

The Studying the Need for Further Study a Master's Degree in Computer and Educational Technology Faculty of Education, Nakhon Phanom University

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ABSTRACT: *The aim of the research was to study the need for further study of a master's degree in computer and educational technology Faculty of Education Nakhon Phanom University. A questionnaire was used to conduct the survey, which was given to a random sample of 400 participants including teacher, educational personnel, final year undergraduate students and fresh graduates from Nakhon Phanom, Mukdahan, and Bueng Kan provinces. Analyze the data by finding the percentage, mean, standard deviation and one-way ANOVA. The study found statements on the need of establishing a master's degree, 310 participants (77.50%) and the importance of the education curriculum. Computer and Educational Technology most of the respondents expressed their opinion that they helped develop the organization, 190 participants (47.50%) followed by helping to improve the quality of life of 127 participants (31.80%). Gender, age, domicile, education degree, work experience and affiliation do not affect the decision to study further.*

Keywords: need for further study, master's degree courses, computer education, computer and educational technology, need assessment

1. Introduction

Thailand is currently a developing country with development goals in the economic, social, political, educational, and cultural areas. This is the base of the country's present and future progress. The development of a country is composed of numerous components that work together to propel the country forward. The most essential factor is human resource development. The country's human resources must be developed in education and have widespread access to education to create human resources with knowledge and competence. However, there are still lots of issues and obstacles to obtaining opportunities for education in Thailand. This was caused by problems in the economy, politics, society, and education. As a result, Thai education at various levels, whether at the primary or secondary level, faces challenges that must be addressed to establish educational standards and develop the country's potential for knowledge and ability.

Higher education builds on knowledge and expertise in disciplines, theories, and more specific fields are regarded important those capable of thinking critically and using what they've learned throughout their careers. Studying for a master's degree is important option for students in today's culture who want to improve themselves in ability to remain up with the changes in the highly competitive globalization era. A master's degree may be pursued for a variety of reasons or motivations, such as the attempts to expand individual's knowledge and experience, improve educational qualifications, be accepted by society, or become well-known. There are also financial incentives, such as studying fields which earn more money. Sometime a pursuing a master's degree will give a chance to achieve a good job with a high income or their parents' ideals to pride and joy, who will tend to send their children to the highest levels of education, up to the PhD level.

It seems to be that there are few open fields at the master's degree level, which contrasts with the bachelor's degree in computer education but not many masters' degree that are open to study. Consequently, if there is indeed a proposal to develop a new course. There's a study of social needs on the side of learners who wish to enhance themselves or study in any field. Nakhon Phanom, Mukdahan, Bueng Kan, and the surrounding cities in particular Nakhon Phanom University's target area for providing academic services. This should be used to prepare the curriculum for teacher, lecturer, and educational personnel as well as to fulfill societal needs. As a result, the researchers were interested in studying the need for further study at the master's degree level of target group in the field of computers and educational technology, Faculty of Education, which explored the factors influencing their decision to continue their education such as economic and social factors, the addition of new knowledge, family pleasure, wish to be acknowledged in society, professional progression, or employment. For addition to use the data collected from the study to develop, improve, and adjust marketing strategies, it is necessary to understand the opinions and factors that influenced decisions. To be able to compete, the institute should have effective public relations. It must also be able to manage the teaching - learning process effectively. It impresses parents' and students' interest and satisfies the needs as they pursue a master's degree in the future.

2. Methodology

2.1 Study design

A This study was survey research that collected quantitative data which examines the need for further study at the master's degree level in Computer and Educational Technology, Faculty of Education, Nakhon Phanom University.

2.2 Participants

The population consisted of 6,322 teachers, educational personnel, final year undergraduate students, and new graduates who live in Nakhon Phanom, Mukdahan, and Bueng Kan provinces. The sample size for this study was 400 participants, estimated using Taro Yamane's formula (1973) with a 99% confidence level and cluster randomization sampling.

