THE DEVELOPMENT OF INSTRUCTIONAL MEDIA USING INFOGRAPHICS TO ENHANCE LEARNING ACHIEVEMENT IN ENGLISH FOR COMMUNICATION AND STUDY SKILLS COURSE

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The purposes of this study are 1) to develop and improve the learning media for course GEL 1103 English for Communication and Study Skills, 2) to study the efficiency of the developed learning media using Info graphic, and 3) to study the students’ satisfaction of the developed learning media using Info graphic, the Office of General Education and Innovative Electronic Learning, Suan Sunandha Rajabhat University. Samples selected by simple random sampling method include 150 undergraduate students registering in the course GEL 1103 English for Communication and Study Skills, General Education Course, 2nd semester, academic year 2017. A questionnaire is used as a research tool for data collection, and statistics employed include percentage, mean and Standard Deviation.

The research results in the following findings; 1) the total level of the students’ satisfaction of the developed media in terms of the design is in high level, 2) the total level of the students’ satisfaction of the developed media in terms of the presentation is in high level, 3) the total level of the students’ satisfaction of the developed media in terms of the implementation of the gained knowledge is in high level, and 4) the total level of the students’ satisfaction of the developed media in terms of the enhancement of learning achievement in the course GEL 1103 English for Communication and Study Skills is in high level. It can be concluded that the developed learning media can be publicized as body of knowledge in the future.

Keywords: Instructional Media, Infographic, English for Communication and Study Skills

Introduction

Educational innovation is a new practice in education that is strange and may be derived from discovering new ways or improve the old appropriately by having developed the experiment to be reliable with good results in practice. Educational innovation can make the education system progress towards the goal effectively (complete The relative education, 2534). In Thailand, education in the 4.0 era, therefore, must manage the whole system from elementary to vocational secondary school and to higher education (Kamchon Tatiyaket, 2016). At present, the use of computer tools is developing faster and higher. E-learning can be useful for students and the use of Internet media is a way to reduce the distance and time constraints of learning and academic. Moreover, academic content that many students can search is considered another way to save money.

Media teaching and learning with Info graphic media is to use information to make images as an alternative that is suitable for an online learning society. It will help encourage learners to learn effectively and suitable for the current era in which information communication via the internet. It is becoming popular and widespread in both educational institutions and all professions. From the original, there was a method of teaching and learning according to the textbook, view pictures from books or learning materials E-book, causing boredom learners not interested in learning and resulting in decreased student efficiency.

Office of General Education and Electronic Learning Innovation is an educational support of General Education, Suan Sunandha Rajabhat University is committed to supporting and
organizing general education courses. Office of General Education and Electronic Learning Innovation has seen the problems, principles and reasons mentioned above. Therefore, the researcher is interested in developing instructional media with Info graphic to increase learning achievement in GEL1103 courses English for communication and study skills to encourage learners to learn effectively, gained durable knowledge and improved learning outcomes.

**Literature review**

The purpose of developing instructional media with Info graphic in this research is to increase learning achievement in GEL1103 courses English for communication and study skills. The first step in the development was to study and collect content from the website. Most of the content will come from GEL1103 course books English for communication and study skills that are collected to obtain complete course content. After that, he studied the issues related to making instructional media using Adobe illustrator program as well as studying about presentation style and presentation process. That can make students interested to access teaching materials. Then find a way to make the presentation easier for students to understand the course content which focus on images rather than letters. Developing instructional media with Info graphic will also make teaching and learning more effective and get the most benefit.

Examples of instructional media with Info graphic are shown in Figure 1.

![Figure 1 - Instructional media with Info graphic](image_url)
Methodology

The process and steps in this study are divided into 3 steps as follows: 1) Random from the sample group which is undergraduate students enrolled in General education Course GEL1103, English for communication and study skills, semester 2, academic year 2017, number of 150 people. 2) Collecting data using a questionnaire 3) The assessors bring the questionnaire to check the integrity and code and then calculate with the computer by using SPSS / FW (Statistical Product and Service Solutions) program which analyzed data such as percentage, mean and standard deviation

Conclusions

The Research subject “Developing instructional media with Info graphic” is to increase learning achievement in GEL1103 courses English for communication and study skills. The researcher can discuss the results of the new knowledge as follows. Management of teaching, both based on teacher and student-centered, is all aimed at achieving the set results which need to have more blended teaching to achieve the most effective learning objectives. The blended learning can be divided into

1) Integration of learning technology teaching on the website and learning in traditional classes, such as learning in a virtual classroom, self-study, mutual learning including video streaming, audio and text.

