

# Model of Quality Management of Education Digital Television Station in Thailand

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**Abstract**—The purpose of the research was to: 1) study experts' perspective about the model of quality management of education digital television (TV) station, 2) design the quality management model, and evaluate the model. The methodology was the qualitative research to in-depth interview forms the 25 experts who were academicians, journalists, and professionals in mass communication. The following results: The experts' perspective to the quality management of education digital TV station consisted of five components and 15 subcomponents to design the model quality management. The first element was administration composed of three subcomponents included management planning, vision of administrator, and quality control. The second element was TV programmes management and production comprised of four subcomponents included production planning, content, role of television personal, and production technologies. The third element was human resources consisted of three subcomponents included personnel selection, personal performance specification, human resources development. The fourth element was audience composed of four subcomponents included receiver analyzing, estimated exposure, participation TV programmes, and Feedback. The fifth element was evaluation consisted of two subcomponents included assessment system and research and development. Finally, the five components and 15 subcomponents can to design the quality management model for education digital TV station. Finally, evaluating the model in factors for the quality management of education digital TV station was in high level and designing and applying the quality management model of education digital TV station overall appropriateness which was in high level.

**Index Terms**—model of quality management, educational television, digital television station

## I. INTRODUCTION

At present, the globalization increased the demand factors of life, progress of science and technology simple, and the way of life is changing. The man prepared to adapt for support technological change. The television station is mass media organization affecting to residents

in Thailand. Nowadays, TV system in Thailand is transforming from analog TV to digital TV which was effecting to digital TV organization. However, in information technology had effecting to organization administration that were change working system, process, employees' attitude, cultural organization, value, and behavior. Mass media organization that was the most popularity and influence to Thai people was television station. Thai television broadcasting transition from analogue to digital was the cause of mass media organization changed to support the new technology. There were characteristics structural to manage television station. The education television station presented information, news, and television program for education. Therefore, the research was to study experts' perspective about the model of quality management of education digital TV station to specify the quality management standard of education digital TV station in Thailand.

## II. OBJECTIVE OF THE STUDY

The purpose of the research was to: 1) study experts' perspective about the model of quality management of education digital television (TV) station, 2) design the quality management model, and 3) evaluate the model.

## III. RESOURCE METHODOLOGY

The methodology was the qualitative research. Three steps in the study:

Step 1: Study experts' perspective about the model of quality management of education digital TV station to conduct in-depth interview from the 25 experts who were academicians, journalists, and professionals in mass communication. Researchers conduct the data research from in-depth interview by analysis and synthesis data. Data presentation included the description of the components and subcomponents of quality management of education digital TV station to design the model quality management.

Step 2: Designing the model of quality management of education digital TV station from step 1 to develop the

model for education digital TV station in Thailand.

Step 3: Evaluating the model of quality management of education digital TV station in Thailand: 10 experts who were academicians, journalists, and professionals in mass communication. Questionnaires were employed to collect data which were analyzed to find arithmetic mean and standard deviation. The results were presented in table followed with description.

#### IV. RESULTS

Result of the research study presented the following results:

**Step 1 results:** Analysing essential element of 25 experts' perspective about of the quality management of education digital TV station. The following results: There were five components of the quality management of education digital TV station by 25 experts.

- The administration was the administration of the television station included the performance or management of organization and decision making as well as the efficient organization of people and other resources to direct activities toward common goals and objectives. There was consisted of three subcomponents included management planning, vision of administrator, and quality control.
- The TV programmes management and production was television program/production: was a segment of content intended for broadcast on television. It may be a one-time production or part of a recurring series. There was comprised of four subcomponents included production planning, content, role of television personal, and production technologies.
- The human resources (HR) were the set of individuals who make up the workforce of an organization. HR was a function in organizations designed to maximize employee performance in service of their employer's strategic objectives. HR departments and units in organizations were typically responsible for a number of activities, including employee recruitment, training and development, performance appraisal, and rewarding. There was consisted of three subcomponents included personnel selection, personal performance specification, human resources development.
- The audience was in marketing and advertising, a target audience was a specific group of people within the target market. A target market was a group of customers that the business had decided to aim its marketing efforts and ultimately its merchandise. The term social refers to a characteristic of living organisms as applied to populations of humans and other animals. There was consisted of three subcomponents included receiver analysing, estimated exposure, and participation TV programmes.

- The evaluation was performance assessment of television station that was within and without the organization. The marketing research was any organized effort to gather information about target markets or customers. It was a very important component of organization strategy. There was consisted of two subcomponents included assessment system and research and development.

