The Development of an Interactive Learning Resource Along with Contents on a Social Network to Promote Bangchan Subdistrict of Petchaburi Province Through the Way of Buddhism

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Abstract

This research was aimed to examine, develop and find out the quality of an interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism, to evaluate the perception and the satisfaction of the sampling group towards the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism which was developed in accordance with the 5 stages of the ADDIE Model as in Analysis, Design, Development, Implementation and Evaluation. The tools consisted of 1) a questionnaire on the needs analysis, 2) the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism, 3) evaluation forms for the quality of the contents and the media presentation, 4) a form to evaluate the perception, and 5) a questionnaire on the satisfaction for the sampling group. The data were collected from the people who lived or were involved in Bangchan Subdistrict of Petchaburi Province and followed Facebook Fanpage of Wat Potaimanee, Petchaburi Province, and they had to be followers for at least 1 month and were willing to fill out the questionnaire. They were chosen using purposive sampling method and there were 30 people in total. The findings showed that the needs were at a high level ($\bar{x}$ = 4.30, S.D. = 1.01). After the design and the development of the resource by the researchers and the evaluation for the quality by the expert panels, it was found that the quality of the contents was at a very good level ($\bar{x}$ = 4.96, S.D. = 0.20) and the quality of the media presentation was at a very good level ($\bar{x}$ = 4.72, S.D. = 0.45). The perception of the sampling group was at a high level ($\bar{x}$ = 4.42, S.D. = 0.69) and the satisfaction of the sampling group was at the highest level ($\bar{x}$ = 4.59, S.D. = 0.54). Therefore, the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism could be put into use.

Keywords: interactive learning resource, social network, the way of Buddhism

1. Introduction

Buddhism is the religion which the majority of Thai people practice. Thai people believe in Buddhist rules of practice and therefore it brings peace and happiness to the society. The main place for people to practice Buddhism in Thailand is a wat. In the past, people lived close to wats and wats were important because all Buddhists visited wats to participate in all kinds of religious activities on days which were related to the religion and many festivals. Local people would do good deeds at wats and they could meet their distant relatives and friends from other villages at wats when they helped each other participate in religious practices on certain festivals. Therefore, wats were indispensable to Thai people in the past.

Bangchan Subdistrict is an old part of Petchaburi Province where there are many Buddhist followers. There are many important locations and religious sites in Bangchan Subdistrict (Bangchan Subdistrict Administrative Organization, 2020). The way of life of people in Bangchan Subdistrict is highly related to local wats because wats are the place where people come together to meet and to engage in religious activities. One of important wats in Banchan Subdistrict is Wat Potaimanee because this wat offers religious activities and ceremonies regularly. In addition to religious practice and ritual, Wat Potaimanee offers learning resource to the general

public because it is considered to be a living museum where everybody can learn together here (Chanwit Wasanthanarat, 2010)

Learning resources are important in that they encourage people to learn about a particular topic through interaction with other types of media. Therefore, learning achievement will be higher through effective use and search of information and the thinking skills such as problem-solving, reasoning and critical thinking can be developed (Areerak, 2005). Learning interaction is a two-way communication. Moreover, learning can happen between learner and teacher, or between one learner and another learner, or between learner and other technology so that there is a response which leads to knowledge, skill an attitude which meets the goal of learning (Sikapundit, 2015).

Social networks are special and important to help people communicate the contents in an effective manner and widely in a variety of formats such as texts, images and video clips. In general use, people with the same kind of interest will share their opinions or participate in meaningful activities together. Moreover, they will meet friends who have not met for a long time or friends who live far away (Mindphp, 2017). Facebook is one example of social networks and, according to the information on Datareportal regarding the internet use in Thailand, Facebook is the most highly used platform for Thai people with around 47 million accounts, making Thailand one of the top 20 countries with the highest level of Facebook usage (Kemp, 2020).

