

Appendix B

INTERVIEW WITH THE SCHOOL PRINCIPAL PROTOCOL 1

1. What does media literacy education mean to you? Please can you define it / explain it.
2. Does your school teach media education?
If yes, how does your school teach media education?
If no, what are the reasons?
3. Are any of the following topics explored/taught in your school?
 - Film
 - Newspapers
 - Radio
 - Gaming /Computer games
 - Social media
 - Music videos and industry
 - Magazines
 - Advertising
4. Which subject/s are they taught in?
5. In your opinion, how important is media literacy education to a Thai students overall education?

1 = very important	2= highly important	3= somewhat important	4= not very important	5= not important at all
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6. Why do you think media literacy education is not as popular as other subjects such as maths or the sciences?
7. What are some of the reasons you think teachers in Thailand are reluctant to teach media education?
8. Are you encouraged by policy-makers to include media literacy education in the curriculum?
9. What do you think should be done to encourage more schools to include media literacy education in their curriculum?
10. How prepared do you think teachers are to teach media literacy education?

1 = very prepared	2= highly prepared	3= somewhat prepared	4= not very prepared	5= not prepared at all
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-What should be done to prepare teachers to teach it?

11. Do you have any after school or extracurricular activities / initiatives that encourage students to learn about the media?
12. Please put the following subjects in order of importance to your school's curriculum (Ranking 1=most important, 10=least important):

Subject	Rank
Geography	
Mathematics	
Sciences	

Media literacy education	
English Language	
Art	
Religion and Culture	
Thai Language	
Music	
Information Communication Technology	

What are the reasons you put ____ first and media literacy education _____

13. Please put the following subjects in order of importance when focusing on your teacher training and funding (Ranking 1=most important, 10=least important):

Subject	Rank
Geography	
Mathematics	

Sciences	
Media literacy education	
English Language	
Art	
Religion and Cultures	
Thai Language	
Music	
Information Communication Technology	

What are the reasons _____ gets more funding and training and media literacy education gets _____?

Appendix C

INTERVIEW PROTOCOL 1: TEACHER

Introduction Questions:

1. Which university did you go to?
2. What did you study at university?
3. Why did you choose this subject?
4. What subject do you teach now?
5. How many years have you been a teacher?
6. How important do you think the following subjects are to Thai students and their overall education (1 = the most important and 10 = least important).

Subject	Rank
Geography	
Mathematics	
Sciences	
Media education	
English Language	
Art	
Religion and Culture	

Thai Language	
Music	
Information Communication Technology	

What are your reasons for putting _____ as number one? And media literacy education as number _____?

6. What is your understanding of media literacy education? Please can you define it / explain it.
7. What areas/ topics should be taught in a media literacy education class?
8. Should media literacy education be taught within another subject or a class alone?
9. How many hours a week should be dedicated to studying the media?
10. How important do you think media literacy education is to Thai students and their overall education? And why do you believe this?

1 = very important	2= highly important	3= somewhat important	4= not very important	5= not important at all
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11. What media literacy education training have you received?

IF YES:

- Where did you receive it?
- How long was the training?

- What did you learning from your training?
- Did you think the training was enough to allow you to teach a Media Education class?
- How could the training be improved?

IF NO:

- Why do you think you have you not received any media literacy education training?

12. Do you think you could teach media education – how prepared are you to teach it?

1 = very prepared	2= highly prepared	3= somewhat prepared	4= not very prepared	5= not prepared at all
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13. As a teacher do you ever explore the following areas in class?

- Film
- Newspapers
- Radio
- Gaming /Computer games
- Social media
- Music videos and industry
- Magazines
- Advertising

14. Do you think Thai students should study these areas in class?

15. Do you think media literacy education should be included in the curriculum?

- If yes ask, at what age do you think should be taught about the media?
- If no, ask why

16. What is the difference between media literacy education and information communication technology?

- Which one do you think is more important to a student's life and future?

