THE STUDENTS AUDIO-VISUAL SERVICE REQUIREMENT AND USAGE PROBLEMS IN COLLEGE OF LOGISTICS AND SUPPLY CHAIN.

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ABSTRACT

This research aims to 1) study the student audio-visual services problem in the academic year B.E. 2560, College of Logistics and Supply Chain. 2) study student audiovisual equipment and service requirement in College of Logistics and Supply Chain. 3) Research results were budget planned and the audiovisual capacity section to support the student service requirement. The research tool was questionnaire and statistics used in data analysis were percentage, mean and standard deviation.

The samples used in this research were both full time and part time students in academic year B.E. 2560 of College of Logistics and Supply Chain.
The research tool was a questionnaire, which created by the researcher. The questionnaire included the respondent's general information, the audiovisual equipment usage problems, the audio-visual services requirement, comments and suggestions. The tool has been reviewed by experts before being used. Moreover, the data were collected by researcher, and the questionnaire was complete…........ Statistical analysis was used to determine frequency, percentage, mean, and standard deviation by using SPSS.

The results showed that the most students were part students. The most problematics were 1) There was no the audio/photo and video recording service for the lectures. 2) There was no a reservation system that allows students to reserve a classroom by themselves. For the most students that they need for audiovisual equipment such as Internet, computer, notebook, projector, big white board, etc. In addition, the audio-visual services requirement that provide the audio/ video record service for learning and teaching, which consented by the lecturer was the most student service requirement. Secondly, there was a need for staff to facilitate the student's request for service and the place for group activities, brainstorming/ study. In order to facilitate the installation of plugs for using the computer, note book or extend the time to close the classroom. Therefore, students able to use the classroom with LCD projector and microphone for more convenient activities.

Keyword: Problems with audio-visual services Of the audio-visual work College of Logistics and Supply Chain

INTRODUCTION

In the past, teaching The teacher plays an important role. The teacher will be the center to enter the knowledge subject to the students only. But in modern times, education

focuses on the learner as the center of teaching and learning. Therefore, the role of the teacher changed In addition, teaching and learning in accordance with the National Education Act 1999 has focused on the most important students. All learners are knowledgeable. Ability to learn and develop oneself. In educational management, it is necessary to encourage learners to develop themselves to their full potential. Therefore, teaching and learning must have many forms. In order to meet the needs of students (Suwattana Suwannakhet Nikom. Quote in Jittima Akarathitiphong, 2010: 1). Effective teaching and learning management Inevitably depends on many components, such as the cooperation of management and academics Including suitable methods Which will have to use audiovisual equipment for teaching and learning The use of audio-visual equipment today is essential because it helps teaching efficiency. And achieve the goals of the course (Educational media and management, page 43)

Audio-visual work College of Logistics and Supply Chain Has an important duty to support the academic services of the College By providing audiovisual services in the areas of teaching, training, conferences In various college activities As well as supervising and arranging the classrooms appropriately and sufficiently for teaching and learning. Effective teaching and learning will depend on many factors. Aspects include the cooperation of management and academics. Including suitable methods. Which will have to use audiovisual equipment for teaching and learning Including the development of teaching and learning quality with an emphasis on academic excellence Including the provision of educational services that have higher demand for quantity and quality. In line with Thanasuwit Thaphiranarak Research, Mai Khao Leungchai, Sukhon Khruea Namkham, Supayothin Na Songkhla (2017) regarding the expectation of service recipients regarding the service of personnel of the Treasury Division, Nong Song Hong Subdistrict Municipality, Muang District, Province. Nong Khai Found that people who come to use the Treasury Division of Nong Song Hong Subdistrict Municipality, Muang District, Nong Khai Province The expectation of service recipients about the service of personnel in the Finance Division is service personnel. Physical environment The service location Service pricing Process and service procedures Public relations, service provision and service For comparing the clients' expectations towards the services of the personnel of the Finance Division classified by personal factors.

College of Logistics and Supply Chain Saw the need for research into the problems of use and needs Audiovisual Services for College of Logistics and Supply Chain Students To use the research results for budget management planning And the work force of the audiovisual work group To support the academic services of the College. Including presenting information to the management respectively In order to select the information that is useful to the operation of the College To lead to changes in the creation of new innovations in both knowledge and services that are in line with the needs of students.

OBJECTIVE

1. To study the problems related to audio-visual services Of the audio-visual work College of Logistics and Supply Chain

2. To study the audiovisual needs and the use of the audiovisual services of the College of Logistics and Supply Chain students.