According to the information above, Bangchan Subdistrict and Wat Potaimanee still lack media and resource to promote the community and the wat to other Buddhist citizens and the general public. A learning resource will stimulate learning and will improve the quality of learning when there is interaction. A social network will help spread the contents on the internet to a wider audience. The researchers considered that it is important to develop an interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism in order to give information about Bangchan Subdistrict such as history of the town and the history of Wat Potaimanee as wee as information about the relic of the Buddha and religious activities for each month. With interaction through QR Code, people can access more information from the social network and this information will become learning resource at Wat Potaimanee so that when people come to visit the wat, they can gain access to information and become more aware of the Way of the Buddhism as part of their perception.

According to the literature review on the development of learning resources within Faculty of Industrial Education and Technology, King Mongkut's University of Technology Thonburi (KMUTT), including research study by Chawanthakormrat (2014) who developed historical learning resource in the institution, Hall of Fame, Faculty of Industrial Education and Technology, KMUTT, research study by Mateeboonviriyakul (2016) who developed learning resource about Chula Kite local wisdom through the social service learning approach by the students of Faculty of Industrial Education and Technology, KMUTT and research study by Longpradit (2017) who developed learning resource of "The promotion of agro-tourism enterprise" in Moo 3 Bangmod Community through the community-based learning of undergraduate students from King Mongkut's University of Technology Thonburi and research study by Sukwara (2015) who developed learning resources for Lang Suan Thonburirom community local knowledge in the topic of product from coconut, there has no research study into the development of interactive learning resource for the community in this study.

2. Related Theories and Concepts

The development of an interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism would be based on the following theories and concepts.

2.1 Interactive Learning Resource

A learning resource is a site of information which can be inside individuals, places, local wisdom and experiences which help learners to learn and find information on their own. This information can be used for other purposes too. A good learning resource must consist of these elements: information base, knowledgeable facilitator, a good design of learning in sequence, activities for learners to participate, interesting media, suitable location and good management (Pookpu, 2020).

The term "interactive" refers to computer software which can meet the demands of users by doing things differently based on different inputs. Users can control and change the actions of the device or the output of the game or the program in many ways (Business dictionary, 2016). The interaction mode in this study is QR Code because QR Code is useful in many ways. It can display different kinds of information such as telephone numbers, websites, URL addresses, or video clips on the internet. By scanning the QR Code, users can gain access to

websites without typing any URLs (Office of the Permanent Secretary Ministry of Education, 2018). Researchers would use QR Code inside a learning resource to create an interactive learning resource so that users and interact with the learning resource in an online environment.

2.2 Social Network

The benefits of social networks are that they can help communicate information and spread information, advertisements and new kinds of experiences so that users can share information and engage in new media together. Social networks are a kind of knowledge base and they help people save costs when people have to communicate with other people. They allow convenience and platform to showcase projects and promotional offers (Watana, 2018). It is obvious that social networks are useful and therefore they are used in this research study.

2.3 Bangchan Subdistrict

Bangchan Subdistrict is an old community of Petchaburi Province. According to the information in the Administrative Organization regarding the history of Bangchan Subdistrict (Bangchan Subdistrict Administrative Organization, 2020), in the past this community was sea where many ships came to trade all kinds of products such as plates, cups and bowls which were made of porcelain from China. Some ships were struck by the wind and sank in this area and after many years the land emerged. Later, people found out about the land and they claimed the ownership and lived in groups. When people dug up the soil to cultivate their plants, they found plates, cups and bowls underneath in many locations. However, they found more plates than others and that is the reason why this community is called "Bangchan" because chan means plate in Thai (Bangchan Subdistrict Administrative Organization, 2020).

2.4 The Way of Buddhism

The Way of Buddhism is a way of living for local people because they practice Buddhism as part of their life. People breathe in and breathe out with Buddhist teachings from birth till death. It is the ultimate goal in their life. Many teachings are useful such as cleanliness, calmness, enlightenment, and middle way. This is the culture and the custom of Buddhist practitioners; hence, the Way of Buddhism (Kotsupho, 2015).

