

Development of Instruction Based on Active Citizen Project

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Abstract

The objectives of this research were 1) develop instruction based on Active Citizen Project and 2) to study effects of instruction based on Active Citizen Project. This research study was an experimental research whose populations were 70 students of the Corporate Social Responsibility (CSR) Course at Bansomdejchaopraya Rajabhat University, 1st semester, academic year 2014. 20 students who had been granted by Thai Health Promotion Foundation (ThaiHealth) in Active Citizen Project were selected as the experimental group. The data was analyzed using descriptive statistics, mean, and the standard deviation. The means of effects of instruction based on Active Citizen Project according to the national framework for higher education were derived from the Corporate Social Responsibility (CSR) Course indicated in Bachelor of Communication Arts (Public Relations and Corporate Communication) Bansomdejchaophaya Rajabhat University.

In terms of developing an instructional model, the researcher applied the Royal Initiative of His Majesty: Understand, Achieve and Develop. Therefore, the Research findings revealed that 1) the developed instruction based on Active Citizen Project arranged through the Corporate Social Responsibility (CSR) Course could enhance student achievement and increase public involvement of the selected community and 2) the effects of instruction based on Active Citizen Project according to the national framework for higher education were: a) Ethics were good - very good at 4.57 average rating, b) Knowledge, Cognitive Skills and Responsibility and Interpersonal Skills were good – very good at 4.52 average rating and c) Information technology and numerical analysis Skills were good at 4.14 average rating.

Keyword: Development, Learning, Teaching, Active Citizen

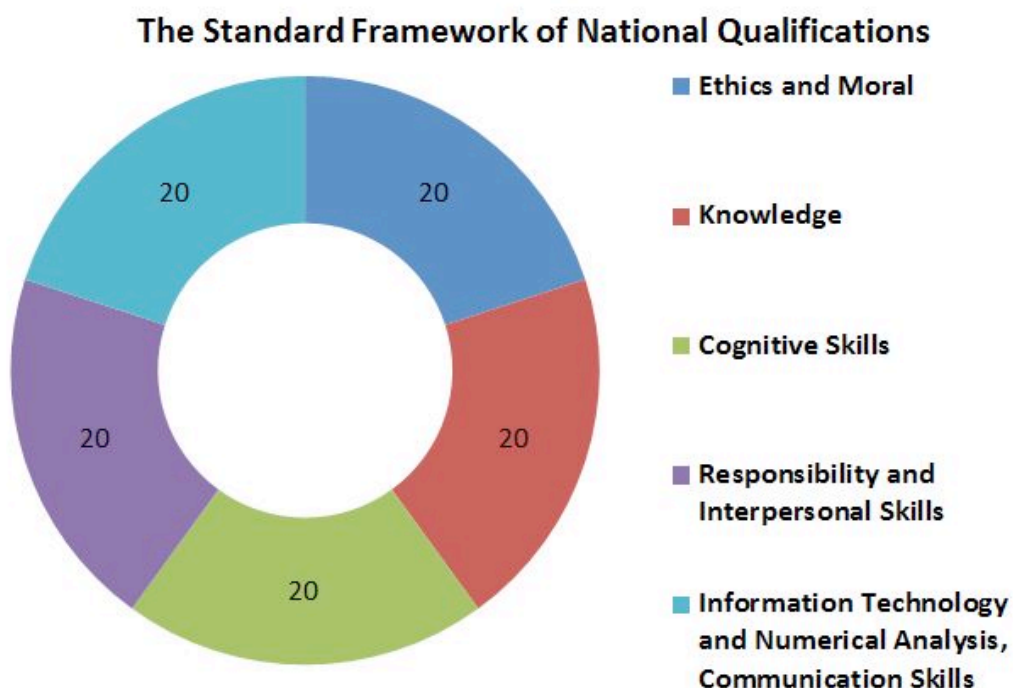
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Introduction

Thai Qualification framework for Higher Education is the outline for higher education qualification comprising of the connection of qualification itself from one to the next level, field descriptors, standard of learning outcome for each level, expected time requirement for each learning program, the opportunity for credit transfer from experience encouraging life time learning, as well as the system that ensure the effectiveness of instruction process and quality of each institution according to National higher education qualification.