3. To bring the research results to plan and budget. Of the audio-visual work In supporting academic services And the needs of students College of Logistics and Supply Chain

METHODOLOGY

This research on the problems of using and demanding audio-visual services of students in the College of Logistics and Supply Chain is a survey research. To study problems related to the use of audio-visual services And the need for audio-visual aids For College of Logistics and Supply Chain students Which has the steps to conduct the research as follows
1. Population and samples
2. Research instruments
3. Data collection methods
4. Data analysis

Population and sample size

The population used in this research are students of College of Logistics and Supply Chain. For the 2017 fiscal year, consisting of bachelor degree students who maintain student status in the regular and special programs In which there are 900 students (data from academic work College of Logistics and Supply Chain Suan Sunandha Rajabhat University, fiscal year 2017) The samples used the calculation methodology based on the formula of Taro Yamane (Taro Yamane, 1973, referred to in Jenyut Bunsuk, 2003, 25).

The research tools

The tools used in this research Is a questionnaire divided into 4 parts which are
Part 1 General information of respondents
Part 2 Problems regarding the use of audio-visual services
Part 3 Requirements for audio-visual services
Part 4 Comments and Suggestions
Building tools This opinion measurement questionnaire The researcher has created it himself. By studying from relevant documents and research Taken to define as a question to be measured And group the questions systematically to meet the research questions, divided into 4 parts, consisting of
Part 1 General information of students
The researcher has studied documents and related research reports. To determine the variables that should play a role in the opinion, which are gender, the faculty that studied the course, the period of study to date And the frequency of using audio-visual services (College of Logistics and Supply Chain Building)
Part 2 Problems with using audio-visual services for studying at the College of Logistics and Supply Chain Building Which is divided into 5 issues, namely problems related to State and number of audio-visual aids / Service recommendations / Facilitation / Educational media services / Providing facilities with equipment
Part 3 The audiovisual needs consist of 2 parts: the audiovisual equipment that needs to be procured for additional services And the need for audio-visual services
Part 4 Comments and Suggestions

Data collection methods

The researcher personally distributed the questionnaires to students of the College of Logistics and Supply Chain by collaborating with the classroom teachers to distribute the questionnaires to regular students before entering. Study and collect after finishing school hour
For that special part The researcher distributed the questionnaires at the signing point for study. Of students in various fields and cooperating with the staff in the classroom to collect

questionnaire after school hours. The researcher has compiled data from various fields in total, totaling 277 sets.s.

Data analysis

The researcher processed the data by using a computer program for social science research. (Statistictical Package for the Social Science: SPSS) Data analysis using statistical methods The frequency distribution, percentage, mean ($\overline{X}$) and standard deviation (S.D.) show the analysis results.

1. Using frequency and percentage distribution methods, showing general information of students classified by gender, faculty of study, course, duration of study And the use of audio-visual services

2. Use the average ($\overline{X}$) and standard deviation (S.D.) to show the level of problems with the use of audio-visual services.

3. Use the average ($\overline{X}$) and standard deviation (S.D.) to show the level of audiovisual needs that need to be provided for additional services

4. Use the average ($\overline{X}$) and standard deviation (S.D.) to show the level of demand for audio-visual services.

RESULTS

From the analysis of data on the problems of usage and the demand for the audiovisual services of the College of Logistics and Supply Chain And can present the research result into 4 parts which are

Classified by gender, it was found that 150 respondents classified male, representing 54.15% and 127 female, representing 45.85%.

It shows that students from the College of Logistics and Supply Chain have access to audiovisual services for their studies at the College of Logistics Building. The most are There are 64 merchant marine businesses, representing 23.10%, followed by the Logistics Management Program, 60 people, accounting for 21.66% Air freight management, comprising 39 people, accounting for 14.08%, Retail Business Management 35 people, representing 12.64%, 34 Air Cargo Management students accounting for 12.27%, 20 Department of Supply Chain Management Is 7.22 percent, Department of Logistics Management, Special Program, 15 persons, representing 5.42 percent, Department of Logistics Management (English language course), 10 people, representing 3.61 percent

Shows that students use audio-visual services for their studies at the College of Logistics Building. Most of them are 262 regular program students, representing 94.58% for special program students. Came in to use the service, 15 people, representing 5.42 percent

