terms of occupation, mostly ran their

own business (138 persons or 34.5%). Mostly (168 persons or 42.0%) shared that they travelled to Bangkok with families. 246 samples (61.5%) or mostly shared that their travel goal was for leisure.

**Table 2**  
**Number and percentage classified by room selection specifically at environment friendly hotels under the Green Leaf Project**

Green hotel	Asia	Europe	America	Australia	Africa	Total
Yes	82(29.5%)	117(42.1%)	45(16.2%)	27(9.7%)	7(2.5%)	278(100.0%)
No	37(30.3%)	52(42.6%)	25(20.5%)	8(6.6%)	0(0.0%)	122(100.0%)
<b>Total</b>	<b>119(29.8%)</b>	<b>169(42.3%)</b>	<b>70(17.5%)</b>	<b>35(8.8%)</b>	<b>7(1.8%)</b>	<b>400(100.0%)</b>

From the table 2 above, most samples (278 persons or 69.5%) chose only hotels that were friendly to environment under the Green Leaf Project while 122 persons (30.5%) did not consider this condition for their stays. In addition, most samples' attitude level was at the 'very much' level with the mean at 3.72 and standard deviation was 0.666. Considering each point then found that the first three points at the 'very much' level included safety system, location, and facilities.

**Table 3**  
**Mean of scores and standard deviation of the attitude levels towards tourists' decisions to stay at hotels**

Statement	Mean	Standard deviation	Level
You view that green hotel management will benefit tourism industry.	4.40	.675	Very much
You view that green hotel management will benefit society, community, and public.	4.34	.656	Very much
You view that green hotel management will benefit guests.	4.34	.689	Very much
You view that green hotel management contribute to better environment.	4.31	.639	Very much
<b>Total</b>	<b>4.34</b>	<b>.579</b>	<b>Very much</b>

From the table 3, it can be seen that most samples' attitude level was at the 'very much' level with the mean at 4.34 and standard deviation was .579. Considering each point then found that the first three points at the 'very much' level included green hotel management will benefit tourism industry; green hotel management will benefit society, community, and public; and green hotel management will benefit guests.

**Table 4**  
**mean comparison between social and population factors and attitude towards tourists' decision making to choose hotels for stays.**

Comparison	t/F	P-value
Difference between sex and attitude	-1.486	.138
Difference between age and attitude	1.097	.350
Difference between educational level and attitude	3.625	.006
Difference between occupation and attitude	5.830	.000
Difference between travel styles and attitude	1.356	.249
Difference between travel goals and attitude	2.905	.035

From the table 4 above, sex did not make a difference towards attitudes of tourists to choose hotels at the statistical significant level of .05 which were the same as age and travel style (0.5). Differently, the educational level influenced a difference towards the attitudes to stay at hotels at the statistical significant level of .006 and analysis of variance between group by using LSD's method found that high school or equivalent differ from higher than Bachelor's Degree at the statistical significant level of .035. In addition, occupation influenced a difference towards attitudes at the statistical significant level of .000 and analysis of variance between group by using Scheffe's method found that employee differ from business owner at the statistical significant level of .000. Travel goal also influenced a difference toward the attitude level at the statistical significant level of .035 and analysis of variance between group by using Scheffe's method found that Temporary stay differ from work at the statistical significant level of .05.

### **DISCUSSION AND CONCLUSION**

Most samples were females (210 persons or 52.5%) followed by males (190 persons or 47.5%). Most informants were younger than 30 years old (161 persons or 40.3%). Mostly attained Bachelor's Degree (225 persons or 56.3%). 138 informants (34.5%) ran their own business. In terms of whom they accompanied with to Bangkok, mostly (168 persons or 42.0%) travelled with families. 246 persons (61.5%) had a travel goal for leisure. Notably, most tourists were Europeans (169 persons or 42.3%). According to the hypothesis testing result found that the educational level influenced different levels of tourists' attitudes towards their decision making to stay at hotels at the statistical significant of .006 while occupation also influenced the difference at the statistical significant level of .000, and travel goal influenced the difference at the statistical significant level of .035.

Educational level, occupation, and travel goal were the first three points that influenced tourists' attitudes towards their decision making to stay at green hotels. Most tourists who were Europeans chose to stay in hotels that were friendly to environment. According to the research of Mensah found that there was also a significant positive relationship between some socio-demographic characteristics of tourist and their environmental behavior (Mensah & Mensah, 2013). Moreover, other research show that tourist with high knowledge tend to stay at green hotel if they have ability and confident. The future studies should consider investigating demographic profile of users play an important role of green hotel knowledge towards tourist staying behavior (Ramlan, 2017). Thus, hotel business owners who want to respond to guests' needs should plan their business in sustainable way to have hotels friendly to environment and notify tourists (Hong & Kim & Kim, 2003). Since the tourists are conscious about environmentally friendly practices in India. They patronize the hotels that have adapted green practices though not compromising on service quality (Lanjewar, 2015). The hotel' stakeholders should emphasize to promote their green practices by targeting to leisure tourists who have high education.

### **RECOMMENDATION**

As the results of this study found, tourists came to Bangkok for leisure. Hotel or accommodation business owners should arrange atmosphere of hotels or places appropriately for full relaxation or leisure of tourists with friendly environment management. In addition, *educational level, occupation, and travel goal* of tourists influenced their different attitudes towards their decision making to stay at green hotels. Hence, executive persons or stakeholders should realize about these points for their planning and management as the attitudes of hotel guests are positively related to green practices (Nguyen Thi Phuong, 2017).

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# THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS

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## ABSTRACT

The university is one of important institutions of society. The economic, societal and political factors in globalization play a significance role and influence the personality of university students. The media as television, radio and newspapers educates university students outside of university as well as in the university. The political socialization by media exposure could be learned passing through the political issues by viewing the television, reading the newspaper, and listening to the radio in the dimensions of time spent on political issues and frequency of use of political content categories.

The sample group of this study is the university students from Suan Sunandha Rajabhat University in the College of Innovation and Management with the total number of 126. The multi-stage random sampling with questionnaires as the tool for collection the data. The analysis is on the statistical method in terms of frequency, percentage and chi-square test at the significant level = 0.05

The study produced the following findings:

1. The university students study in the different of field study and its academic level resulting to the different of behavior on media exposure in political issues from television only. Another 3 variables of this study (sex, age, and birth place) were not resulted to the behavior on mass media exposure in political issues on television.

2. All 5 variables (sex, age, field study, academic level, and birth place) were not resulted to the behavior of media exposure in political issues from newspaper and radio.

In conclusion, the media as television, radio and newspapers educates university students on both inside and outside of the university. The political belief in each political issue makes the university students have the information for supporting in term paper and advanced learning. The university students could learn the political issues by viewing the television, reading the newspaper, and listening to the radio in the dimensions of time spent on political issues (days per week).

The study could set the tool for supporting the behavior of university students on media exposure in political issues on both the way of life in and out the university for expanding the context on the receive of information all around the world with the political news in globalization era.

The above results should take the variables with field and academic level as influence factors on building the attitude and personality in democratic regime for the development and the strength with social institutions under the regime of the democratic.

**Keywords:** Political Socialization , Media exposure

## INTRODUCTION

Nowadays, the mass media is the business to support and develop the way of life in many areas such as politics, society, business, technology, innovation, and education. This research is to aim for studying the factors that affected the behavior from media exposure in 3 channels: newspaper, television, and radio passing through the way of life of university students in Thailand. In terms of democratic political attitude.. The research considers the behavior of media exposure on political issues of university students from the 5 variables: sex, age, field study, academic level, and birth place.

Globalization is often viewed as depriving democratically elected governments of their ability to determine public policies or to regulate the consequences of global decisions on the people who elected them. (Payne; 2009) Globalization has been, and remains, a potent force in the spread of democratic values and practices. Globalization with the internet, facebook and so on are the important media in the present time which substitutes the main stream of mass media in the past. Nevertheless, the mass media such as newspaper, television, and radio are important tools for promoting and development the personality and the



activities of people in many countries. The university students are the major group in each country. They are the power in the future in competition with the other countries in terms of the knowledge, the power, the comparative advantage, and the country development, etc. Then, Thailand gives the important to the university students by supporting the ways to build the country with the strength of university students power in many methods.

Mass media, especially newspaper, television, and radio are the important tools for supporting the university students by strengthening the knowledge through information for the 21 century.