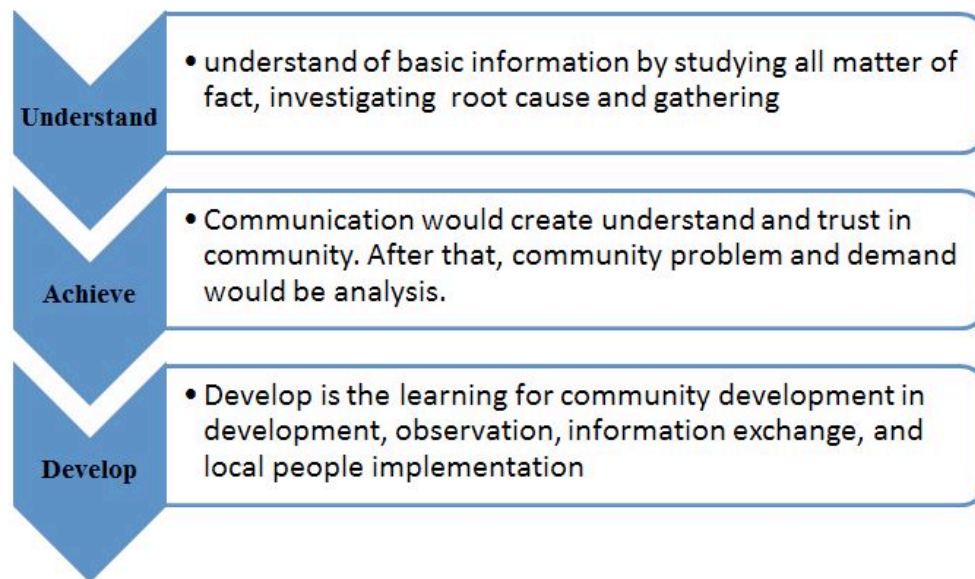
There are 5 facets of learning outcome standard in each education level. 1) Ethics (Ethics and Moral) refers to the development of the habit in moral conduct, ethics and responsibility in the global nor. The ability to adjust their way of life in the conflicts of values. Develop the habit and according to morality in private and social matters. 2) Knowledge (Knowledge) refers to the ability to understand. The idea and the presentation of data. Analysis and characterization of the facts. The theory, as well as various processes and be able to learn manually. 3) The intellectual skills (Cognitive Skills) means the ability to analyze a situation and use the knowledge and understanding of concepts. Theoretical principles and processes in problem solving and analytical thinking. When faced an unexpected new situations before. 4) Human relations skills and responsibility (Responsibility and Interpersonal Skills). Refers to the ability to work as a group to represent the leadership responsibility for ourselves and society. The ability to plan and be responsible for In their own learning. 5) The numerical analysis skills. The communication and use of information technology (Information Technology and Numerical Analysis, Communication Skills) refers to the ability of numerical analysis. Ability to apply mathematical and statistical techniques, the ability to communicate in both spoken. Writing and the use of information technology.



The main purpose of Active Citizen Project is to stimulate, motivate, provide opportunity to get involvement in order to enhance Thai society happiness. With the objective, Thai Health promotion foundation was searching the joint with experts, people experienced in working with the youths in university, regional networking in order to lead and drive the project. However, by this they have discovered and realized the important of a key network under the Royal initiative of his Majesty King called "Pidthong Lang Pra" which not only have invested and worked with Local community concretely and continuously, but also have had readiness in human resource for project development. Consequently, the agreement for development and management of Active Citizen project is established under the joint of Active citizen and Pidthong Lang Pra under the Royal initiative of his Majesty King in Naan province. Pidthong Lang Pra this mean to do good things without expecting others to admire you for doing it. The development concept under the Royal initiative of his Majesty King : Understand , Achieve and Develop.