**Step 2 results:** Designing the model of quality management of education digital TV station shown in Fig. 1.

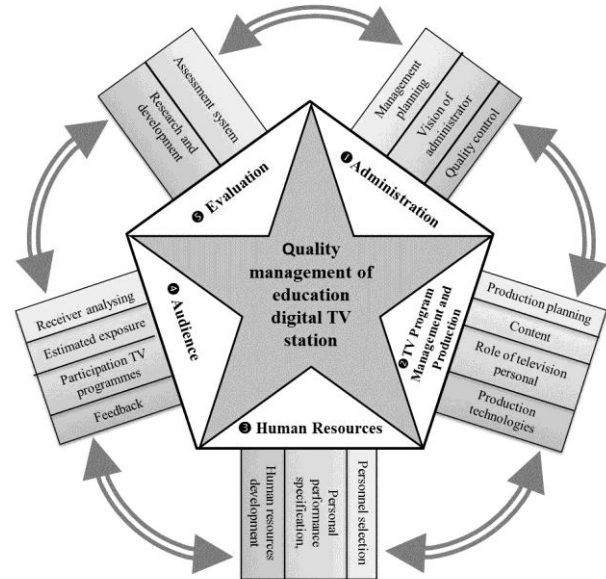


Figure 1. The quality management model of education digital TV station source: Designed by Jakgreerat Sangvari (2014).

Fig. 1 showed the quality management model of education digital TV station. This model had five components and 15 sub components.

The first element was administration composed of three subcomponents included management planning, vision of administrator, and quality control.

The second element was TV programmes management and production comprised of four subcomponents included production planning, content, role of television personal, and production technologies.

The third element was human resources consisted of three subcomponents included personnel selection, personal performance specification, and human resources development.

The fourth element was audience composed of four subcomponents included receiver analyzing, estimated exposure, participation TV programmes and feedback.

The fifth element was evaluation consisted of two subcomponents included assessment system and research and development.

**Step 3 results:** Evaluating the quality management model of education digital TV station

Part 1 results: five sections to evaluate the factor of the quality management of education digital TV station in Thailand.

Section 1: Factors for the quality management of education digital TV station in Thailand.

Suitability evaluation of factors of the quality management of education digital TV station in Thailand overall appropriateness which was in high level ( $\bar{X}=4.31$ , S.D.=0.58). The factors for the quality management of education digital TV station in Thailand consisted of five elements including administration, television programmes/production, human resources, audiences, and evaluation presented in Table I-V.

TABLE I. APPROPRIATENESS FOR THE ADMINISTRATION OF THE QUALITY MANAGEMENT OF EDUCATION DIGITAL TV STATION IN THAILAND

List of items	$\bar{X}$	S.D.	Level
Administration			
- Management planning	4.20	0.63	high
- Vision of administration	4.10	0.74	high
- Quality Control	4.30	0.67	high
Overall Appropriateness	4.20	0.66	high

Table I showed suitability evaluation of factors for the administration of the quality management of education digital TV station in Thailand overall appropriateness which was in high level ( $\bar{X}=4.20$ , S.D.=0.66). The management planning had suitability in high level ( $\bar{X}=4.20$ , S.D.=0.63). The vision of administration had suitability in high level ( $\bar{X}=4.10$ , S.D.=0.74). The quality control had suitability in high level ( $\bar{X}=4.30$ , S.D.=0.67).

Section 2: Factors for the television programmes/production of the quality management of education digital TV station in Thailand presented in Table II.

TABLE II. APPROPRIATENESS FOR THE TELEVISION PROGRAMMES/PRODUCTION OF THE QUALITY MANAGEMENT OF EDUCATION DIGITAL TV STATION IN THAILAND

List of items	$\bar{X}$	S.D.	Level
Television Programmes/Production			
- Production Planning	4.00	0.94	high
- Contents	4.40	0.70	high
- Role of Television Personal	4.30	0.48	high
- Production Technologies	4.70	0.48	very high
Overall Appropriateness	4.28	0.68	high

Table II showed suitability evaluation of factors for the television programmes/production of the quality management of education digital TV station in Thailand overall appropriateness which was in high level ( $\bar{X}=4.28$ , S.D.=0.68). The production planning had suitability in high level ( $\bar{X}=4.00$ , S.D.=0.94). The content had suitability in high level ( $\bar{X}=4.40$ , S.D.=0.70). The role of television personal had suitability in high level ( $\bar{X}=4.30$ , S.D.=0.48). The production technologies had suitability in very high level ( $\bar{X}=4.70$ , S.D.=0.48).

Section 3: Factors for the human resources of the quality management of education digital TV station in Thailand presented in Table III.

Table III showed suitability evaluation of factors for the human resources of the quality management of education digital TV station in Thailand overall appropriateness which was in high level ( $\bar{X}=4.47$ , S.D.=0.51). The personal selection had suitability in very high level ( $\bar{X}=4.70$ , S.D.=0.48). The personal

performance specification had suitability in high level ( $\bar{X}=4.20$ , S.D.=0.42). The human resources development had suitability in high level ( $\bar{X}=4.50$ , S.D.=0.53).

TABLE III. APPROPRIATENESS FOR THE HUMAN RESOURCES OF THE QUALITY MANAGEMENT OF EDUCATION DIGITAL TV STATION IN THAILAND

List of items	$\bar{X}$	S.D.	Level
Human Resources			
- Personal Selection	4.70	0.48	very high
- Personal Performance Specification	4.20	0.42	high
- Human Resources Development	4.50	0.53	high
Overall Appropriateness	4.47	0.51	high

Section 4: Factors for audiences of the quality management of education digital TV station in Thailand presented in Table IV.