Nowadays, Thai society becomes aware of political right. This suggests in terms of political participation passing through the opinion about political thoughts, views and beliefs. Public opinion is the opinion or attitude of the public regarding a particular matter, especially the influence opinion of people to public policies as the broad consensus of opinion about the policies which should be pursued. Attitude research plays an important role in understanding how opinion are formed, changed, and measured. (Mario and Haddock, 2009) By this way, media exposure makes the people to share another person's feelings and emotions as if they are public thoughts. Political Communication could wake up the brain for demanding the political need which makes the people's politics passing of traditional society to modernizing society. The question is what has accounted for this precarious situation. Some may attribute it to the absence of good leadership while other may blame the lack of a democratic political culture. The research review will be summarized into the conceptual framework of media exposure.

### **OBJECTIVE**

1. This research is to aim for studying the factors that affected the behavior on media exposure in political issues from 3 channels: newspaper, television and radio of university students from the 5 variables: sex, age, field study, academic level, and birth place.

2. The research is to study the reasons for media exposure in political issues from 3 channels: newspaper, television and radio of university students.

### **CONCEPTUAL FRAMEWORK**

From the basic of political socialization, it shall be defined restrictively as those development processes through which persons acquire political orientations and patterns. Political culture is a subjective psychological phenomenon that appears in the process of interaction between individuals and the political system. The idea of political culture which is essentially the argument that is the differences in societal institutions (norms and values) is shaping the landscape of political activity. Political culture may influence the preference for certain kinds of policies as well as the particular relationship between freedom and equality. The behavioral revolution in political science was strongly connected to modernization theory, which posited that as societies became more modern, they would inevitably become more democratic. Modernization is associated with better education, a weakening of older traditional institutions that stressed authority and hierarchy, greater gender equality, and the rise of a middle class. To sum up, modernization theory suggests that as societies become better educated and more economically sophisticated, they need and desire greater control over the state to achieve and defend their own interests. (O'Neil; 2015)

The meaning of belief could be summarized into 2 items: First, Conviction or acceptance that certain things are true or real; Second, Complete, unquestioning acceptance of something even in the absence of proof and, esp., of something not supported by reason. Political participation entails communicating with elected officials and others in government-expressing viewpoints and demanding certain actions or public policies from the government. Vehicles for political participation include political parties, interest groups, and a free press. Political participation can be either conventional or unconventional. Conventional participation includes voting, running for office, assisting with political campaigns, writing to elected officials, writing letters to newspapers about particular issues, and joining an interest group to influence public policies. Unconventional participation includes protests, mass demonstrations, civil disobedience, and sometimes even acts of violence. (Payne; 2009)

Education as the global education approach is for International Understanding and Co-operation. Education plays a dual role (at once) in reproducing certain aspects of the current society and preparing students to transform the society for the future. The role of education in building the society is to help

students to determine what is the best to conserve in their cultural, economic and natural heritage and to nurture values and strategies for attaining sustainability in their local communities while contributing (at the same) time to national and global goals. (Siribanpitak, 2009) Siribanpitak (2009) also pointed out the educational approach for the development of human resources and society into three positions of education from the past to the present. First, Education is one of the most important of social activities to transmit essential knowledge to students. (Knowledge comes from outside the students' experiences and students should learn only what previous generations learned (Plato). Second, Learning entails reconstruction, student actively involved in learning, constantly reconstructing and reorganizing experience to gain a better understanding of life as it is happening (John Dewey). Third, the reconstruction of the society should be the purpose of schools. School should criticize, change, and improve society (George Counts).

Education produces human resources having or doing the worth within desirable society because it is useful, necessary, or popular as follows: the country has its vision and mission, the people are socialized, the citizenship is oriented to the country's obligation, the civic culture leads to the responsibility of moral and society, the spirit of value and aesthetic value, and technical knowledge. A democratic political culture may be hard to develop in authoritarian culture root because democratic spirits have become ingrained habits and beliefs in the culture and is difficult to change or remove.

Democratic political culture is a product of political socialization passing through basic socialization, political socialization process, political recruitment process. (Pye; 1963) Democratic political attitude with the response by political stimuli leads to political personality. The democratic political attitude could support democratic regime to be sustainable for the value and the honor of people by itself.

### **MEDIA EXPOSURE**

Media exposure as one of the communication behavior which composes of 4 patterns. That are media exposure, communication processes, Motivational gratifications, and Media credibility and preferences. (McLeod and O'Keefe; 1972)

Becker (1983) defines media exposure as the meaning of the information exposure as follows: Information Search, Information Receptivity, and Experience Receptivity.

The meaning of information exposure in political news could be classified from the behavior of political news in terms of information search, information receptivity, and experience receptivity.

The receiver of political news would select political news in 5 processes : selective exposure, selective attention, selective interpretation, selective retention, and perception.

The cognitive structure for the sender should inform the political issues passing through knowledge, opinion, belief, value and attitude. The important challenge is the information age and Thailand 4.0 development strategic plan. The world gets much smaller through innovation and discoveries employing new technologies. (Mills; 2000) The knowledge of economic and social era is a changing society in which information expands rapidly around the globe; including money and capital flows for new investment opportunities, organizations continually restructure themselves; government policies undergo volatile shifts as electorates become more and more important, and volatile seesaw politics in education, teachers in the knowledge society must develop and be helped to develop capacities for taking risks, dealing with change, and undertaking inquiries when new demands and novel problems repeatedly confront them. (Hargreaves; 2003) Meanwhile, persuasion is the process of changing or reinforcing attitudes, beliefs, or behavior. For example, viewing a television debate between two politicians, the viewers would listen hard to both sides and make his mind up based on the discussion of issues and the quality of evidence but if the viewers were in the mindless mode (for example, half watching while entertaining friends), the viewers would rely on simple cues. Typically, the cues that influence us most in situations like this are the attractiveness of the speakers, the reactions of their friends, and the pleasure or pain associated with agreeing with their arguments. (Mills; 2000)

In the globalized world, learning the knowledge is becoming an important element and tool in establishing effective relations and interaction with people of all countries. Learning and understanding political attitude and culture would lead to ensure friendly and constructive relationship and next to social and economic engagement at last. For example, the economic significance of tourism is beneficial to the

global economy and to individual economies, including its impact on the relationship between the economic, social, culture, and politics (Sriupayo; 2016).

Almond and Verba (1972) suggested that political information of political knowledge appearing in political systems: input, process, output, feed back, and environment. The systems are as General object (history, geography, political institute and organization, etc.), Input of political objects (political party, bureaucracy, benefit group, member of parliament, media system, etc.), Output of political objects (parliament, court, bureaucracy, etc.), and Political self as object (personal role to politic, self evaluation in politic, etc).

Higher education is now facing another major challenge brought about by the liberalization of trade and investment. The liberalization of trade in education services and personnel are both within and across the region. Having realized the impact of higher education development on producing quality human resources to keep pace with the challenges brought about by globalization, in teaching, risk requires a special kind of trust in processes as well as university students. Teaching in the knowledge society is a need to show political courage and integrity by reconnecting the agenda for educational improvement with a renew assault on social impoverishment. (Hargreaves; 2003)

### METHODOLOGY

The methodology for measuring the behavior on media exposure in political issues could be summarized the concept of the role of media in politics that affected democratic political attitude is by time spent (days per week) on television, newspaper, and radio.

The sample group of this study is the university students from Suan Sunandha Rajabhat University in the College of Innovation and Management with the total number of 126. The multi-stage random sampling with questionnaires as the tool for collection the data. The analysis is on the statistical method in terms of frequency, percentage and chi-square test at the significant level = 0.05

### RESULTS

The analysis of sample group in the research named “The relationship between the behavior on media exposure in political issues and the democratic attitude of university students” is as table below.

Item	Category	Percentage
Sex	Male	35.7
	Female	64.3
Age (years)	≤ 20 years	58.7
	> 20 years	41.3
Field Study	Political Science	27.0
	Non-Political Science	73.0
Academic Level	Year 1 (Freshy)	38.1
	Other (Non-freshy)	61.9
Birth Place	Bangkok	41.3
	Other (Non-Bangkok)	58.7

The result of the behavior of media exposure in political issues from 3 categories: newspaper, television, and radio as shown in the table.

Type of Mass Media	Behavior of media exposure in political issues					
	High Level (5-7 days per week)		Medium Level (2-4 days per week)		Low Level (0-1 day per week)	
	Number (persons)	Percentage	Number (persons)	Percentage	Number (persons)	Percentage
Newspaper	19	15.1	86	68.2	21	16.7
Television	67	53.2	41	32.5	18	14.3
Radio	30	23.8	11	8.7	85	67.5

Reasons for media exposure in political issues on newspapers	percentage
interesting head-lines	52.4
details of political scoop	19.0
personal belief in political news	11.1
rapid report in supporting news	11.1
others	6.3

The sample group exposes political issues on newspapers in the medium level group in 2-4 days per week or 68.2% as the highest rank of media exposure on political issues, while the high level group or 5-7 days per week and the low level group or 0-1 day per week were on the nearby rank.