1) Understand this means the understand of basic information by studying all matter of fact, investigating root cause and gathering knowledge from all of the Royal initiative of his Majesty King project. It is important to allow involvement of local people and all community characteristic need to be studied and surveyed : Physical, economic, Social, environment also culture in order to move forward to next step , "Achieve". To Illustrate this Physical information could be expressed as residential, workplace, land utilization water resource, forest and its type, population, society, Lifestyle and living culture. Economic information may demonstrated as income, expense, debt, demand in problem solving or development of each community. 2) Achieve this means the communication and involvement. Communication would create understand and trust in community. After that, community problem and demand would be analysis. Also local people involvement needs to be allowed as much as possible. The Achieve step would gather available information in previous step, "Understand" to summarize, analyze and select a community problem to solve in the next which is Develop. 3) Develop is the learning for community development, advise, instruction designed. In development, observation, information exchange, and local people implementation focusing local involvement and evaluation from community development plan. According to The Royal initiative of his Majesty king, understand, achieve, and develop by emphasize community involvement and drive the development by local demand, would allow local people realized in the community possession. Thus, eventually, this would lead to sustainable development.

The development concept under the Royal initiative of his Majesty King

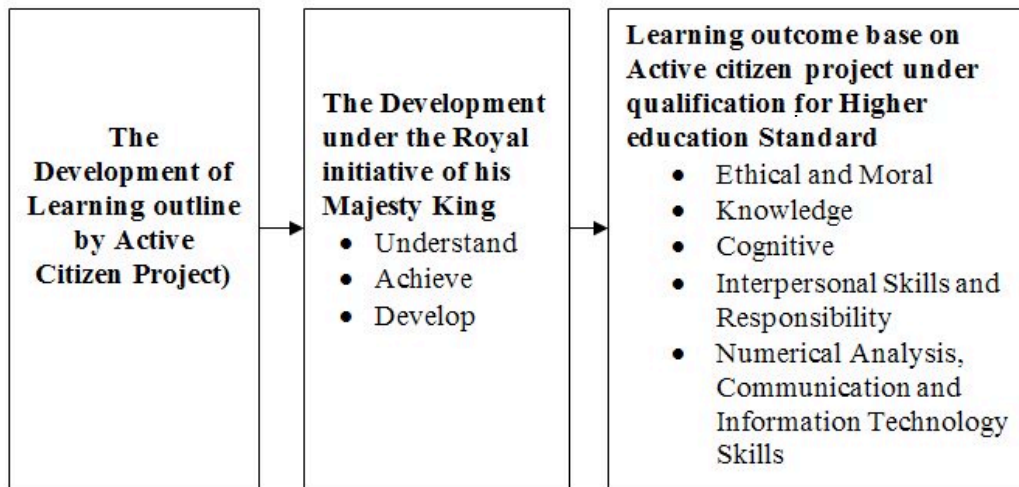


Currently, Corporate Social Responsibility is interested all over the world, especially in corporation level. As social and environment would be effect by corporation unavoidably. Now, the important of CSR has been considered from all. This is because it could not only create good corporate image for marketing, or solve business difficulty by social acceptance .but also, play important role in effective corporation development, risk reduction, competition ability enhancement, organization sustainable development, internal and external social effected activity by effective resource utilization. This could lead the peace and happiness to social. Classroom Action Research: CAR It is a research innovation for instruction development in class by Quality model of Action research framework. It applies Quality improvement theory such as P-D-C-A, 7 QC Circle, 7 QC Tools and 7 QC story in the action research; P-A-O-R and develops the role model using the class. This is the instruction development mixing both theory and practice or action base, therefore, this is interested for researcher to study CSR course instruction development by Active Citizen Project.

Objectives of the Research

In order, to be clear and understand for the purposes of this research. The two specific objectives have been formulated 1) To study the instruction development by Active Citizen Project 2) To study learning outcome base on Active Citizen project and CSR course

Research Framework



Research Method

The study of CSR Learning outline development by citizen active is an experimental research to study the development of learning framework and its outcome through the Citizen active project and Corporate Social Responsibility.