2.3 Instruments

The instruments were a survey questionnaire that had 3 parts: Part 1 general information, Part 2 factors affecting the need for further study at the master's degree level, and Part 3 statements on the need to establish courses. The items were examined by experts to ensure that they were correct and appropriate. Validity is determined by having 20 non-sample participants double-check each question. Cronbach's Alpha, which measures the internal consistency of the whole scale and all items as 0.80.

2.4 Ethical considerations

Approval for the study was granted by the Research and Development Institute Nakhon Phanom University (Human Ethics Review Committee).

2.5 Data analysis

To analysis the need for a master's degree, the data were analyzed using basic statistics such as percentage, mean, and standard deviation. Personal factors and rational factors for further study decisions are among the elements that influence education toward a master's degree and can be analyzed using One-way ANOVA.

3. Results

Studying the need for further study at the master's degree level in Computer and Educational Technology, Faculty of Education, Nakhon Phanom University includes the following:

1. General information found that the participants were 215 men (53.80%) and 185 women (46.30%), with the majority of the participants being between the ages of 26 and 30, with 161 people (40.30%), the most frequent employment was 149 educational personnel (37.30%), while the province of Nakhon Phanom had the most responders 172 people (43.00%), the majority of the 179 participants (44.80%) have a bachelor's degree in education, 144 people (36.00%) have work experience between 5 and 10 years, and 114 people (28.50%) are OBEC (Office of Basic Education Commission) employees, as shown table 1.

Table 1. Demographic profile of sample participants

Demographic Profile	Number of Respondents (n=400)	Percentage (%)
Gender		
Male	215	53.80
Female	185	46.30
Total	400	100.00
Age		
≤ 25Y	98	23.50
26-30Y	161	40.30
31-35Y	110	28.50
36-40Y	14	3.50
41-45Y	17	4.30
46-50Y	-	0.00
≥50Y	-	0.00
Total	400	100.00
Occupation		
Teacher	124	31.00
School Administrator		
Educational Personnel	9	2.50
Others	149	37.00
Total	118	29.50
Domicile	400	100.00
Nakhon Phanom Province		
Buang Kan Province	172	43.00
Mukdahan Province	96	24.00
Others	96	24.00
Total	36	9.00
Degree	400	100.00
Bachelor's in Education		
Bachelor's in Liberal Arts	179	44.75
Bachelor's in Science	108	27.00
Master's Degree	107	26.75
Graduate Diploma in	6	1.50
Teaching Profession	-	0.00
Graduate Diploma in		
School Administrator	-	0.00
Others		
Total	-	0.00
Work Experience	400	100.00
≤5Y		
5-10Y	114	28.50
11-15Y	144	36.00
≥15Y	111	27.75
Total	31	7.75
Affiliation	400	100.00
OBEC		
OPEC	114	28.50
VEC	76	19.00

Privat Agency/Freelance	48	12.00
Others	113	28.20
Total	49	12.30
	400	100.00

2. The factor affecting of need for further to study at master's degree in Computer and Educational Technology found that the majority of participants intended to study in Computer and Educational technology courses (178 people or 44.50%), the factor for further education was found to be market demand which accounted for 29.80 percent of 119 participants, the most of the participants chose educational management plan that focuses on research and study plan (Plan A2) totaling 173 people (43.30%), and 290 participants (72.50%) required to study was after official hours (Saturday-Sunday from 8:00 a.m. to 5:00 p.m.), as shown table 2.