For reasons of media exposure in political issues on newspapers, they were the interesting head-lines 52.4%, the details of political scoop 19%, the personal belief in political news 11.1% at the same level of the rapid report in supporting news, and others 6.3%, respectively.

Reasons for media exposure in political issues on television	percentage
rapid report in supporting news	48.4
details of political news	19.0
personal belief in political news	13.5
personal belief in news presentor	10.3
others	4.0

The sample group exposes political issues on television in the high level group in 5-7 days per week at 53.2% as the highest rank of media exposure on political issues, while the medium level group or 2-4 days per week at 32.5% as the second rank of media exposure on political issues and the low level group or 0-1 day per week at 14.3% as the third rank of media exposure on political issues.

For reasons of media exposure in political issues on television, they were the rapid report in supporting news 48.4%, the details of political news 19%, the personal belief in political news 13.5%, and the personal belief in news presentor 10.3%, and others 4%, respectively.

Reasons for media exposure in political issues on radio	percentage
inattention listening	49.2
rapid report in supporting news	15.9
details of political news	12.7
personal belief in political news	7.9
others	14.3

The sample group exposes political issues on radio in the low level group in 0-1 day per week at 67.5% as the highest rank of media exposure on political issues, while the medium level group or 5-7 days per week at 23.8% as the second rank of media exposure on political issues and the medium level group or 2-4 day per week at 8.7% as the third rank of media exposure on political issues.

For reasons of media exposure in political issues on radio, they were the inattention listening at 49.2%, the rapid report in supporting news 15.9%, the details of political news 12.7%, the personal belief in political news 7.9%, and others 14.3%, respectively.

In conclusion, the university is one of important institutions of society. The economic, societal and political factors in globalization play a significance role and influence the attitude of university students. The media as television, radio and newspapers educates university students outside of university as well as in

university. The political socialization by media exposure is the cause of democratic political attitude. The university students could learn the political issues by viewing the television, reading the newspaper, and listening to the radio in the dimensions of time spent on political issues and frequency of use of political content categories. The review research could set the tool with the questionnaire for finding the factors that affected the behavior of media exposure in political issues of university students.

As a result, the behavior on media exposure in political issues of university students passing through the 3 channels : newspaper, television and radio could be summarized in 5 variables as follows; sex, age, field study, academic level, and birth place as dependent variables and the behavior on media exposure in political issues of university students as independent variable. The result could be shown in the table below.

Variable	Behavior of media exposure in political issues					
	Newspapers		Television		Radio	
	Accept	Refuse	Accept	Refuse	Accept	Refuse
Sex		√		√		√
Age		√		√		√
Field Study		√	√			√
Academic Level		√	√			√
Birth Place		√		√		√

The behavior of media exposure in political issues from newspaper, television and radio of university students is categorizes into 5 dependent variables: sex, age, field study, academic level, and birth place.

### CONCLUSION

The study produced the following findings:

1. The university students study in the different of field study and its academic level resulting to the different of behavior on media exposure in political issues from television only. Another 3 variables of this study (sex, age, and birth place) were not resulted to the behavior on mass media exposure in political issues on television.

2. All 5 variables (sex, age, field study, academic level, and birth place) were not resulted to the behavior of media exposure in political issues from newspaper and radio.

In conclusion, the media as television, radio and newspapers educates university students on both inside and outside of the university. The political belief in each political issue makes the university students have the information for supporting in term-paper and advanced learning. The university students could learn the political issues by viewing the television, reading the newspaper, and listening to the radio in the dimension of time spent on political issues (days per week).

### DISCUSSION

The study could set the tool for supporting the behavior of university students on media exposure in political issues on the way of life by increasing the context on international information all around the world with the political news in globalization era.

The above results should take the variables with field study and academic level as influence factors on building the attitude and personality in democratic regime for the development and the strength with social institutions under the regime of the democracy. Democratic political attitude with the response by political stimuli leads to political personality. The democratic political attitude could support democratic regime to be sustainable for the value and the honor of people by itself which comes from the knowledge with media exposure of university students.

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# THE STUDY OF APPLICANTS' SATISFACTION OF UNIVERSITY ADMISSION SYSTEM : UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY

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## ABSTRACT

The purposes of the research entitled 'The study of applicants' satisfaction of the university admission system; undergraduate level, Suan Sunandha Rajabhat University' are 1) to study the applicants' satisfaction of university admission system including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University, and 2) to create guidelines for the university admission system including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University, which could fully satisfy the applicants. ( $\bar{x} \geq 4.50$ ) Samples include senior high school grade 6 students or the equivalence (Non-formal Education students, and vocational students) classified into 3 types; 474 students applying for Petsunandha Student Grants, 1,553 students applying for Quota Students, and 12,110 students applying for Direct Enrollment. (Applicants of the University Admission System, Academic year 2017) Research tools include an online questionnaire concerning the applicants' satisfaction of the University Admission System including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha University. Statistics employed include Percentage, Mean, and Standard Deviation. The research findings are as follows;

1) The total level of the applicants' satisfaction of the online University Admission System, Petsunandha Student Grant, undergraduate level, Suan Sunandha Rajabhat University with 10 items is in highest level. ( $\bar{x} = 4.39$ ) In terms of item analysis, it is found that all items of satisfaction are in highest level. The item with highest mean scores includes the data is correct, complete and up to date ( $\bar{x} = 4.47$ ), followed by the convenience of the online application ( $\bar{x} = 4.47$ ). However, the item with lowest mean scores includes the variety of Public Relation channels. ( $\bar{x} = 4.19$ )

2) The total level of the applicants' satisfaction of the online University Admission System, Quota Students, undergraduate level, Suan Sunandha Rajabhat University with 10 items is in highest level. ( $\bar{x} = 4.41$ ) In terms of item analysis, it is found the item with highest mean scores includes the convenience of the online application system ( $\bar{x} = 4.51$ ), followed by the data is correct, complete and up to date ( $\bar{x} = 4.49$ ). However, the item with lowest mean scores include the variety of Public Relation channels ( $\bar{x} = 4.27$ ).

3) The total level of the applicants' satisfaction of the online University Admission System, Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University with 10 items is in highest level. ( $\bar{x} = 4.32$ ) In terms of item analysis, it is found most items are in highest level. Two items in high level include the payment of admission fee at counter service followed by the convenience of online application ( $\bar{x} = 4.42$ ). However, the item with lowest mean scores includes the variety of Public Relation channels ( $\bar{x} = 4.17$ ).

**Keywords:** Satisfaction, applicants, University Admission System, undergraduate level

## INTRODUCTION

The policies of Educational Service Division include the determination to develop quality administrative system which satisfies customers in terms of educational services and to continuous development of the services by making use of new technology for such operation as Information System for administration, admission division, curriculum and teaching, registrar and possessing division in the academic year 2016. Moreover, the implementation of the education fee and university admission, undergraduate level fee payment at counter services available all around the country leads to the consumption that the university provides education in undergraduate level all over the country as well as

chances for people to further their education while nowadays there is strong competition in providing education in undergraduate level among both private and government higher education institutions under Ministry of Education. And this causes each educational institution to implement various strategies to attract students to take university admission with total number as target goal while it is regarded as provision of more educational opportunities for students, as well.

Furthering education in higher education level which is knowledge resources supporting academic progress is a factor for human resource development – a basic factor of the country development. People in general, therefore, pay vital emphasis on education with the thought that those with higher education will be progressive and prosperous in various ways and this is the reason why general people try their best to continue their study to highest level which is higher education level.

This leads to the saying; Thai society praises those with degrees or the value of getting degrees. That is because to get a job, one must have a degree, and most jobs in Thailand require degrees rather than experiences, knowledge, and abilities. Lots of people are therefore in need of furthering their education in higher education level.

In reference to the University Admission of Suan Sunandha Rajabhat University, there are three types of application, namely Petsunandha Students Grants, Quota Students, and Direct Enrollment. For Petsunandha Students Grants and Quota Students, applicants are not required to take entrance examination, but students' learning grades will be considered while for some programs practical tests will be required. For Direct Enrollment, applicants are required to take an online entrance examination with an interview exam. This is regarded as innovation in extending educational chances to students in various schools and supporting collaborations between the university and high schools or the equivalence. (Non-formal education and vocational schools) Up until now Suan Sunandha Rajabhat University has provided education in 6 faculties and 6 colleges. Based on the statistical survey from academic year 2012 to 2015, it is found that the number of new students enrolling in the university from academic year 2012 to 2015 includes 5,385, 6,761, 7,270, and 8,243 students respectively. (New Student Enrollment Division, Office of Educational Services, 2015. The new enrollment students from academic year 2012 to 2015, Suan Sunandha Rajabhat University) [1]

Due to the growing number of new enrollment students including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, the New Student Enrollment Division, Office of Educational Services developed and changed the system and method of filling out application form manually to electronically (<http://www.reg.ssru.ac.th>) in the University Admission, Academic Year 2012. To enable the new student enrollment convenient, fast, and pleasant for the applicants, and to improve the system and the procedure of the university admission continuously up to now, the New Student Enrollment Office, Educational Service Division perceived the importance of education, and satisfaction of the university admission including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, and would make use of the collected data for the improvement and development of the university admission system in accordance with the needs of the applicants.