Show that students come to use audiovisual services for their studies at the College of Logistics building. Mostly new students The number of 124 students who have just entered the study for one year is 44.77%, followed by 98 students who have studied for 2 years, 35.38% and the students who come to study in the period For 3 years, with the same number of 55 people, representing 19.86 percent

It shows that students who come to use audiovisual services for their studies at the College of Logistics building The average of 21 hours per week is the most, which is 88 people, representing 31.77 percent, followed by the average of 12 hours per week, 74 people, representing 26.71 percent. The average 9 hours per week is 55 people, representing 19.86

percent. 35 hours per week, 35 people, representing 12.64% and 18 hours a week, 25 people, representing 9.03%

It shows that the range of periods a student uses audiovisual services for their studies at the College of Logistics and Supply Chain. The most is between 08.00-11.00 hrs. Or 36.46%, followed by 11.00-14.00 hrs. Or 25.63% during 14.00-17.00 hrs. Or 24.54% and 17.00-20.00 hrs.

It is found that the problems of using audiovisual services at the College of Logistics Building Students are of the opinion that The audiovisual service that is considered a problem has 7 issues which are the service of location service with equipment The allocation of classrooms for students is not enough. With an average of 2.97, followed by educational media services There is no service for video / audio / video / audio copying. Subtitles which help in reviewing the lesson. The average value is 2.67 and the problems of using audiovisual services for study in other areas have a low level of problem such as the condition / number of audio-visual aids in audio-visual matters is not enough to meet the needs. With an average 2.00 and technology that is quite old and not modern With an average of 1.87 Service introduction I don't know who to contact, where, or which means, with an average of 2.46 and I don't know what services are available. And what are the steps? With an average of 1.59 facilities Subject: Coordination of communication regarding student service requests Between departments is not clear With an average of 2.05 and there is no advice given for basic knowledge in using educational technology equipment With an average of 1.90 Service Providing location services with equipment There is still no room reservation system which allows students to reserve rooms by themselves. With an average of 1.87

It was found that the audiovisual materials that students needed for additional provision were classified as high level demand, there were 12 items and there were 3 levels of low level demand. For the internet, with an average of 3.49, followed by the Note book computer with an average of 3.41 Wireless microphone with an average of 3.38 on the LCD screen, with an average of 3.36 on the projector side. With an average of 3.36 on the big white board, with an average of 3.36 on the hanging screen and stand (In the case of a classroom without a screen), with an average of 3.36 on the Lavaliere Microphone with an average of 3. Audio and speakers With an average of 3.31 in the 3D Presenter Projector, Teacher Desk With an average of 3.28 on the microphone, with an average of 3.26 on the voice recorder With an average of 3.15 on DVD players, with an average of 2.41 for cameras With an average of 2.30 and a video camera side With an average of 2.26

It is found that students need to use audiovisual services at a high level in every program. In the following order: first is the location service with equipment With regards to the provision of reserves in some buildings, there is still enough space for students to conduct educational and leisure group activities.With an average of 4.31, followed by service recommendations In relation to public relations, roles, methods of contacting staff and the process of providing audiovisual services through the college's web and other media such as bulletin boards, with an average of 4.26 in educational media services Provide video / audio / subtitle recording services learning and teaching Through the consent of the teacher With an average of 4.21 in terms of facilities Regarding the staff responsible The convenience for students to process the request as needed. With an average of 3.92. Prepare contact information, service In the case of audio-visual aids causing problems In a clearly visible spot in the classroom (teacher desk), with an average value of 3.82 providing a video demonstration of audio equipment Via college website With an average of 3.79 in educational media services Subject: Provide sufficient services for recording still images and movies in organizing special student activities. With an average of 3.72 and providing copy services of CDs, VCDs, DVDs, and DVDs, with an average of 3.23

CONCLUSION AND FUTURE WORK

From the research on Problems in using and needs for audio-visual services of students College of Logistics and Supply Chain The purpose is to know the problems of use and the need for audio-visual services. College of Logistics and Supply Chain In order to use the research findings to make a budget plan. And power rate Of the audiovisual work group To support the academic services of the College of Logistics and Supply Chain And the needs of students

The sample group used in this research was 277 students of the College of Logistics and Supply Chain.General characteristics of samples Most of the students are students in the normal and special program of the Bachelor of Business Administration program, who have studied at the College of Logistics and Supply Chain for a period of 1-3 years. They are classified as new and relatively new students.