TABLE IV. APPROPRIATENESS FOR AUDIENCES OF THE QUALITY MANAGEMENT OF EDUCATION DIGITAL TV STATION IN THAILAND

List of items	$\bar{X}$	S.D.	Level
Audiences			
- Receiver Analysing	4.20	0.63	high
- Estimated Exposure	4.30	0.48	high
- Participation TV Programmes	4.40	0.52	high
- Feedback	4.30	0.48	high
Overall Appropriateness	4.30	0.52	high

Table IV showed suitability evaluation of factors for the audiences of the quality management of education digital TV station in Thailand overall appropriateness which was in high level ( $\bar{X}=4.30$ , S.D.=0.52). The receiver analyzing had suitability in high level ( $\bar{X}=4.20$ , S.D.=0.63). The estimated exposure had suitability in high level ( $\bar{X}=4.30$ , S.D.=0.48). The participation TV programmes had suitability in high level ( $\bar{X}=4.40$ , S.D.=0.52). The feedback had suitability in high level ( $\bar{X}$

Section 5: Factors for evaluation of the quality management of education digital TV station in Thailand presented in Table V.

TABLE V. APPROPRIATENESS FOR THE EVALUATION OF THE QUALITY MANAGEMENT OF EDUCATION DIGITAL TV STATION IN THAILAND

List of items	$\bar{X}$	S.D.	Level
Evaluation			
- Assessment System	4.20	0.42	high
- Research and Development	4.40	0.52	high
Overall Appropriateness	4.30	0.47	high

Table V showed suitability evaluation of factors for the evaluation of the quality management of education digital TV station in Thailand overall appropriateness which was in high level ( $\bar{X}=4.30$ , S.D.=0.47). The assessment system had suitability in high level ( $\bar{X}=4.20$ , S.D.=0.42). The research and development had suitability in high level ( $\bar{X}=4.40$ , S.D.=0.52).

Part 2 results: Suitability evaluation of designing and applying the quality management model of education digital TV station presented in Table VI.

TABLE VI. SUITABILITY EVALUATION OF DESIGNING AND APPLYING THE QUALITY MANAGEMENT MODEL OF EDUCATION DIGITAL TV STATION

List of items	$\bar{X}$	S.D.	Level
Designing of the quality management model of education digital TV station	4.00	0.47	high
Applying the quality management model of education digital TV station	4.00	0.47	high
Overall Appropriateness	4.00	0.47	high

Table VI showed suitability evaluation of designing and applying the quality management model of education digital TV station in Thailand overall appropriateness which was in high level ( $\bar{X}$ =4.00, S.D.=0.47). Designing of the quality management model of education digital TV station had suitability in high level ( $\bar{X}$ =4.00, S.D.=0.47). Applying the quality management model of education digital TV station had suitability in high level ( $\bar{X}$ =4.00, S.D.=0.47).

## V. DISCUSSIONS

The model of the quality management of education digital TV station composed of five components and 15 subcomponents. The five components were administration, TV programmes management and Production, human resources, audience, and evaluation. The result of this study on essential element to design the model of quality management of education digital TV station could be concluded as follows: Administration essential elements were able to management planning, vision of administrator, and quality control which was consisted to the studies by Sotanasathein [1] and Khunkitdatidarn [2]. TV programmes management and production essential elements were able to production planning, content, role of television personal, and production technologies which was consisted to the studies by Sukhothai Thammathirat Open University [3] and Siriyuwasak and Others [4]. Human resources essential elements were able to personnel selection, personal performance specification, human resources development which was consisted to the studies by Wijittajamaree [5] and Atisup [6]. Media exposure essential elements were marketing that was receiver analyzing, estimated exposure, and participation TV programmes which was consisted to the studies by Sukhothai Thammathirat Open University [5] and Nitikasetsuntorn [7]. Evaluation essential elements were assessment system and research and development which were consisted to the studies by Sukhothai Thammathirat Open University [5]. Finally, suitability evaluation of designing and applying the quality management model of education digital TV station was in high level which was to the studies by Sukhothai Thammathirat Open University [4] and Papattha [8].

## VI. CONCLUSION

Finally, The experts' perspective to the quality management of education digital TV station consisted of five components and 15 subcomponents to design the quality management model included administration, TV programmes management and production, human

resources, audience, and evaluation. Suitability evaluation of designing and applying the quality management model of education digital TV station was in high level.

## ACKNOWLEDGEMENTS

The researchers would like to thank Faculty of Communication Arts, Kasem Bundit University, Vocational Education Technology Research Center and Innovation and Technology Research Center at Science and Technology Research Institute, and also Division of Information and Communication Technology for Education, Faculty of Technical Education, King Mongkut's University of Technology North Bangkok which supported this research.

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