Target group for this research is 70 purposive sampling of 2015, semester 1, CSR student of Bansomdejchaopraya Rajabhat University. Sample group for this research is the student applying social Network learning process, which is trial for appropriate learning framework. The sample group is selected from 70 CSR students in Semester 1 2015 from Bansomdejchaopraya Rajabhat University. The Selection method is Purposive sampling, focusing on 20 Health Foundation and Active citizen Scholarship students for CSR course.

The statistic using analysis for learning outcome by Active citizen project and National qualification standard for higher education of CSR study in Public relation and communication for Bachelor of Communication Arts of Bansomdejchaopraya Rajabhat University are as following: Basic statistic, Mean, The Variance and Standard Deviations.

Creation tools used for collecting data in this research was designed by weight behavior of each study credit's objective to test the learning result for each subject. According to National Qualification standard for higher education, 5 learning outcomes comprising of Ethics and Moral, Knowledge, Cognitive, Interpersonal Skills and Responsibility and Numerical Analysis, Communication and Information Technology Skill are designed as 5 tests for CSR course in Public relation and communication of Bachelor degree in Communication Arts at Bansomdejchaopraya Rajabhat University. The test was conducted on 10 Active citizen students to assess learning result and verify the learning content.

The Completed question set was tested on sampling 20 scholarship students of Health promotional foundation and Active Citizen in CSR course during 1st-10th August 2015, then the information would be analyzed by statistic.

Result of the study

The Learning outcome study by Active Citizen Project and National qualification framework for higher education for CSR course in Public relation and corporate communication of Bachelor degree of Communication Arts, of Bansomdejchaopraya Rajabhat University. The Responsibility distribution in accordance to learning outcome standard for CSR Course could be divided into 1) Primary Responsibility ,2) second Responsibility and 3) No responsibility for 5 facets of learning result.

Table 1: The table indicates Ethic and Moral score, accordingly National qualification framework for higher education, of Active citizen project.

Ethic and Moral		
	The Responsibility distribution in accordance with learning outcome standard for CSR Course	Active Citizen Learning outcome
Honest	Primary Responsibility	4.52
Gratitude	Primary Responsibility	4.52
Discipline, Punctual, Self and Social responsibility	Secondary Responsibility	4.71
Scarify and Public consciousness	Primary Responsibility	4.76

From table 1, it is shown that the responsibility toward Scarification and Public consciousness is very excellent with 4.76 highest average score. Next, is the responsible for Discipline, Punctual, Self and Social responsibility which were also in good level under 4.71 points. The last is the liable for honest and gratitude which was still in good level with 4.52 equally.

Table 2 The comparison for knowledge according to national qualification standard for higher education of Active Citizen.

Knowledge		
	The Responsibility distribution in accordance with learning outcome standard for CSR Course	Active citizen Learning result
Course understandable	Primary Responsibility	4.38
Ability in information searching and continuously self-developing.	Primary Responsibility	4.28
Information arrangement	Primary Responsibility	4.42
Knowledge deployment	Primary Responsibility	4.42

From table above, the active citizen is in very good level of Primary responsibility in information arrangement and knowledge deployment with 4.42 scores equally. While, for course understand and information searching and continuously self- developing ability are at 4.38 and 4.28 respectively. However, these are still considered as good level.

Table3: The comparison for cognition, according to national qualification standard for higher education of Active Citizen.

Cognition		
	The Responsibility distribution in accordance with learning outcome standard for CSR Course	Active Citizen Learning result
The capability of language, Literature and culture analysis and explanation by literature perception or related information application.	Primary Responsibility	4.23
Ability of linking of imagination and available information	Secondary Responsibility	4.33
Ability in reasonable argument	Primary Responsibility	4.28

From Table 3, it shows that the highest score of Active citizen learning result in Cognition is the secondary responsibility for Ability of linking of imagination and available information with 4.33 points. Secondly is 4.28 scores for ability in reasonable argument. The Last for this facet with 4.23 points, is the primary responsibility of capability of language, Literature and culture analysis and explanation by literature perception or related information application.

Table4: The comparison for Interpersonal Skills and Responsibility, according to national qualification standard for higher education of Active Citizen.