2) Combining various teaching methods, such as creative concepts, popular concepts, behaviorism and cognitive concepts to get the best results from studying that may or may not use technology technology, which is consistent with the concept of Graham, Allen and Ure (2003), which says that blended learning combines a variety of learning systems to solve a variety of problems in learning. It is also in line with Carman's concept (2005) that blended learning is a combination of learning theories together to achieve the objectives of learning management.

3) Integration of teaching and learning technology in all forms with teaching in traditional classes with confrontations between learners and instructors which is the most widely accepted view. The research results corresponds to Bersin (2004) that says blended learning is the integration of self-learning, face-to-face learning, and online collaborative learning.

4) Incorporating instructional technology and real work as part of training in the organization as well as integrating learning through electronic systems and other media in passing knowledge in learning and training.

For students’ satisfaction of the developed learning media using Info graphic, the results of the study showed that students were satisfied with the development of instructional media with Info graphic media to increase learning achievement in GEL1103 courses, English for communication and study skills, at a high level. The results are consistent with Kotler's theory (1997) which the level of satisfaction of the sample is related to the difference between the perceived performance and the expectation which the learners can feel the level of satisfaction 3 levels: not satisfied, satisfied and highly satisfied according to the experience and skills to recognize and analyze the evaluation of each person. It is also in accordance with Vroom’s expectation theory (1990), which states that to motivate employees to work more, they must first understand the cognitive processes and perceptions of individuals.

Normally, when people work more from normal levels, he will think of what he will get from that action or what will happen. When he showed some behavior in the case of work, employees will increase their efforts. When he thinks that action leads to some results that he is satisfied with. Such as when working harder, his performance is on a better basis, allowing him to be considered promoted and promoted increase. Wages and positions are the result of hard work and is the reward he wants because he felt that he had received more praise from others (Year 11, Issue 1/2015).
From the study of Developing instructional media with Info graphic to increase learning achievement in GEL1103 courses English for communication and study skills are as follows. General status of students in Suan Sunandha Rajabhat University was found that most of the sample students in this study were 85 males, representing 56.7% and 65 female students, accounting for 43.3%.

General status in education level was found that most of the sample students in this study were 65 first-year students, accounting for 43.3 percent, second-year students, accounting for 36.7 percent, third-year students, accounting for 16.7 percent, and being the fourth year student, accounting for 3.3 percent.

General status of faculty / college students, it was found that most of the sample students in this study were students of the Faculty of Industrial Technology, accounted for 36.7 percent, students of the Faculty of Education accounted for 26.7 percent, students of the Faculty of Architecture accounted for 16.7 percent, student of the Faculty of Science and Technology, representing 6.7 percent, student of the Faculty of Innovation and Management, accounting for 6.7 percent, student of the Faculty of Humanities and Social Sciences, representing 2.7 percent, student of the Faculty of Management Science, representing 2.0 percent and student of the Faculty of Fine Arts accounted for 2.0 percent, respectively.

Average and standard deviation of satisfaction level using instructional media with Info graphic to increase learning achievement in GEL1103 courses English for communication and study skills, found that Satisfaction in the overall use of instructional media with Info graphic to increase learning achievement in GEL1103 courses English for communication and study skills was shown in Figure 2.

Figure 2 - Satisfaction in the overall use of instructional media with Info graphic

In terms of satisfaction with the design, the subject that the students are most satisfied with is the format consistent with the learning objectives and the format consistent with the teaching and learning activities (mean = 4.31), satisfied at a high level. Followed by the meaning of the image and the content (mean = 4.29), is a high level of satisfaction. The topics that students have the least satisfaction level are correctness, consistency with the subject content (mean = 4.21), is a high level of satisfaction.

For the satisfaction of the presentation, the items that students are most satisfied with are you think that the Info graphic media shows the difficulty of the appropriate content (mean = 4.31) with a high level of satisfaction, follow by the Info graphic media to encourage you to understand and learn from the Info graphic media by yourself (X̅ = 4.29) is satisfied at a high level. The topic that students have the least satisfaction level is before using the Info graphic
media, they must have knowledge and understanding of the lesson \( (\bar{X} = 4.21) \) is satisfied at a high level.

For the satisfaction in applying knowledge, the topic that students are most satisfied with is the knowledge that you get from using the Info graphic media to be used in education \( (\bar{X} = 4.44) \) is a high level of satisfaction. Follow by after using the Info graphic media, they have knowledge and understanding of the lesson increases \( (\bar{X} = 4.02) \) is a high level of satisfaction.

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