The research instruments were a questionnaire consisting of 1) general information for students, 2) problems relating to the use of audiovisual services for studying at the College of Logistics building, 3) audiovisual equipment that needs to be procured Intended for service. 4) Students' needs for using audio-visual services 5) Including comments and suggestions The questionnaire was constructed from the study of the structure of the audiovisual work group. Roles / duties / vision Of the College of Logistics and Supply Chain and the changes and roles of the audiovisual agencies The audiovisual media services in various educational colleges as well as related research by consulting with experts

RESULTS

From the study of problems in using and the need for audiovisual services of students in the College of Logistics and Supply Chain. With students in Logistics Management Merchant marine business Retail business management Supply chain management Transportation management Air freight management Logistic management (English course) and special logistic management The students used the audiovisual services at the College of Logistics Building, the period of the most service was 14.00-17.00.

1. Problems of using audiovisual services for learning in the College of Logistics building

Issues of Using Audio-Visual Services at the College of Logistics Building Students are of the opinion that The audiovisual service that is considered a problem has 7 issues which are the service of location service with equipment The allocation of classrooms for students is not enough. With an average of 2.97, followed by educational media services The side does not provide video / audio / video / audio (Video) subtitles. Which helps in reviewing lessons The average value is 2.67 and the problems of using audiovisual services for study in other areas have a low level of problem such as the condition / number of audio-visual aids in audio-visual matters is not enough to meet the needs. With an average 2.00 and technology that is quite old and not modern With an average of 1.87. I don't know who to contact, where, or which means, with an average of 2.46 and I don't know what services are available. And what are the steps? With an average of 1.59 facilities Subject: Coordination of communication regarding student service requests Between departments is not clear With an average of 2.05 and there is no advice given for basic knowledge in using educational technology equipment With an average of 1.90. Providing venue services with equipment There is still no room reservation system which allows students to reserve rooms by themselves. With an average of 1.87

2. Demand for audio-visual equipment that requires procurement for additional services

There are 12 additional audiovisual items that students need to procure, which are classified as "high level" and 3 "low level" needs. For the internet, with an average of 3.49, followed by the Note book computer with an average of 3.41 for the wireless microphone With an average of 3.38 on the LCD screen, with an average of 3.36 on the projector side With an average of 3.36 on the big white board, with an average of 3.36 on the hanging screen and stand (In the case of a classroom without a screen), with an average of 3.36 on a Lavaliere Microphone with an average of 3.33 on audio and speakers With an average of 3.31 The 3D projector (Visual Presenter) teacher desk. With an average 3.28 Microphone side With an average of 3.26 in voice recorder With an average of 3.15 on DVD players, with an average of 2.41 for cameras With an average of 2.30 and a video camera side With an average of 2.26

3. Demand for audio-visual services

Students need to use audiovisual services at a high level in every item. In the following order: first is the location service with equipment Regarding the provision of reserve places in some buildings, there is still enough space for students to conduct group activities in education and recreation, with an average of 4.31, followed by service recommendations In matters of public relations, roles and responsibilitiesMethods of contacting staff and the process of providing audio-visual services through the web of the College and other media such as bulletin boards, with an average of 4.26 in educational media services Provide video / audio / subtitle recording services learning and teaching Through the consent of the teacher With an average of 4.21 in terms of facilities Regarding staff responsibilities Facilitate students to request service as needed. With an average of 3.92. Prepare contact information, service In the case of audio-visual aids causing problems In a clearly visible spot in the classroom (teacher desk), with an average value of 3.82 providing a video demonstration of audio equipment Via college website With an average of 3.79 in educational media services Subject: Provide sufficient services for recording still images and movies in organizing special student activities. With an average of 3.72 and providing copy services of CDs, VCDs, DVDs, and DVDs, with an average of 3.23

Suggestion

    A .General suggestion

1. College of Logistics and Supply Chain Should give priority to the development of audiovisual services To be used as a means to increase learning efficiency for students As well as increasing the efficiency of teaching and learning of the College. In creating educational innovation Which focuses on learners as the center and an important resource that needs to be strengthened both in terms of experience and knowledge This will affect the confidence and reputation of the institution.

2. Consideration of budget support And manpower for rehabilitation of audio-visual services To be able to operate to support service needs That is likely to increase

    B. Recommendations for conducting future research

1. College of Logistics and Supply Chain Should conduct research to upgrade the status of the audiovisual work group And supporting the creation of educational innovation

2. Study of guidelines for the management of audio-visual services In order to make the most of both the educational service and the lecturer, including the preservation of the resources of the College Shall not be damaged or damaged before a reasonable time

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