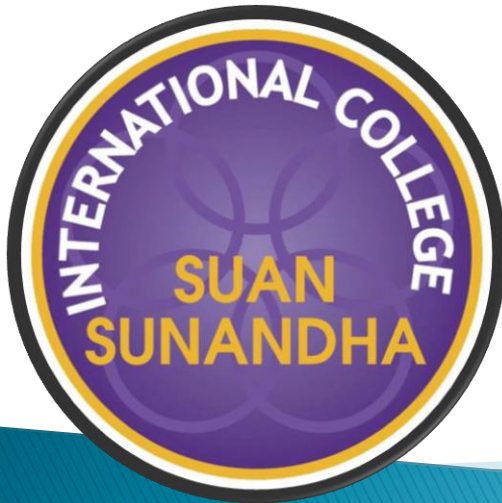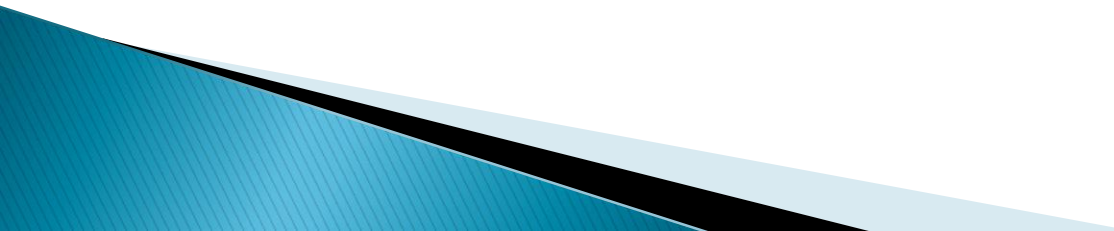# THAI STUDENTS AND NEW TECHNOLOGICAL INNOVATION: A SOCIAL SCIENCES CASE STUDY

By Darma R. Khairiree

Thailand and Technology

- Thailand is the land of contrast, for the first time traveler to Thailand; he or she may be lost in a world of contrast. Form traditional temples too the high sky scraper of Bangkok.

- New innovation such as the smart phone, tables, has found its way in to our lives. Little that we know it or realize it these new innovation change our lives completely.
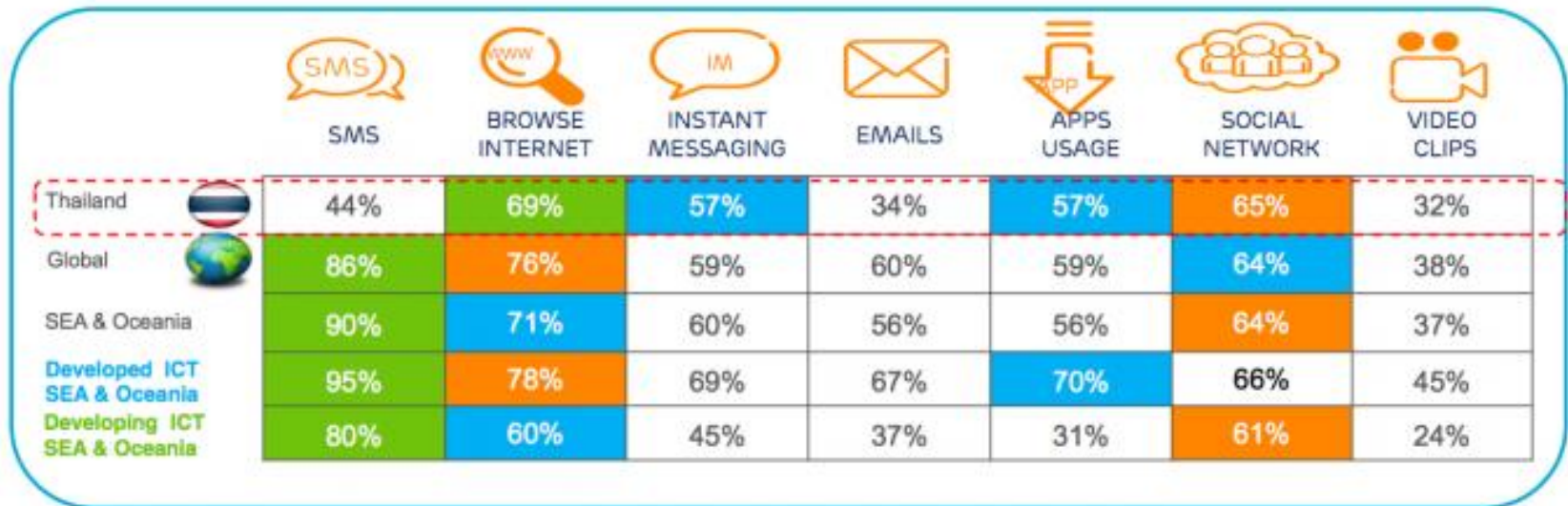
Technology and Social Sciences

▸ Technologies shape how we live and learn. New innovation like smart phone and tablet set the social scene for Thai youth and also young working adult.