## OBJECTIVE

1. To study the applicants' satisfaction of the university admission system including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University

2. To create guidelines for the university admission system including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University in accordance with the applicants' satisfaction. ( $\bar{x} \geq 4.50$ )

## RESEARCH CONCEPT

### The definition of satisfaction

Siriwan Woonjina, 2554: 6, stated that satisfaction is humans' motivation based on basic needs, and it closely relates to achievements and incentive and the attempt to avoid unpleasant things. [2]

Saowaluk Boonchareon, and et al., 2552: 7 defined satisfaction as the act of being glad, and delighted when the goal is achieved or the pleasant feeling when the target goal is achieved. [3]



Janta Rattanapanee, 2548: 8 stated that satisfaction is the feeling when achievement is gained or end-state in feeling when the goal is achieved. [4]

University Admission System: The definition of University Admission System is clarified as follows;

Jaitip Cheaurattanapong. (2550: P 5) stated that the new student enrollment system could be defined as online new student enrollment system which is a complete-cycle system covering from student enrollment to candidates presenting themselves as new students, and serving educational management in a variety of educational levels. [5]

Suvit Hiranyakan and et al. (2551 : pp 60-61) defines as the combination of various parts of the system which include internal relationship and interact with one another, and these parts work collaboratively as a whole to achieve the target goals. [6]

#### **Related Researches**

Sumitra Nuanmeesri, 2012 Admission for new students to study at bachelor degree level in any institution is very important. This will directly affect to the education budget and planning for management of the curriculum. This research issue presents developing information system to forecast the student admission via the internet by rule of decision tree classification techniques to predict accurately and precisely student admission.

In the experiment, operation of a special issue made use of modeling and testing via model prediction for new students. Rules using decision tree techniques: k-fold cross-validation 3 models, percentage split 3 models, and a model from training set and test set were employed. The model was built and tested with 7 kinds of modeling. The experimental results for forecasting new students via rules using decision tree techniques, the model from training sets and test set which showed higher efficiency than the other model with correctly classified instant equal to 94%, precision was 94.30%, recall was 94% and F-measure was 93.70%. In conclusion, the model calculated data from each test accurately and forecasted efficiently the student admission.

Researchers have taken the decision tree classification rules to develop the information system to forecast the student admission via the internet. The efficient system was tested to use means and standard deviations by four specialists and forty personals. The results of the efficient system testing were averaged by the specialist 4.17 and the value of the personnel 4.34. The system performance is good satisfactory and can be applied to forecast the student admission. [7]

### **DEFINITION OF TECHNICAL TERMS**

**University Admission System** can be defined as online student enrollment system in which high school students grade 6 or the equivalence (Non-formal education / vocational students) all around the country can fill out the information required for the new student enrollment online, namely Petsunandha Student Grants, Quota Students, and Direct Enrollment by accessing to the website of the Registrar and Processing Office, Suan Sunandha Rajabhat University.

**Petsunandha Student Grants** means a type of the students' qualification for University Admission System required for those studying in high school grade 6 (1<sup>st</sup> semester) with GPA of 2.75 or over. The accepted candidates are subjected to study in the University without having to pay for registration fees. This type excludes those in Non-formal education and vocational schools.

**Quota Students** means a type of the students' qualification for University Admission System required for those studying in high school grade 6 with some kinds of academic abilities and GPA of not less than 2.50 including those with special skills in music, Thai classical dancing, dramatic arts, arts, and sports together with GPA of not less than 2.00 from 1<sup>st</sup> semester of high school grade 4 to 1<sup>st</sup> semester of high school grade 6.

**Direct Enrollment** means a type of new student enrollment in which the candidates are required to take practical tests in the selected fields of study and then special tests and online entrance exam in which the results of the test – Pass or Fail will be revealed on the test date. For those who pass the test will be required to take an interview test. Criteria for these tests will be specified by the University, and those who pass the entrance exam and the interview test will be allowed to further their study in Suan Sunandha Rajabhat University.

## METHODOLOGY

### Population and Samples

#### Population

Students in high school grade 6 or the equivalence (Non-formal education / Vocational Students) all around the country who fill in the application form for University Admission including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level at website of the Registrar and Processing Division, Suan Sunandha Rajabhat University (<http://www.reg.ssrui.ac.th>) in the academic year 2017.

#### Samples

Samples in this study include students in high school grade 6 or the equivalence (Non-formal education / Vocational Students) who apply for the University Admission, Suan Sunandha Rajabhat University including 474 Petsunandha Students, 1,553 Quota Students, and 12,110 Direct Enrollment Students. (Samples taken from those accessing to the online University Admission System, academic year 2017)

### Research Tools

**Part 1** General information of the respondents including personal characteristic of the system users, namely gender, and education certificate, and check-list;

1.1 Gender

1.2 Education Certificate of Education Level

**Part 2** Questions asking about the students' satisfaction of the University Admission System including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University.

**Part 3** Open-ended question allows respondents to provide suggestions, opinions for improvement and development.

## ANALYSIS CONCLUSION

**Part 1** General information of the respondents of the questionnaire analyzed by using frequency and percentage. **Table 1** The amount and percentage of the respondents including Petsunandha Students, Quota Students, and Direct Enrollment Students classified by Gender and Certificate of Education Level

Personal Characteristics	Petsunandha Students		Quota Students		Direct Enrollment Students	
	Amount(students)	Percent	amount(students)	Percent	Amount(Student)	Percent
Gender						
Male	91	19.19	389	25.04	4,172	34.45
Female	383	80.81	1,164	74.95	7,938	65.54
Total	474	100.00	1,553	100.00	12,110	100.00
Certificate						
High School (G.6)	474	100.00	1,553	100.00	10,817	89.32
Vocational Certificate (Lower / Higher)	-	-	-	-	769	6.35
Non-formal education	-	-	-	-	524	4.32
Total	474	100.00	1,553	100.00	12,110	100.00

**From Table 1 the findings reveal the followings;**

1. The respondents in Petsunandha Student Grant include 474 students with certificates in high school grade 6 or 100 percent divided into 91 male of 19.19 percent, and 383 female or 80.81 percent.

2. The respondents in Quota Student Grant include 1,553 students with certificates in high school grade 6 or 100 percent divided into 389 male of 25.04 percent, and 1,164 female or 74.95 percent.

3. The respondents in Direct Enrollment include 12,110 students or 100 percent. In terms of Genders, male include 4,172 students or 34.45 percent, while female includes 7,938 students or 65.54 percent. In terms of certificates of education level, 10,817 students or 89.32 percent earn certificates in high school grade 6, and 769 students or 6.35 percent earn certificates in vocational level (lower and higher certificate level), while 524 students or 4.32 percent earn certificates in non-formal education.

**Part 2** Level of the total students' satisfaction of the University Admission System including Petsunandha Student Grants undergraduate level, Suan Sunandha Rajabhat University

**Table 2** Mean and S.D. of level of the students' satisfaction of the University Admission System including Petsunandha Student Grants, undergraduate level, Suan Sunandha Rajabhat University taken from 474 respondents of the online questionnaire

No.	Points of Satisfaction	Mean	S.D.	Meaning
1	Information is correct, complete and up to date	4.47	0.65	highest
2	The service of providing information about Direct Enrollment	4.37	0.65	highest
3	The variety of PR channels	4.19	0.77	high
4	The stability of the University Admission System which can be used continuously without any block	4.30	0.76	highest
5	The convenience of online application	4.47	0.68	highest
6	The form presenting data is suitable	4.45	0.66	highest
7	The speed of the online University Admission System	4.42	0.71	highest
8	The Handout showing how to access to the University Admission System is easy to understand	4.29	0.73	highest
9	The payment of the application fees at counter services	4.46	0.72	highest
10	The total use of the University Admission System	4.43	0.65	highest
<b>Total</b>		4.39	0.70	highest

Table 2 shows that the total level of the applicants' satisfaction of the online University Admission System including Petsunandha Student Grants, undergraduate level, Suan Sunandha Rajabhat University with 10 items of Satisfaction is in highest level ( $\bar{x} = 4.39$ ). In terms of item analysis, it is found that the item with the highest mean scores includes the information is correct, complete and up to date ( $\bar{x} = 4.47$ ) followed by the convenience of the online application ( $\bar{x} = 4.47$ ). However, the item with the lowest mean scores includes the variety of PR channels ( $\bar{x} = 4.19$ ).