I am now going to show you an advertisement and I am interested in what you think of it.

About Purpose

- Why do you think this advert was made?
- Who was this made for? (Who is the target audience?)

How do you know?

About Techniques and Content

- What do you think the message of this advert might be?
- What techniques are used to attract your attention?
- What values, lifestyles and points of view are represented in this message?
- What values, lifestyles and points of view have been left out of this message?

About the Audience and Impact

- How might different people understand this message differently?
- Who might benefit from this advertisement?
- Do you think this advertisement might be harmful in anyway?
- What is your overall impression of this advertisement?

17. How media literate do you think you are?

Thank you for taking part in this interview

Appendix D

INTERVIEW PROTOCOL: STUDENTS

Discussion Questions:

1. How do you think the media affects your life?
 - Why do you think this, can you give me examples?
2. How do you think that the media benefits your life?
 - Why do you think this, can you give me examples?
3. Do you think that the media is dangerous to your life or to others?
 - Why do you think this, can you give me examples?
4. Have you ever heard of media literacy education?
 - What do you think it means? Can you define it/explain it?
5. What do you think you would study in a media literacy education class?
6. Have you ever studied media literacy education at school? If so where?
 - What kinds of things did you study in that class?
7. Have you ever studied any of the following areas or topics in class?
 - I. Film
 - J. Newspapers
 - K. Radio
 - L. Gaming /Computer games
 - M. Social media
 - N. Music videos and industry
 - O. Magazines
 - P. Advertising
8. Do you think Thai students should study these areas in class?

9. Would you like to study the media? Why do you think it would be a good subject to study?

- If they say no ask them why, what are their reasons.

10. At what age do you think media literacy education should be taught?

- Why do you think this is a good age?

11. How important do you think media literacy education is to Thai students and their overall education? And why do you believe this?

1 = very important	2= highly important	3= somewhat important	4= not very important	5= not important at all
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12. How important do you think the following subjects are to Thai students and their overall education (1 = the most important and 9 = least important).

Subject	Rank
Geography	
Mathematics	
Sciences	
Media education	
English Language	
Art	

Religion and Culture	
Thai Language	
Music	
Information Communication Technology	

I am going to show you an advertisement and I am interested in what you think of it?

About Purpose

- Why do you think this advert was made?
- Who was this made for? (Who is the target audience?)

How do you know?

About Techniques and Content

- What do you think the message of this advert might be?
- What techniques are used to attract your attention?
- What values, lifestyles and points of view are represented in this message?
- What values, lifestyles and points of view have been left out of this message?

About the Audience and Impact

- How might different people understand this message differently?
- Who might benefit from this advertisement?
- Do you think this advertisement might be harmful in anyway?
- What is your overall impression of this advertisement?

Appendix E

Student Questionnaire

1. How often on average do you carry out the following activities?

	At least once a day	At least once a week	At least once a month	At least once a year	Never
Read a book on a digital format					
Read a paper or hardback book					
Read a newspaper					
Read the news online					
Play a computer or video game					
Watch movies					
Use the Internet for entertainment					
Used the internet for research or study					
Use Twitter					
Use Instagram					

Use Facebook					
Used a smartphone to look up information					

2. Do your parents limit or restrict your media consumption at home?
- Yes No
3. Are you familiar with the subject media literacy education?
 Yes No
4. What do you think it means?-
- _____
- _____
- _____
5. What do you think you would study in a media literacy education class?
- _____
- _____
- _____
- _____
6. Have you ever studied media literacy education at school?
 Yes No
- If so, which class or was it a standalone subject?-
- _____
- _____

7. What topics / areas should you study in a media literacy education class?

8. Have you ever studied any of the following areas or topics in class?

- Film Yes No
- Newspapers Yes No
- Radio Yes No
- Gaming /Computer games Yes No
- Social media Yes No
- Music videos and industry Yes No
- Magazines Yes No
- Advertising Yes No