Interpersonal Skills and Responsibility		
	The Responsibility distribution in accordance with learning outcome standard for CSR Course	Active Citizen Learning result
Harmony and Teamwork	Secondary Responsibility	4.57
Management and Leadership skill	Secondary Responsibility	4.33
Effectiveness in Thai language communication and good in Human Relation	Primary Responsibility	4.52
Liabe for both individual and group assignment	-	4.57

From table 4 describes that Harmony and teamwork which is taken into accounted as secondary responsibility and Liabe for both individual and group assignment considered as no responsibility, are in very great level at 4.57. Effectiveness in Thai language communication and good in Human Relation with 4.52 is the next. Despite of the last, it is very good score at 4.33 for Management and Leadership skill.

Table5: The comparison of Numerical Analysis, Communication and Information Technology Skill, according to national qualification standard for higher education of Active Citizen.

Numerical Analysis, Communication and Information Technology Skill		
	The Responsibility distribution in accordance with learning outcome standard for CSR Course	Active Citizen Learning result
Effectiveness in both interpersonal and public communication skill	Secondary Responsibility	4.14
Information technology skill	-	4.19
Ability of making decision by using information technology and Numerical Analysis skill	Secondary Responsibility	4.14
Media and information literacy	Primary Responsibility	4.38

From above, primary responsibility for Media and information literacy is counted as the highest score at 4.38. Moreover, information technology skill of Active citizen is the second highest at 4.19. Furthermore, the score of secondary responsibility for Thai language communication skill effectiveness is as same as Ability of making decision by using information technology and Numerical Analysis skill at 4.14.

Discussion

As a result of instruction development by Active Citizen, student could understand the concept of “Pidthong Lang Pra” and principle of the Royal initiative of His Majesty King: Understand, Achieve and Develop and apply it by get local people involvement, also could drive the development by local demand.

Understanding by study and survey all facts of the community, in addition to this, allow local people involving in survey for all facets including Psychological, Economic, Social, environment and culture which this would lead to next step Achieve. The information that should be studied in 8 months includes residence, workplace, Land utilization water resource, forest and its type, population, way of living, revenue, expense, debt, local demand for Problem solving.

Achieve the information that had been collected from the understanding step would be summarize, and analyze in order to figure out problem’s root cause. After that the problem would be selected according to Local demand for solving or developing. Also the implementation way and the action plan would be set up for the community in short term (8 months).

Develop this would be the implementation of the community development plan, knowledge from the model area in Naan Province is applied. The sample of this could be 1) Water development, Agriculture development and environment development. Water development, could be describe as water consumption system improvement. check dam, the improvement of water supplied system. Moreover, Agriculture development could be explained as backyard garden planting, cropping system after rice harvesting, professional development like, seed fund, fishery, Crop fund, Handicraft Fund. Furthermore, environment development could be defined as industrial forest, industrial drop fund, garbage disposal.

Conclusion

In Conclusion, Active Citizen learning outcome under the Royal initiative of His Majesty King concept; Understand, Achieve, and Develop and National qualification framework for higher education in CSR course under Bachelor of Communication Arts in Public relation and corporation communication at Bansomdejchaopraya Rajabhat University in each facets are as following. First, Ethic and Moral is in good to excellent level with average at 4.57. Moreover, in term of knowledge, cognition skill and Interpersonal Skills and Responsibility are taken into accounted as excellent with the average at 4.52 equally. Last but not least, Numerical Analysis, Communication and Information Technology Skill is average at 4.14. Learning effect liability distribution for CSR course, considering as primary responsibility, secondary responsibility and no responsibility, in overall the high level of score focus on Primary responsibility all 5 facets.

Suggestion

After The research of CSR learning instruction development by Active citizen, researcher has suggestion as following 1) Propose to Ministry of Education to promote the development of learning instruction by active citizen. 2) Propose to higher education committee to encourage the development of learning instruction by Active Citizen. 3) Propose to conduct comparison study between Theory and practice in CSR learning by Active citizen in theory. 4) Propose to study comparison of learning by Local community evaluation in CSR instruction development by Active citizen. 5) Propose to study important factor drives the effectiveness of CSR learning instruction development by Active citizen.

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