**Table 3** Mean and S.D. of level of the students' satisfaction of the University Admission System including Quota Students, undergraduate level, Suan Sunandha Rajabhat University taken from 1,553 respondents of the online questionnaire

No.	Points of Satisfaction	Mean	S.D.	Meaning
1	The information is correct, complete and up to date	4.49	0.62	highest
2	The service of providing information about Direct Enrollment	4.40	0.66	highest
3	The variety of PR channels	4.27	0.76	highest
4	The stability of the University Admission System which can be used continuously without any block	4.31	0.78	highest
5	The convenience of online application	4.51	0.69	highest
6	The form presenting the information is suitable	4.46	0.66	highest
7	The speed of the online University Admission System	4.41	0.72	highest
8	The Handout showing how to access to the University Admission System is easy to understand	4.31	0.73	highest
9	The payment of the application fees at counter services	4.48	0.69	highest
10	The total use of the University Admission System	4.49	0.66	highest
<b>Total</b>		4.41	0.69	highest

**Table 3** shows that the total level of the applicants' satisfaction of the online University Admission System including Quota Students, undergraduate level, Suan Sunandha Rajabhat University with 10 items of Satisfaction is in highest level ( $\bar{x} = 4.41$ ). In terms of item analysis, it is found that the item with the highest mean scores includes the convenience of the online application ( $\bar{x} = 4.51$ ) followed by the information is correct, complete and up to date ( $\bar{x} = 4.49$ ). However, the item with the lowest mean scores includes the variety of PR channels ( $\bar{x} = 4.27$ ).

**Table 4** Mean and S.D. of level of the students' satisfaction of the University Admission System including Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University taken from 12,110 respondents of the online questionnaire

No.	Points of Satisfaction	Mean	S.D.	Meaning
1	The information is correct, complete and up to date	4.38	0.66	highest
2	The service of providing information about Direct Enrollment	4.30	0.71	highest
3	The variety of PR channel	4.17	0.79	high
4	The stability of the online University Admission System which can be used continuously without any block	4.19	0.84	high
5	The convenience of online application	4.42	0.72	highest
6	The form presenting the information is suitable	4.37	0.70	highest
7	The speed of the online University Admission System	4.32	0.76	highest
8	The handout showing how to access to the online University Admission System is easy to understand	4.23	0.75	highest
9	The payment of the application fees at counter services	4.43	0.70	highest
10	The total use of the University Admission System	4.40	0.68	highest
<b>Total</b>		4.32	0.73	highest

**Table 4** shows that the total level of the applicants' satisfaction of the online University Admission System including Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University with 10 items of Satisfaction is in highest level ( $\bar{x} = 4.32$ ). In terms of item analysis, it is found that most items are in highest level, and 2 items are in high level. The item with highest mean scores includes the payment of application fees at counter services ( $\bar{x} = 4.43$ ) followed by the convenience of online application ( $\bar{x} = 4.42$ ). However, the item with the lowest mean scores includes the variety of PR channels ( $\bar{x} = 4.17$ ).

## CONCLUSION

1 . Based on general information of 474 respondents of the online questionnaire including Petsunandha Student Grants, it is found that 19.19 percent of the respondents are male, and 80.81 percent are female. All of the respondents or 100 percent get high school grade 6 certificates.

2. Based on general information of 1,533 respondents of the online questionnaire including Quota Students, it is found that 25.04 percent of the respondents are male, and 74.95 percent are female. All of the respondents or 100 percent get high school grade 6 certificates.

3. Based on general information of 12,110 respondents of the online questionnaire including Direct Enrollment, it is found that 34.45 percent of the respondents are male, and 65.54 percent are female. 89.32 percent of the respondents get high school grade 6 certificates, 6.35 percent get certificate in vocational education (Lower certificate / Higher certificate level), and 4.32 percent get certificate in non-formal education.

4. Based on the findings about the 10 items of the students' satisfaction of the online University Admission System including Petsunandha Student Grants, undergraduate level, Suan Sunandha Rajabhat University, it is found that the total level of the students' satisfaction is in highest level ( $\bar{x} = 4.39$ ). In terms of item analysis, it is found that all of the 10 items are in highest level, and the item with highest mean scores include the information is correct, complete and up to date ( $\bar{x} = 4.47$ ), followed by the convenience of the online application ( $\bar{x} = 4.47$ ). However, the item with the lowest mean scores include the variety of PR channels ( $\bar{x} = 4.19$ ).

5. Based on the findings about the 10 items of the students' satisfaction of the online University Admission System including Quota Students, undergraduate level, Suan Sunandha Rajabhat University, it is

found that the total level of the students' satisfaction is in highest level ( $\bar{x} = 4.41$ ). In terms of item analysis, it is found that all of the 10 items are in highest level, and the item with highest mean scores include the convenience of the online application ( $\bar{x} = 4.51$ ), followed by the information is correct, complete, and up to date ( $\bar{x} = 4.49$ ). However, the item with the lowest mean scores include the variety of PR channels ( $\bar{x} = 4.27$ ).

6. Based on the findings about the 10 items of the students' satisfaction of the online University Admission System including Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University, it is found that the total level of the students' satisfaction is in highest level ( $\bar{x} = 4.32$ ). In terms of item analysis, it is found that most of the 10 items are in highest level, and 2 items are in high level, and the item with highest mean scores include the payment of admission fees at counter services ( $\bar{x} = 4.43$ ), followed by the convenience of the online application ( $\bar{x} = 4.42$ ). However, the item with the lowest mean scores include the variety of PR channels ( $\bar{x} = 4.17$ ).

## DISCUSSION

1. The respondents of the questionnaire are the applicants for the University Admission including Petsunandha Student Grants, Quota Students, and Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University, who reply to the online questionnaire at the end of the University Admission process so that the data would be taken from the applicants who really access to the online application system.

2. The applicants of the University Admission including Petsunandha Student Grants, Quota Students, and Direct Enrollment mostly perceive information concerning the university application through the university websites. To increase the students' perception of the information about the University Admission, it is, therefore, necessary to provide more PR channels which are the least channels reaching the target groups, namely Higher Education Market Activity, Booths, Magazines, Journals, TV, radios, and newspaper, etc.

3. Based on the item analysis findings concerning the students' satisfaction of the University Admission, including Petsunandha Student Grants, undergraduate level, Suan Sunandha Rajabhat University, the item with highest mean scores includes the information is correct, complete and up to date ( $\bar{x} = 4.47$ ), followed by the convenience of the online application ( $\bar{x} = 4.47$ ). However, the item with the lowest mean scores includes the variety of PR Channels ( $\bar{x} = 4.19$ ). This is in line with the finding that the applicants mostly perceived the information of the University Admission from the University Websites in comparison with other channels. The New Student Enrollment Office will, therefore, provide more PR Channels to reach the target groups more efficiently.

4. Based on the item analysis findings concerning the students' satisfaction of the University Admission, including Quota Students, undergraduate level, Suan Sunandha Rajabhat University, the item with highest mean scores includes the convenience of the online application ( $\bar{x} = 4.51$ ), followed by the information is correct, complete, and up to date ( $\bar{x} = 4.49$ ). However, the item with the lowest mean scores includes the variety of PR Channels ( $\bar{x} = 4.27$ ). This is in line with the finding that the applicants mostly perceived the information of the University Admission from the University Websites in comparison with other channels. The New Student Enrollment Office will, therefore, provide more PR Channels to reach the target groups more efficiently.

5. Based on the item analysis findings concerning the students' satisfaction of the University Admission, including Direct Enrollment, undergraduate level, Suan Sunandha Rajabhat University, the item with highest mean scores includes the payment of admission fees at counter services ( $\bar{x} = 4.43$ ), followed by the convenience of the online application ( $\bar{x} = 4.42$ ). However, the item with the lowest mean scores includes the variety of PR Channels ( $\bar{x} = 4.17$ ). This is in line with the finding that the applicants mostly perceived the information of the University Admission from the University Websites in comparison with other channels. The New Student Enrollment Office will, therefore, provide more PR Channels to reach the target groups more efficiently.