3. Research Objectives

1) To conduct a survey on the needs of the sampling group regarding the development of an interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism.

2) To develop and find out the quality of the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism.

3) To evaluate the perception of the sampling group regarding the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism.

4) To examine the satisfaction of the sampling group towards the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism.

4. Research Hypotheses

1) The needs of the sampling group regarding the development of an interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism would be at a high level.

2) The quality of the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism would be at a good level.

3) The perception of the sampling group regarding the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism would be at a high level.

4) The satisfaction of the sampling group towards the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism would be at a high level.

5. Expected Outcomes

1) There would be an interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism which can be exhibited at Wat Potaimanee, Bangchan Subdistrict of Petchaburi Province and distributed on Facebook Fanpage of Wat Potaimanee, Petchaburi Province.

2) The interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism would be of good quality and be useful for Buddhist practitioners and the general public.

6. Research Scope

The research scope of this study into the development of an interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism was as follows:

6.1 Population and Sampling Group

The population in this study consisted of people who lived or were involved in Bangchan Subdistrict of Petchaburi Province and followed Facebook Fanpage of Wat Potaimanee, Petchaburi Province. There were 240 people in total.

6.2 Sampling Group

The sampling group in this study consisted of 30 people who lived or were involved in Bangchan Subdistrict of Petchaburi Province and followed Facebook Fanpage of Wat Potaimanee, Petchaburi Province, and they had to be followers for at least 1 month and were willing to fill out the questionnaire. They were chosen using purposive sampling method and there were 30 people in total. The study was done in the first semester of the academic year 2020.

6.3 Experts

The experts were chosen using purposive sampling method. They were qualified experts and willing to participate in this study. There were 2 kinds of experts as follows:

1) Experts in contents: They had to hold at least a Bachelor's degree or had knowledge and understanding of the history of Bangchan Subdistrict and Wat Potaimanee as well as experience for at least 5 years so that they could evaluate the contents. There were 3 experts in this panel.

2) Experts in media presentation: They had to hold at least a Bachelor's degree or had knowledge and understanding of media presentation with experience for at least 5 years. They had to know how to create media so that they could evaluate the quality of the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism. There were 3 experts in this panel.

3) Experts in measurement and evaluation: They had to hold at least a Bachelor's degree and had knowledge and understanding as well as experience for at least 5 years so that they could evaluate the quality of the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism. There were 3 experts in this panel.

7. Research Tools

The research tools in this study were evaluated for their IOC by 3 experts. The tools were as follows:

1) Questionnaire on the needs analysis of the sampling group regarding the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism.

2) The interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism.

3) Evaluation forms for the quality of the contents and the media presentation of the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism for the experts in contents and the experts in media presentation.

4) Form to evaluate the perception of the sampling group regarding the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism.

5)   Questionnaire on the satisfaction of the sampling group towards the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism.

8. Data Analysis

The data in this research study were analyzed using these statistic methods: mean score and standard deviation. The interpretations were as follows (Rathachatranon, 2012).

4.51 - 5.00	means	very good/the highest
3.51 - 4.50	means	good/high
2.51 - 3.50	means	moderate
1.51 - 2.50	means	low
1.00 - 1.50	means	the lowest