Smart Phone Usage for Thai People

KEY DRIVERS: SMARTPHONE USAGE (I)

	SMS	BROWSE INTERNET	INSTANT MESSAGING	EMAILS	APPS USAGE	SOCIAL NETWORK	VIDEO CLIPS
Thailand	44%	69%	57%	34%	57%	65%	32%
Global	86%	76%	59%	60%	59%	64%	38%
SEA & Oceania	90%	71%	60%	56%	56%	64%	37%
Developed ICT SEA & Oceania	95%	78%	69%	67%	70%	66%	45%
Developing ICT SEA & Oceania	80%	60%	45%	37%	31%	61%	24%

Ranked 1st   Ranked 2nd   Ranked 3rd
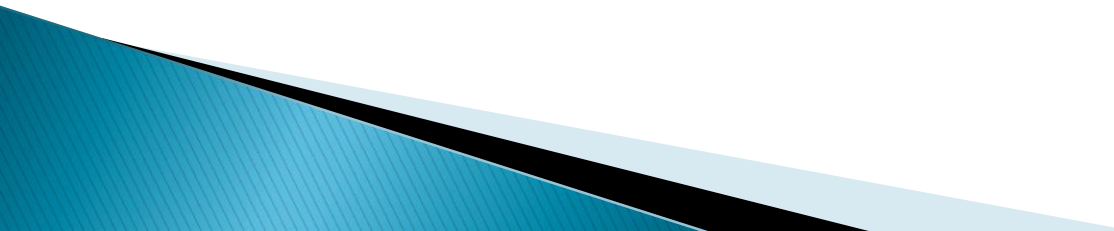
% of usage at least once a week

Developed ICT SEA & Oceania: Australia, Malaysia, New Zealand & Singapore
Developing ICT SEA & Oceania: Indonesia, Philippines, Thailand & Vietnam

Thai Students and New Technology

- Not long ago, notebooks computer replaced desktops computers, now tablets & Smartphone replace notebooks computers,

- Student using more table & smart phone rather traditional pen and paper process.

Common usage of technology by Thai students

- Dictionary application (English – Thai/ Thai English)

- Internet search engine (for completing assignments)

- Games

- Lines applications

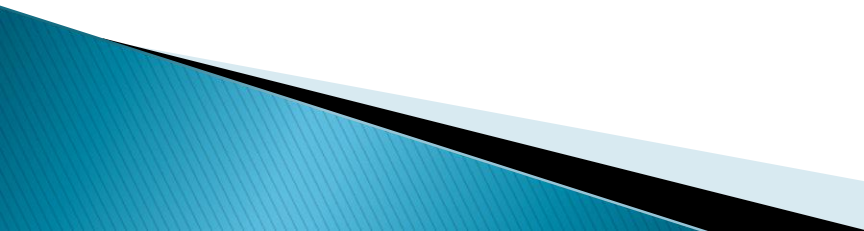# Important "equipment/ tool for survival" in class room

Technology and Social Status

- "You are definitely not 'cool' if you don't have the latest technology in cell phones, one or more I Pads, and an e-book reader" – James Anthos (2014) South University Columbia

Comes down to this

Experiment conducted in SSRUIC

- Based on observation (1 / January/ 2014 till 1/ March/ 2014)

- 70% of Airlines Business Students code 56 uses I Phone and Apple Product

- 30% of Airlines Business Students code 56 uses Androids.

Experiment conducted in SSRUIC (cont.)

- Student must use their technology devices to make a presentation.

- Student mostly uses smart phones, tables (Ipad, Samsung)

- Very seldom uses laptop computers.

Result

- Student who use Apple Products feel more "achieved" than those who use Androids.

- Maybe because these students wants their work to look "cool" like their tool to complete these work.
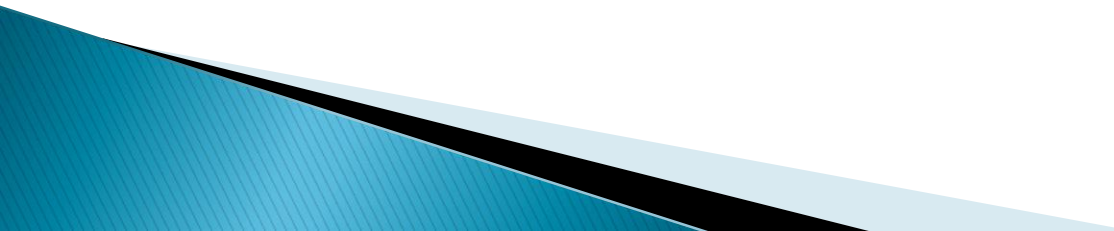
Results (cont.)

- Students who uses android devices produces an average work

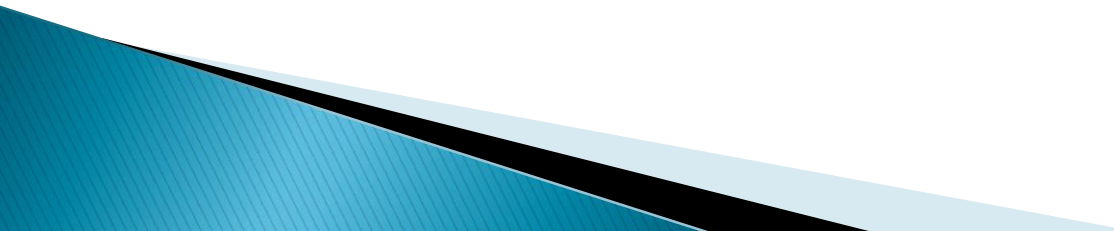# Technology does change everything

- How we teach

- How we learn

- How we find/ share resources and information

Conclusion

- Technology devices sometimes perceives as social status symbol.

- New technology devices does change our life and how use it these technology devices will influence our life style.

- Thailand is a developing country with a heavy thirst for new technology devices.

Conclusion (cont.)

- Teaching and learning become much easer with devices such as tablets and Smartphone.

- Students are "lost" if these devices are taken away from them during class, lecture and project work.

Question and Answer

Thank You