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# **THE STUDY OF THE PARTICIPATION OF THE PRESIDENT OF STUDENT COUNCIL ELECTION, UNDERGRADUATE PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY**

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## **Abstract**

The purposes of this research were to study knowledge and the participation in the election, compare these The participation in the election of the president of student council, undergraduate program, Suan Sunandha Rajabhat University. The Methodology: The Sample of this study consisted of 400 personnel. The research instrument used for data collection was a questionnaire. The statistical procedures employed included frequency, percentage, mean, standard deviation, t-test, One-way ANOVA, and LSD method for pair matching comparison. The research findings were as follows: 1. Undergraduate Program, Suan Sunandha Rajabhat University have knowledge of The Participation in the Election at high level. 2. The Participation in the Election of the President of student Council, Undergraduate Program, Suan Sunandha Rajabhat University at high level. 3. Undergraduate Program, Suan Sunandha Rajabhat University classified by personal factors the results as: different personal factors level different level of the participation in the election in term of the overall at .05

## **INTRODUCTION**

University is the place to provide higher education and higher skills for students to use the knowledge for their career, for economic development, and for creating a quality society. The education management focuses on the quality development of students (Veerapong Vongprasert, 2017). Hence, the process of education management is coin with two sides. On one side, it is a process of learning process and learning activities to develop the students in each level to create the knowledge, process of thinking and analyzing for the students in order for them to use their knowledge and skills in their future career. On the other side of the coin, it is to cultivate, training, and providing the ethics and integrity for students to be responsible for themselves, community, and environment as well as to be good citizen and be able to live in harmony with organization, and society with happiness. It is imperative for student to be develop with the three D which are democracy, decency, and drug-free (Ministry of Education, 2010)

From the policy of Suan Sunandha Rajabhat University, it focuses on the election of the President of Student Council in order for students to be aware of the equity in student activities. However, the present situation of the President of Student Council has been viewed as inequity which results in the lower participation rate from the students and many students do not think of the vitality of the President of Student Council. The President of Student Council should have been the organization that drive the students force in a positive way and allow students to be leaders who can speak, think, and promote the proper value in the right way.

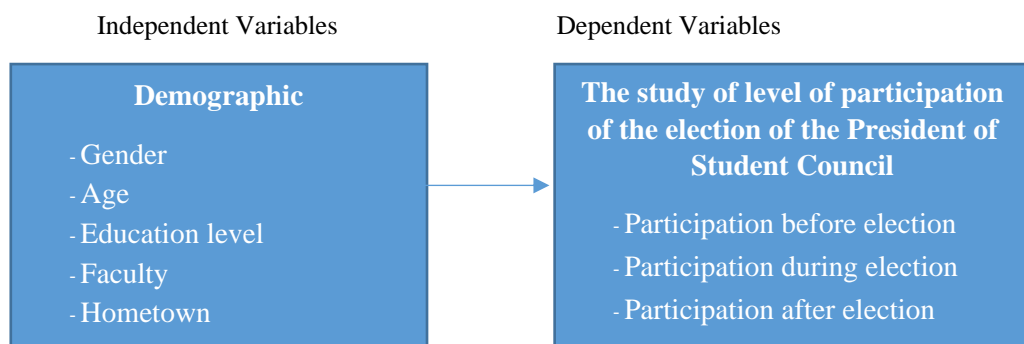
Therefore, the promotion of the President of Student Council is very important and need to be supported to in the way of democracy with the king as the head of the state. The researcher is interested in studying the level of participation of the election of the President of Student Council, as well as to study the relationship between knowledge of the election of the President of Student Council and the level of participation from the undergraduate students in order to use the findings of the research to improve and enhance the election process of the President of Student Council and increase the level of participation from the students in the future.

## OBJECTIVES OF THE RESEARCH

1. To study about the level of knowledge of undergraduate students of Suan Sunandha Rajabhat University regarding the election of the President of Student Council.
2. To study the level of participation in the election of the President of Student Council of Suan Sunandha Rajabhat University students.
3. To comparative study the level of participation in the election of the President of Student Council of Suan Sunandha Rajabhat University students according to their demographic information.

## RESEARCH FRAMEWORK

For the research framework, the researcher utilized the concept and theory of participation in the election of the Office of the Election Committee of Thailand (2008).



## RESEARCH METHODOLOGY

The population of this study included all 17,870 undergraduate students of Suan Sunandha Rajabhat University. Probability sampling method and proportional simple random sampling with a 95 percent of level of confidence was utilized to obtain 400 sample (Yamane, 1970). Questionnaire was designed as research tool for this study. Statistics included percentage, frequency, mean, standard deviation and inferential statistics included independent t-test, F-test, and one way ANOVA.



## FINDINGS

**Table 1**

Demographic information of students revealed that the majority of students

Demographic Information	Total	Percentage
1. Gender		
-Male	146	36.5
-Female	254	63.5
2. Age		
- Younger than 20 years old	295	73.8
- 21 and higher	105	26.2
3. Education Year		
-First year	214	53.5
-Second year	97	24.2
-Third year	66	16.5
-Fourth year	23	5.8
4. Faculty		
- Education	12	3.0
- Science and Technology	141	35.4
- Humanity and Social Sciences	97	24.2
- Management	71	17.8
- Technology Industry	10	2.3
- Art	13	3.3
- Colleges	56	14.0
4. Home address		
- North	45	11.3
- Middle	231	57.8
- West	22	5.3
- North East	45	11.3
- East	29	7.3
- South	28	7.0

From table 1, the 320 demographic information of students revealed that the majority of students were female which was 254 students or 63.5 percent whereas 140 students were male or 30.5 percent. The majority of students had the age below 20 years old or about 295 students which was 73.8 percent and higher than 21 years old about 105 or about 26.2 percent. In terms of education year, the majority of students were in first year, about 214 or 53.3 percent, after that were second year students, about 97 students or 24.2 percent, after that were third year students, about 66 students or 16.5 percent respectively. In terms of faculty, the majority of students were with faculty of science and technology about 141 students or 35.4 percent, after that were students from faculty of humanity and social science which were 97 students or 24.2 percent, and faculty of management 71 students or 17.8 percent. Finally in terms of home address, the majority of students live in the Middle part of Thailand or about 231 students, or 57.8 percent, after that were 45 students from North and North East or 11.3 percent and the East were 29 students, or 7.3 percent.

**Table 2**

Knowledge about the president of student council election

Knowledge about the President of students council election	Level of Knowledge		
	N = 400	Percentage	Meaning
1-4	5	1.2	Low
5-7	104	26.0	Medium
8-10	291	72.8	High

Table 2 revealed the knowledge about the president of student council election. The majority of students had high level of the knowledge about the president of student council election, which was about 291 students or 72.8 percent, medium level of the knowledge about the president of student council election, which was about 104 students or 26 percent, and low level of the knowledge about the president of student council election, which was about 5 students or 1.2 percent.

**Table 3**

Level of participation

Participation	Mean	S.D.	Meaning	Rank
Participation before the election	3.36	0.839	Medium	3
Participation during the election	3.73	0.792	High	1
Participation after the election	3.37	0.938	Medium	2
Overall	3.49	0.748		

Table 3 revealed the level of participation. The high level of participation was the participation during the election with a mean of 3.73, S.D. 0.792. The medium level of participation was the participation after the election with a mean of 3.37, S.D. 0.938. Finally, the medium level of participation was the participation before the election with a mean of 3.36, S.D. 0.839. In addition, the findings also revealed that the level of participation in terms of demographic information, the differences of demographic information had differences in their level of participation with the statistical significance of 0.05.

## DISCUSSION

From the findings of the study of the level of participation in the student council election of Suan Sunandha Rajabhat University, there were a high level of knowledge of the students. The findings concurred with the findings of Tivaporn Chantranon (2016) who studied the level of participation of people in the election of Tombon administration which found that there were high level of participation and high level of the knowledge of election. In addition, the findings also revealed that the differences of demographic information had differences in their level of participation with the statistical significance of 0.05. This findings also concurred with the findings of Tivaporn Chantranon (2016) who studied the level of participation of people in the election of Tombon administration which found that the demographic information differences such as age, level of education, income, social status, information of election, and knowledge of election had a relationship with election.

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# EVALUATION OF TWO FACTORS ON BEGINNER LEARNERS' FLUENCY

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## ABSTRACT

**Abstract**—Nowadays, in the light of progress in the world of science, technology and communications, mastery of learning international languages is a sure and needful matter. In learning any language as a second language, progress and achieving a desirable level in speaking is indeed important for approximately all learners. In this research, we find out how preparation can influence L2 learners' oral fluency with respect to individual differences in working memory capacity. The participants consisted of sixty-one advanced L2 learners including MA students of TEFL at Isfahan University as well as instructors teaching English at Sadr Institute in Isfahan. The data collection consisted of two phases: A working memory test (reading span test) and a picture description task, with a one-month interval between the two tasks. Speaking was elicited through speech generation task in which the individuals were asked to discuss four topics emerging in two pairs. The two pairs included one simple and one complex topic and was accompanied by planning time and without any planning time respectively. Each topic was accompanied by several relevant pictures. L2 fluency was assessed based on preparation. The data were then analyzed in terms of the number of syllables, the number of silent pauses, and the mean length of pauses produced per minute. The study offers implications for strategies to improve learners' both fluency and working memory.