Table 2. Factor affecting of need for further to study at master's degree

Factor affecting	Number of respondents (n=400)	Percentage (%)
Need for further study		
1. Educational Technology	48	12.00
2. Computer Education	163	40.80
3. Computer and Educational Technology	178	44.50
4. Others	11	2.80
Total	400	100.00
The factor for further education		
1. Interested course	61	15.25
2. Market demand	119	29.75
3. Improve knowledge and experience	79	19.75
4. Achieve an academic qualification	83	20.75
5. Career Progression	51	12.75
6. Others	7	1.75
Total	400	100.00
Educational plan		
1. Focus on rresearch plan (Plan A1)	126	31.50
2. Focus on research and study plan (Plan A2)	173	43.25
3. Focus on study plan (Plan B)	101	25.25
Total	400	100.00
Study time format		
1. Full-time course	110	27.50
2. After official time course (Saturday-Sunday from 08:00 a.m. to 5:00 p.m.)	290	72.50
Total	400	100.00

3. The statement on the need for establishing courses found that the study's 310 participants (77.50%) agree that Computer and Educational Technology course should be formed, and the importance of the course helped develop the organization (47.50 percent), as shown in table 3.

Table 3. Statements on the need for establishing courses

Need statements	Number of respondents (N=400)	Percentage (%)
Need for establishing courses		
1. Yes, because the course was intended to facilitate the work and development of teachers and educational personnel.	310	77.50
2. Not necessarily, because there is an affiliation that needs in this field.	35	8.80
3. Not necessarily, because courses are already available at other universities.	55	13.80
	400	100.00

Need statements	Number of respondents (N=400)	Percentage (%)
Total		
The importance of the courses	83	20.80
1. Development of human resources	190	47.50
2. Development of the organization	127	31.80
3. Improve the quality of life	400	100.00
Total		

An analysis of factors influencing the decision to study at the master's degree in computer and educational technology, Faculty of Education, Nakhon Phanom University found that the differences of gender, age, domicile, education level, work experience, affiliation, has no effect on the decision for further study for the master's degree.

4. Discussion

Most of the participants intended to study for a master's degree in computer and educational technology courses. Most of the objectives for further study were revealed to be employment market demands, followed by the achievement of academic qualifications. Most participants prefer to provide curriculum that focuses on research and studying in class program. In the areas of Nakhon Phanom, Mukdahan, and Bueng Kan provinces, which have yet to obtain a interested master's degree program to support teachers, educational personnel, and new graduates who are interested in extending their studies at a higher level. Furthermore, there's also the Educational Technology Program, which is a well-known program that is available to practically all institutions with educational faculties. This allows enrollments in computer and educational technology courses to learn from both practical technology and learning strategies that was accord with Suchawadee Kingthong and Tienkaew Liemsuwan (2018) studying of need for advancement in the workplace prompted more study, which was followed by an increase in educational qualifications as well as learning something new career progression and Kanokwan Tantasit (2016) found that a sample group studying at various universities were the most important reasons for further study; they pay attention to the variables of previously graduated institutions, relatives or friends who have previously studied, parents, instructors, who have previously recommended you.

The factors influencing the decision to study at the master's degree in computer and educational technology, Faculty of Education, Nakhon Phanom University found that the differences of gender, age, domicile, education level, work experience, affiliation, has no effect on the decision for further study for the master's degree because of in the surrounding cities of Nakhon Phanom, there is no master's level computer and educational technology program. Consequently, it's simplistic to communicate and visit around, which most of participants chose to study in after official hour on Saturday-Sunday from 08:00 a.m. to 05:00 p.m. because not they are not far from their home. Which is consistent with the research of Lapassarin Rattanaburi (2015) found that the student sample group classified by gender, different status, there was no difference in the overall opinion level on the factors influencing the decision to study at the master's degree level at Rajapark Institute, Nakhon Si Thammarat Center. Most of the respondents want to study on Saturdays - Sundays (60.87%) because they must study when they are not working to avoid losing their jobs, and some respondents want to work and study at the same time (Srinoy Chumkam, et al.,2016), consistent with Sumit Suwan and Chantima Chamnongnart (2011) who study the need for further education at the graduate level of teachers and educational personnel in the western region of Thailand. There is a suggestion that educational arrangements should be held outside office hours on Saturdays and Sundays. so that students who have already worked can come to study.

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