The development of the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism followed the ADDIE Model (Serhat Kurt, 2018) as follows:
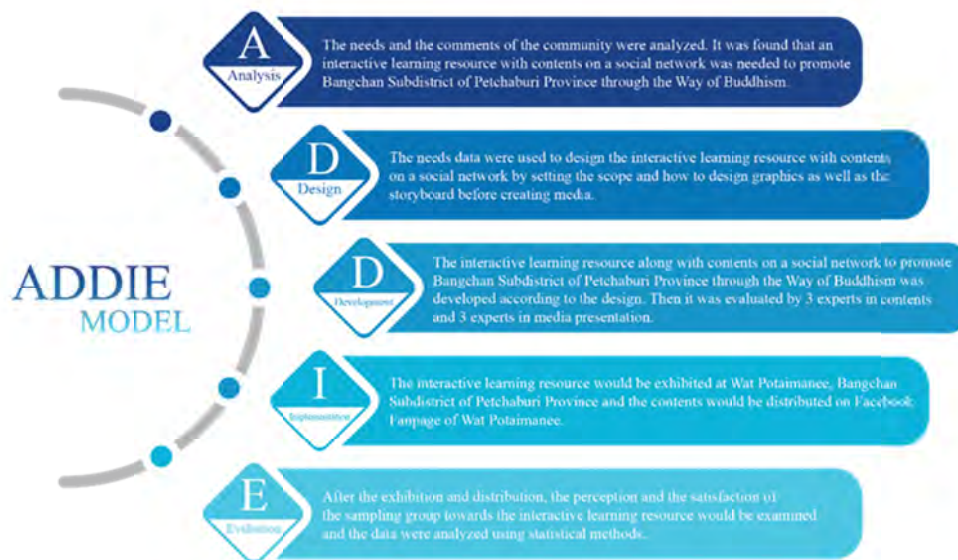

Figure 1. The ADDIE Model

9. Research Findings

9.1 The Needs Analysis

According to the needs analysis of the sampling group of 30 people regarding the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism, it was found as follows.

Table 1. The needs analysis of the sampling group

Item	$\bar{x}$	S.D.	Level of needs
1. The need for the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism	4.77	0.43	The highest
2. The needs for contents, images and sounds			
2.1 Contents	4.71	0.46	The highest
2.2 Images	3.97	1.21	High
2.3 Sounds	3.30	1.18	High
Total Average	4.30	1.01	High

According to Table 1, the needs analysis of the sampling group regarding the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism showed that the needs were at a high level ($\bar{x}$ = 4.30, S.D. = 1.01) which confirmed the research hypothesis. Therefore, the researchers developed the interactive learning resource.

9.2 The Outcome from the Development of the Interactive Learning Resource Along with Contents on a Social Network to Promote Bangchan Subdistrict of Petchaburi Province Through the Way of Buddhism

There were 2 kinds of interactive learning resources as follows: the interactive learning resource in vinyl format and the interactive learning resource in calendar format with metal labels. There were 2 kinds of contents on a social network as follows: infographics and video clips. The contents were as follows: 1) the history of Bangchan Subdistrict, 2) the history of Wat Potaimanee, 3) the history of the relic of the Buddha, 4) the list of abbots at Wat Potaimanee, 5) activities and festivals at Wat Potaimanee in each month with local communities. The developed interactive learning resource was exhibited at Wat Potaimanee, Bangchan Subdistrict of Petchaburi Province. The contents were distributed on Facebook Fanpage of Wat Potaimanee.

Figure 2. The interactive learning resource with contents in vinyl format and the interactive learning resource in calendar format with metal labels

Video clip to promote Bangchan Subdistrict and Wat Potaimanee: When people scan QR Code on the interactive learning resource, they will gain access to the video clip to promote Bangchan Subdistrict and Wat Potaimanee

which was distributed on Facebook Fanpage of Wat Potaimanee.

Figure 3. Scenes from the video clip to promote Bangchan Subdistrict and Wat Potaimanee

Figure 4. The developed infographics on the social network

9.3 The Quality Evaluation of the Interactive Learning Resource Along with Contents on a Social Network to Promote Bangchan Subdistrict of Petchaburi Province Through the Way of Buddhism

There were 2 kinds of quality as follows: contents and media presentation. They were evaluated by 2 panels of experts as follows.