**Keywords:** Fluency; Working Memory Capacity; Preparation; L2 Speech Production

## 1.Introduction

Recently, the study of the factors contributing to variations in L2 performance among individuals has become an important issue in language learning. Also, investigating what and how individual learner factors influence acquisitional processes among L2 learners has been on a hot debate among linguists in second language acquisition (SLA) domain. Some variables have been found to account for variations in L2 performance among the learners including affective factors, cognitive factors and personality-related ones. Among the cognitive factors, such as intelligence and foreign language aptitude, the role of working memory has not been much highlighted by L2 researchers even though the role of working memory capacity has been found significant in L1 acquisition by some researchers (e.g., Daneman, 1991; Daneman & Green, 1986). Thus, more attempts are required to investigate the impact of working memory on second language acquisition (Shahnazari, 2013). In a broad sense, working memory is the human cognitive system which is in charge of simultaneous and temporary processing and storage of information in the performance of cognitive activities such as comprehension, reasoning and learning (Baddeley, 2003). As cited in Wen and Skehan (2011), the most famous model of working memory is the one developed by Baddeley and Hitch (1974), generally referring to the cognitive capacity to store and process information in real time at the same time. This cognitive construct is a multicomponent buffer consisting of three main parts: (a) central executive, responsible for information coordination, control and attention allocation, (b) phonological loop, responsible for handling phonological information, (c) visuospatial sketchpad, being in charge of visual-spatial information. Due to the fact that working memory capacity is implicated in second language acquisition domain, one question arising here is whether this factor can contribute to variations in L2 performance among individuals. In the area of L2 acquisition and use, not enough studies have been carried out to investigate L2 oral fluency, as an L2 performance variable, from a cognitive perspective. In other words, there is little research investigating the role of individual differences in working memory and L2 performance (Mota, 2003). Also, investigating how planning and preparation affects second language production is an important issue which is important

theoretically and practically to second language acquisition (SLA) researchers and language teachers respectively (Ellis, 2005). 3

[1]\_[5]

## 2. Background

The results obtained from some empirical studies suggest the role of working memory in L2 skills development. For instance, Gu & Wang (2007) conducted an empirical study to investigate the role of executive working memory (EWM) in the listening process and its relationship with listening comprehension scores among Chinese EFL learners (N = 59) at the university level. The results suggested that EWM was an effective predictor of the participants' listening comprehension performance. Moreover, studies conducted by Collentine, Freed, O'Brien and Segalowitz (2006 & 2007), indicated how the phonological loop of WM (or phonological memory as they called it) plays different roles for early and later L2 oral development. According to the researchers, the phonological working memory capacity plays a significant role in development of L2 narrative skills at earlier stages of L2 learning (accounting for 17.5% of the variance), but the phonological working memory seems to play a more significant role in the correct use of function words when L2 learners reach a relatively high proficiency level (accounting for 15.7% of variance). Although the results of previously conducted studies suggest the important role of working memory in L2 skills, they suffered from shortcomings including a small sample size, inappropriate statistical techniques, and computer technology for accurate data analysis. In terms of investigating L2 fluency, the concepts were not clearly defined. Further research is required to have a better understanding of L2 speech performance from the perspective of individual differences in working memory capacity. As stated in Barati, Ketabi, and Piri (2012), there are two main types of task planning distinguished by Ellis (2005): pre-task planning that occurs before performing the task, and on-line planning which refers to planning that takes place while performing the task. With regard to preparation and language production, the results of some empirical studies have indicated the positive effect of preparation on language production, especially written production in terms of complexity, accuracy, and fluency. For instance, some empirical studies have pointed to the positive effect of planning and preparation on the complexity and fluency of L2 learners' written production (Ahmadian, 2011; Yuan, 2001; Yuan & Ellis, 2003). Although the findings of such studies point to the important role of preparation on language performance, still further studies are required to investigate the effects of planning on oral tasks, especially in the Iranian context and it is not also clear to what extent preparation affects oral language production of EFL learners, especially in terms of fluency. Hence, in line with such issues the current study was conducted to meet two purposes which are presented through the following [6]\_[12]

### research questions:

1. Can working memory differences affect L2 learners' oral fluency ?
2. Can working memory differences affect L2 learners' oral fluency across mode of presentation (prepared vs. unprepared) ?

## 3. Methodology

### 3.1 Participants

The participants of the current study consisted of 61 MA students of English teaching at Isfahan University as well as the instructors teaching English at Iran Language Institute in Isfahan. They included both male and female individuals and all the participants' mother tongue was Persian. Also, all the participants were exposed to English education for a period ranging from 4 to 9 years, and their age ranged between 22 to 40 ( mean age : 26).

### 3.2 Materials and Tasks

In the current study, three types of data collection instruments were used respectively including a general English proficiency test, a reading-span test and a speech generation task. The general English proficiency test was used to select the participants at or above advanced level for the study; the reading-span test was used to measure the participants' working memory capacity to place them in two groups (low/high-span group); and the speech generation task was used to elicit speech production in the L2.

## 4. Results

The results obtained from the Persian reading span test led to the placement of 30 participants in the low-span group and 31 participants in the high-span group based on the determined mean score of the individuals ( M

= 75). The descriptive results of mixed ANOVA indicated that in terms of syllable production, low-span individuals tended to perform more successfully in the contexts with planning time, especially the one having a simple task ( M = 132.4). In other words, they were able to produce more syllables while speaking in the same context than the unplanned context with a simple task ( M = 117.23). However, the high-span individuals tended to perform much better in the context given no planning time, especially the one with a cognitively demanding task ( M = 165). See Table 1. on the following page.

**Table 1. Descriptive Statistics for Span Groups in Terms of Syllable Production**

Working Memory Capacity		Mean	Std. Deviation	N
Simple Unplanned Task	Low working Memory	132.40	15.813	30
	High Working Memory	155.10	23.086	31
	Total	143.93	22.765	61
Simple Unplanned Task	Low working Memory	117.23	19.213	30
	High Working Memory	147.84	29.591	31
	Total	132.79	29.227	61
Complex Planned Task	Low working Memory	121.50	14.219	30
	High Working Memory	150.42	29.085	31
	Total	136.20	27.078	61
Complex Unplanned Task	Low working Memory	118.67	19.231	30
	High Working Memory	165.03	27.344	31
	Total	142.23	33.149	61

In addition, the inferential results revealed that the interaction effect of Preparation \* Memory was significant with the value of 0.826 as shown by ‘ Wilks’ Lambda’ and a significance level of 0.001, suggesting a statistically significant interaction effect. Also, the partial-eta squared value was 0.17 indicating a large effect size. These statistics indicate that the two span groups performed differently in terms of preparation. The inferential information is presented in the table below.

**Table 2. Multivariate Tests of the Syllable Production for the Span Groups**

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Task	Pillai's Trace	.003	.172a	1.000	59.000	.680	.003
	Wilks' Lambda	.997	.172a	1.000	59.000	.680	.003
	Hotelling's Trace	.003	.172a	1.000	59.000	.680	.003
	Roy's Largest Root	.003	.172a	1.000	59.000	.680	.003

Task * Memory	Pillai's Trace	.132	8.957a	1.000	59.000	.004	.132
	Wilks' Lambda	.868	8.957a	1.000	59.000	.004	.132
	Hotelling's Trace	.152	8.957a	1.000	59.000	.004	.132
	Roy's Largest Root	.152	8.957a	1.000	59.000	.004	.132
Preparation	Pillai's Trace	.036	2.186a	1.000	59.000	.145	.036
	Wilks' Lambda	.964	2.186a	1.000	59.000	.145	.036
	Hotelling's Trace	.037	2.186a	1.000	59.000	.145	.036
	Roy's Largest Root	.037	2.186a	1.000	59.000	.145	.036
Preparation * Memory	Pillai's Trace	.174	12.403a	1.000	59.000	.001	.174
	Wilks' Lambda	.826	12.403a	1.000	59.000	.001	.174
	Hotelling's Trace	.210	12.403a	1.000	59.000	.001	.174
	Roy's Largest Root	.210	12.403a	1.000	59.000	.001	.174

Regarding the second fluency measure, namely the number of pauses, the low-span individuals tended to perform more successfully with fewer pauses ( pauses more than 0.5 seconds) in planned contexts having either simple or complex tasks, especially in simple planned context (  $M = 8.17$  ). Simply put, when given preparation and pre-task planning, the low-span group could perform the target tasks better. Although the high-span individuals outperformed their low-span counterparts in the four tasks, they tended to perform relatively better in the contexts with no preparation, especially in complex unplanned context (  $M = 3.71$  ). To present the descriptive results, Table 3. is provided below.