9. Would you like to study the media? Yes No

10. At what age do you think media literacy education should be taught?

- 5 to 10 yrs
- 10 to 15 yrs
- 15 to 20 yrs
- University

- Not at all

11. How important do you think media literacy education is to Thai students and their overall education? Tick one.

1 = very important	2= highly important	3= somewhat important	4= not very important	5= not important at all
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12. How reliable do you believe newspapers are as a source of information? Circle what you believe:

- Totally reliable
- Mostly reliable
- Somewhat reliable
- Not really reliable
- Totally unreliable

13. Do you believe there are differences in the way information is portrayed by different websites or newspapers?

- Yes No

14. When you notice differences in the way information is portrayed by different media, do you usually try to compare with information elsewhere (for example, books, encyclopaedia, another television channel or newspaper)?

- Yes No

15. When you visit new websites, do you usually check information across other sites?

- Yes No I don't used the internet to check information

16. In your media use (when you watch television, read newspapers, surf the Internet, play video games), have you ever thought any of the following?

- “This is actually advertising although it is made not look that way”
- “This is not a natural body shape to have, it must have been edited”
- “This is upsetting to others although not to me or my nearest friends and

family”

Thank you for taking part in this questionnaire

PAYAP UNIVERSITY

Appendix F
 Guideline for the Management of Learning Resources
 in Citizenship Education

Documentation for Instructor Training in History
 and Citizenship Education Teaching Development

Development Focuses and Scopes

- 1. Thainess**
 - a. Good qualities of Thai people (Thai manner, gratitude, generousness, sacrifice)
 - b. Thai cultures and traditions
- 2. Loyalty to nation, religions and royal institute**
 - . Appreciation and expression to patriotism, religious adherence and respect in royal institute.
- 3. Good citizenship in Democracy and Constitutional Monarchy**
 - . Democratic way of life
 - a. Political participation under democracy and constitutional monarchy
- 4. Harmony and Conformity**
 - . Togetherness in diverse society
 - a. Conflict management and peaceful means
- 5. Self-discipline**
 - . Honesty, diligence, patience, seeking knowledge, concentration to one's duty, acceptance of consequences due to one's action.

Learning Outcome for Mattayom 4 - 6

3. Good citizenship in Democracy and Constitutional Monarchy

3.1. Democratic way of life

Learning Outcome:

- To set good example and encourage others to become good citizens under democratic way.

Topics:

- Good democratic citizenship
 - Being good leader and member
 - Application of rights and duties
 - Responsibility of use of freedom
 - Ethical courage
 - Suggestion of solutions to social problems in public
 - Monitoring and evaluation of political information and media literacy
 - Participation in political activities

3.2. Political participation under democracy and constitutional monarchy

Learning Outcome:

- To apply the democratic process to criticize public policy issues of students' personal interest.
- To participate and decide in election with discretion
- To be information and media literate
- To anticipate situations based on information

Topics:

- Information and media literacy

Information Literacy and Media Literacy

- In the age of information technology where media and information become more important, it is essential for people in democratic system to be aware of the importance, to monitor and to be able to think attentively, of news and information to become information literate. It is also essential to know and understand reasonably about the methods and production process of media and information technology because the media producers are capable of using media and information to convince people to believe, comply with and do whatever the media producers want. Moreover, today, people can become media producers and publishers by themselves such as presenting or sharing information via modern social media and online media. Such the action should be done with consciousness and consideration to the results.

PAYAP UNIVERSITY

Biography

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Education

Institute of Education, University of London

Master of Arts in Media, Culture and Communication 2011-2012

Institute of Roehampton, Surrey University

Bachelor in Arts in Natural Resources and Film and Television 1999- 2003

Work Experience

Head of English Communication, The International College, Payap University, Chiang Mai, Thailand. 2012-2016

Lecturer, English Department, Chiang Mai University, Chiang Mai, Thailand. 2008-2012