Table 2. The quality of the interactive learning resource as evaluated by the expert panels

Item	$\bar{x}$	S.D.	Level
Quality of contents	4.96	0.32	Very good
Quality of media presentation	4.72	0.45	Very good

According to Table 2, the quality of the contents was at the best level ($\bar{x}$ = 4.96, S.D. = 0.32) and the quality of the media presentation was at a very good level ($\bar{x}$ = 4.72, S.D. = 0.45), confirming the research hypothesis.

9.4 The Perception of the Sampling Group Regarding the Interactive Learning Resource Along with Contents on a Social Network to Promote Bangchan Subdistrict of Petchaburi Province Through the Way of Buddhism

Table 3. The perception of the sampling group.

Item	$\bar{x}$	S.D.	Level
1. History of Bangchan Subdistrict			
1.1 You know that the name "Bangchan" comes from the discovery of plates underneath the ground in the area.	4.43	0.73	High
1.2 You know that the famous products of Bangchan Sudistrict are products made of sugar palm tree.	4.37	0.67	High
1.3 You know that the main professions of local people in Bangchan Subdistrict involve agriculture and trading.	4.50	0.68	High
1.4 You know the festival called "Shallow Bamboo Basket" is unique and held only in Bangchan Subdistrict.	4.37	0.61	High
2. History of Wat Potaimanee			
2.1 You know that in the early years, Wat Potaimanee was just a vihara.	4.43	0.73	High
2.2 You know that Wat Potaimanee was granted special privilege for land title during the reign of King Borommakot in the final years of Ayutthaya Kingdom.	4.33	0.66	High
2.3 You know that inside Wat Potaimanee there is a school entitled Potaimanee School (Siripan Pittaya)	4.57	0.63	The highest
2.4 You know that Wat Potaimanee contains many important objects of fine arts such as the relic of the Buddha, vihara, footprint of the Buddha and rock bell.	4.40	0.67	High
3. History of the relic of the Buddha			
3.1 You know that when the Buddha image in the vihara was broken, people noticed the container which had the relic of the Buddha inside.	4.33	0.76	High
3.2 You know that the container which had the relic of the Buddha was stored in the front, right chest of the Buddha image.	4.40	0.67	High
3.3 You know that according to the legend, King Singhanawati requested the relic of the Buddha from Sri Lanka.	4.40	0.67	High
3.4 You know that Wat Potaimanee holds a festival to pour water on the relic of the Buddha and to allow people to pay a visit from the 11th waxing moon day to the 4th waning moon day in the 5th lunar month each year.	4.57	0.68	The highest
4. List of abbots at Wat Potaimanee			
4.1 You know that the first abbot at Wat Potaimanee was Luang Po Kong between 1914 BE (1371 AD) and 1934 BE (1391 AD) for 20 years.	4.27	0.78	High
4.2 You know that Luang Pu Kaew was the abbot with the longest reign for 46 years.	4.43	0.73	High
4.3 You know that Phra Kru Kitti Watcharaporn is the current abbot from 2533 BE (1990 AD) until now.	4.33	0.80	High
4.4 You know that out of 24 abbots at Wat Potaimanee, 11 were ordainers.	4.37	0.76	High
5. Activities and Festivals at Wat Potaimanee in each month			
5.1 You know that at Wat Potaimanee on the New Year's Eve people can listen to chants, make merits and pray until they begin their New Year's day.	4.57	0.57	The highest
5.2 You know that on the 13th of each month Wat Potaimanee offers a chance for people to make merits in honor of King Rama 9.	4.43	0.68	High
5.3 You know that on the 25th of each month Wat Potaimanee will hold a ceremony to celebrate senior ordainers.	4.47	0.63	High
5.4 You know that the annual festival and the ceremony to pour water on the relic of the Buddha will be held in April each year.	4.50	0.68	High
Total Average Perception	4.42	0.69	High

According to Table 3, the perception of the sampling group regarding the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism was at a high level ($\bar{x}$ = 4.42, S.D. = 0.69), confirming the research hypothesis.