Table 3. Descriptive Statistics for Span Groups in Terms of Pause Mean

Working Memory Capacity		Mean	Std. Deviation	N
Pause number - Simple Planned Task	Low working Memory	8.17	4.308	30
	High Working Memory	6.03	4.572	31
	Total	7.08	4.536	61
Pause number - Simple Unplanned Task	Low working Memory	9.83	4.609	30
	High Working Memory	4.87	3.914	31
	Total	7.31	4.918	61

Pause number - Complex Planned Task	Low working Memory	9.20	4.180	30
	High Working Memory	5.68	4.902	31
	Total	7.41	4.859	61
Pause number - Complex Unplanned Task	Low working Memory	10.43	4.423	30
	High Working Memory	3.71	3.662	31
	Total	7.02	5.258	61

Moreover, the inferential results indicated a statistically significant interaction effect between preparation and memory ( $p = 0.000$ ) and the value of 0.721 as shown by 'Wilks' Lambda' for the second fluency measure. The partial-eta squared value was 0.27 indicating a large effect size. Similar to the first fluency measure (syllable number), the two span groups reacted differently in the four contexts in terms of preparation. To present the inferential results, the table is provided on the following page.

**Table 4. Multivariate Tests of the Pause Mean for the Span Groups**

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	
Task	Pillai's Trace	.000	.010a	1.000	59.000	.921	.000	
	Wilks' Lambda	1.000	.010a	1.000	59.000	.921	.000	
	Hotelling's Trace	.000	.010a	1.000	59.000	.921	.000	
	Roy's Largest Root	.000	.010a	1.000	59.000	.921	.000	
Task * Memory	Pillai's Trace	.107	7.100a	1.000	59.000	.010	.107	
	Wilks' Lambda	.893	7.100a	1.000	59.000	.010	.107	
	Hotelling's Trace	.120	7.100a	1.000	59.000	.010	.107	
	Roy's Largest Root	.120	7.100a	1.000	59.000	.010	.107	
Preparation	Pillai's Trace	.001	.033a	1.000	59.000	.857	.001	
	Wilks' Lambda	.999	.033a	1.000	59.000	.857	.001	
	Hotelling's Trace	.001	.033a	1.000	59.000	.857	.001	
	Roy's Largest Root	.001	.033a	1.000	59.000	.857	.001	



Preparation * Memory	Pillai's Trace	.279	22.830a	1.000	59.000	.000	.279
	Wilks' Lambda	<b>.721</b>	22.830a	1.000	59.000	<b>.000</b>	<b>.279</b>
	Hotelling's Trace	.387	22.830a	1.000	59.000	.000	.279
	Roy's Largest Root	.387	22.830a	1.000	59.000	.000	.279
	Root						

Finally, in terms of the last fluency measure, (the mean length of pauses), the results were similar to the previous part. In other words, the low-span group tended to perform more successfully with lower length of pauses in the contexts given planning time and the ones for which they had preparation before performing the target tasks, especially in the simple planned context (M = 7.84) while the high-span group tended to have lower length of pauses in unplanned contexts, especially the one accompanied with a cognitively demanding task (M = 3.11). To present the descriptive results, Table 5. is provided.

Table 5. Descriptive Statistics for Span Groups in Terms of Pause Length

Working Memory Capacity		Mean	Std. Deviation	N
Pause Length - Simple Planned Task	Low working Memory	7.838	4.2228	30
	High Working Memory	5.470	4.6121	31
	Total	6.635	4.5475	61
Pause Length - Simple Unplanned Task	Low working Memory	8.815	4.9334	30
	High Working Memory	4.373	3.9571	31
	Total	6.558	4.9607	61
Pause Length - Complex Planned Task	Low working Memory	8.839	4.8843	30
	High Working Memory	5.130	5.6414	31
	Total	6.954	5.5623	61
Pause Length - Complex Unplanned Task	Low working Memory	9.949	5.0733	30
	High Working Memory	3.109	3.4664	31
	Total	6.473	5.5081	61

Regarding the inferential information, the interaction effect of Preparation \* Memory was 0.801 as shown by 'Wilks' Lambda' with the significance level of 0.000, proving a statistically significant interaction effect. The partial-eta squared value was 0.199, suggesting a large effect size. The statistics indicated a sharp difference in the span groups' performance in terms of the mean length of pauses with respect to preparation. To present the inferential information, Table 6 is provided on the following page .

Table 6. Multivariate Tests of the Pause Length for the Span Groups

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Task	Pillai's Trace	.003	.184a	1.000	59.000	.669	.003
	Wilks' Lambda	.997	.184a	1.000	59.000	.669	.003
		.003	.184a	1.000	59.000	.669	.003

	Hotelling's Trace	.003	.184a	1.000	59.000	.669	.003
	Roy's Largest Root						
Task * Memory	Pillai's Trace	.134	9.130a	1.000	59.000	.004	.134
	Wilks' Lambda	.866	9.130a	1.000	59.000	.004	.134
	Hotelling's Trace	.155	9.130a	1.000	59.000	.004	.134
	Roy's Largest Root	.155	9.130a	1.000	59.000	.004	.134
Preparation	Pillai's Trace	.010	.576a	1.000	59.000	.451	.010
	Wilks' Lambda	.990	.576a	1.000	59.000	.451	.010
	Hotelling's Trace	.010	.576a	1.000	59.000	.451	.010
	Roy's Largest Root	.010	.576a	1.000	59.000	.451	.010
Preparation * Memory	Pillai's Trace	.199	14.645a	1.000	59.000	.000	.199
	Wilks' Lambda	<b>.801</b>	14.645a	1.000	59.000	<b>.000</b>	<b>.199</b>
	Hotelling's Trace	.248	14.645a	1.000	59.000	.000	.199
	Roy's Largest Root	.248	14.645a	1.000	59.000	.000	.199

## 5. Discussion and Conclusion

The purpose of this study was to find out whether working memory can affect L2 oral fluency and if preparation can influence L2 oral fluency with respect to working memory differences. Using a mixed ANOVA, the obtained results indicated that there was a distinction in the span groups' performance in terms of fluency measures and there was also a significant interaction effect between working memory and the variable 'Preparation' in terms of the three fluency measures ( $p < 0.05$ ). In other words, the span groups reacted differently to the four contexts based on preparation. The low-span group performed much better in the contexts given planning time and they were relatively fluent in production when they had preparation before performing the tasks. However, the high-span individuals tended to perform better in the contexts given no planning time, especially in the contexts containing a cognitively demanding task. Therefore, it can be mentioned that working memory, as a cognitive factor, can be a predictor in L2 oral performance and it can lead to variations among individuals. That is, those possessing higher working memory are more capable of producing language more fluently. These results are in line with the results of the study conducted by Xhafaj (2006) proving the significant role of L2 working memory capacity in Brazilian participants' L2 fluency (as measured by pause distribution and mean length of run). In other words, L2 WMC correlated positively with the two fluency measures. Although the variable 'Preparation' did not show a significant effect on the span groups' performance by itself ( $p > 0.05$ ), it can influence the individuals' language production to some extent; that is, the variable 'Preparation' did not significantly influence the individuals' fluency regardless of their working memory. However, this factor had a significant role in L2 fluency with respect to differences in working memory. In other words, the low-span group tended to perform more successfully in the contexts given planning time while the high-span individuals were able to perform more successfully in the contexts without any planning time and preparation; therefore, the interaction effect between working memory and preparation turned out to be significant in terms of the three fluency measures ( $p < 0.05$ ). The current results corroborated the results of some empirical studies investigating the effect of preparation on L2

performance. For instance, the findings of the study by Barati, Ketabi, and Piri (2012), indicated that pre-task planning impacted the fluency (i.e. syllables per minute) of the EFL learner's written production significantly; however, it did not have significant effect on the complexity and accuracy of the written performance. In addition, the findings of the study by Rahimpour & Safarie (2011) also indicated that pre-task planning had a significant effect on fluency, but no effect on complexity and accuracy. Thus, more attention should be paid to such a variable when assessing L2 oral performance. Since the role of working memory has been found significant in L2 oral performance, more attempts should be made to improve this cognitively limited capacity. To this end, while preparing textbooks, curriculum and material designers should include those types of cognitive tasks and cognitive exercises demanding more processing and information storage. A further important point is related to the role of preparation which has been proved in improving L2 output. According to Skehan (1996), when learners have the opportunity for planning the linguistic and propositional content of a task, they can compensate for these processing limitations, and consequently the quality of their linguistic output is enhanced. Therefore, teachers or syllabus designers should try to include and design sequences of instructional activities and tasks that provide opportunities for the learners to benefit from different types of planning in task performance.[13]\_[22]

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