9.5 The Satisfaction of the Sampling Group Towards the Interactive Learning Resource Along with Contents on a Social Network to Promote Bangchan Subdistrict of Petchaburi Province Through the Way of Buddhism

Table 4. The satisfaction of the sampling group

Item	$\bar{x}$	S.D.	Satisfaction level
1. Contents and language use	4.63	0.50	The highest
2. Illustrations and texts	4.50	0.59	High
3. Images and sounds	4.57	0.51	The highest
4. Presentation	4.56	0.54	The highest
Total Average	4.56	0.54	The highest

According to Table, the sampling group expressed the highest level of satisfaction towards the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism ($\bar{x}$ = 4.56, S.D. = 0.54), confirming the research hypothesis.

10. Research Discussions

According to the needs analysis of the sampling group regarding the development of an interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhis, it was found the sampling group expressed a high level of needs to develop an interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism ($\bar{x}$ = 4.30, S.D. = 1.01). The community had a lot of interesting historical stories which local people wanted to share so that other people can learn about the community. These contents would be put in the interactive learning resource with contents on a social network as a way to give information to the local people and other Buddhist pilgrims so that they would appreciate the Way of Buddhism. This is in compliance with Wasanthanarat (2010) in that wat is everything for Thai people, especially as a learning resource for the local community. It is a living museum where everybody can participate.

The perception of the sampling group regarding the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism was at a high level ($\bar{x}$ = 4.42, S.D. = 0.69). This is similar to the research study by Poonjarern (2012) who develop specific media and new media for public relations curriculum image of Master of Science in Industrial Education Program in Learning Technology and Mass Communication with the aim to examine the quality of the specific media and new media along with the satisfaction and the perception of the sampling group. It was found that in that research study the perception of the sampling group was at a high level ($\bar{x}$ = 4.47, S.D. = 0.59). Sitasang (2014) says that perception will arise when there are the following elements: stimulus, nerve, experience and interpretation. When the sampling group engaged with the interactive learning resource and watched the video clip about Bangchan Subdistrict and Wat Potaimanee along with QR Code, they gained input or stimulus to allow them to perceive the contents and the media.

The sampling group expressed the highest level of satisfaction towards the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism ($\bar{x}$ = 4.56, S.D. = 0.54). This is because the researchers conducted the needs analysis before the development of the interactive learning resource. The researchers developed it to meet the demands and the needs of the sampling group and added QR Code technology as a way for people to interact with the learning resource. This is similar to the idea by Kemp and Smellie (1989) who say that media is important for learning interaction because media will help learners learn. With suitable media, learners can learn effectively. The level of interaction will depend on the ability to react of the media. In one research study by Longpradit (2017) who developed learning resource of "the promotion of agro-tourism enterprise" in Moo 3 Bangmod Community through the community-based learning of undergraduate students from King Mongkut's University of Technology Thonburi with the aim to develop the learning resource and to examine the satisfaction of the students towards the community-based learning, it was found that the satisfaction towards the community-based learning was at the highest level ($\bar{x}$ = 4.57, S.D. = 0.62).

11. Suggestions

11.1 Suggestions from the Research Findings

1) The interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of

Petchaburi Province through the Way of Buddhism could be exhibited in other locations in Bangchan Subdistrict and the contents can be distributed on other social networks such as Wikipedia or YouTube so that the contents will be distributed more widely and it will promote the tourism of Bangchan Subdistrict.

2) This development of the interactive learning resource along with contents on a social network to promote Bangchan Subdistrict of Petchaburi Province through the Way of Buddhism could be used as a case study to develop an interactive learning resource or a historical learning resource for other organizations, communities and educational institutions in the future.

11.2 Suggestions for Further Research

1) There should be AR technology in an interactive learning resource so that it can gain more attraction from the new generation of young people.

2) There should be a study to compare the factors in the development of an interactive learning resource in a local community in order to develop it with high quality.

Acknowledgements

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