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KNOWLEDGE AND UNDERSTANDING ABOUT THE UNIVERSITY REGULATION EDUCATION AT THE GRADUATE LEVEL: EVIDENCE FROM RANGSIT UNIVERSITY, THAILAND

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Abstract

This research studied the levels of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016 of master degree students. The factors were personal factors and acknowledge channels. The sample was 150 master degree students. Data were collected by questionnaires and analyzed by frequency, percentage, mean, standard deviation, Chi-square, Cramer's V and Gamma. The level of significance was set at .05. The result revealed that the level of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016 for master degree students, Rangsit University was high. The most popular acknowledge channels that students selected to receive the information is course syllabus center. The hypothesis testing reviewed that the faculty had a middle positive relationship with the levels of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016, and acknowledge channels had a weak positive relationship with the levels of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016. In addition, sex and age factors did not related to the levels of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016.

Keywords: Knowledge and Understanding, Media Exposure, Acknowledge Channel, Rangsit University Regulation Education at the Graduate Level 2016, Graduate Student

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Introduction

Rangsit University is the private university offering curriculum for undergraduate and graduate level. For the graduate level, Rangsit University has a Graduate School as a central organization to coordinate with other faculties in order to obtain standardized quality programs, encourage the curriculum to focus on academics, and support the research for academic advancement. And also manage teaching and learning programs for graduate level emphasis on creating graduates to be thinkers, able to solve problems, and have a skill and knowledge in various fields to improve potential for self-development by developing and promoting academic standard (Graduate School, n.d.). Due to graduate studies which is under the Rangsit University regulation education at the graduate level in order to conduct the study in accordance with the educational standard criteria and students must comply with this regulation until graduation. Educational institutions are the key organization of education at all levels and the main objective is to develop each curriculum effectively. Graduate level is a study at the master degree and doctoral degree, the education management will be conducted under the framework of regulations, rules or announcements of both direct and indirect related institutions (Dulyakasem, 2014). The Rangsit University regulations at the graduate level 2016 is a rule which students must understand, but understanding of the students themselves is not clear. So, communications and public relations are an important distribution channel to encourage students to gain knowledge about regulations or other information of Rangsit University more easily. At present, modern technology will facilitate the students to access the information easily and quickly, because the students can use technology to understand the information of Rangsit University through various devices with unlimited access. Communication with professors or staff directly may be delayed and students may not understand the information thoroughly. It may affect knowledge and understanding of regulations and other information of Rangsit University. Therefore, the researcher is interested to research on “Knowledge and Understanding about the Rangsit University Regulation Education at the Graduate Level 2016 of Master Degree Students, Rangsit University” to study about knowledge and understanding of Rangsit University regulations education at the graduate level 2016 and aim to be a guideline for better understanding about regulations of Rangsit University.

Therefore, the research objectives were 1) to study the levels of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016 for master degree students, Rangsit University 2) to study the relationship between demographic factors and the level knowledge and understanding about the Rangsit University regulation education at the graduate level 2016 for master degree students, Rangsit University and 3) to study the relationships between acknowledge channels and the level of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016 for master degree students, Rangsit University.

Literature Review

Knowledge and Understanding

There are 6 levels of the knowledge and understanding: 1) remember is ability to memorize a received knowledge 2) understanding is ability to describe or summarize a received knowledge 3) applying is ability to apply a received knowledge with new situation 4) analyzing is ability to categorize and describe reason related to a received knowledge 5) evaluation is ability to examine a received knowledge for making decision 6) creating is ability to create a new things from a received knowledge (Pradubwate, 2017).

Media Exposure

There are 6 factors effect to media exposure: 1) need is to select a factor to receive a media 2) attitude and values is a passion and feeling to select or to memorize a media 3) goal is a purpose that effect to select or to memorize a media 4) capability is personal ability to receive

a knowledge 5) utility is to memorize a media which can be apply usefully 6) communication style is a passion to select a media such as internet, television, and newspaper 7) context is on-site or on-time communication with others people who effect to select a media 8) experience and habit is the improvement of media receiver from experience (Boonsai, 2017).

The related research which studied about knowledge and understanding as a guideline for this study comprised of Sirikudta et al. (2015) studied cognition, perception, attitudes towards social enterprises and trends in working with social enterprises of graduate school students of the faculty of social sciences of Srinakharinwirot University. Khuenkhaew (2016) studied students' political perception of Kalasin University. Yingthakool (2017) studied knowledge and understanding among Burapha University students of the constitution of the kingdom of Thailand 2017 section 3 rights and liberties of Thai citizens. Thammathi (2017) studied ASEAN knowledge of students at Chiang Rai Rajabhat University.

Research Hypothesis

Hypothesis 1: The relationship between personal factors and the levels of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016.

Hypothesis 2: The relationship between acknowledge channels and the levels of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016.

Research Framework

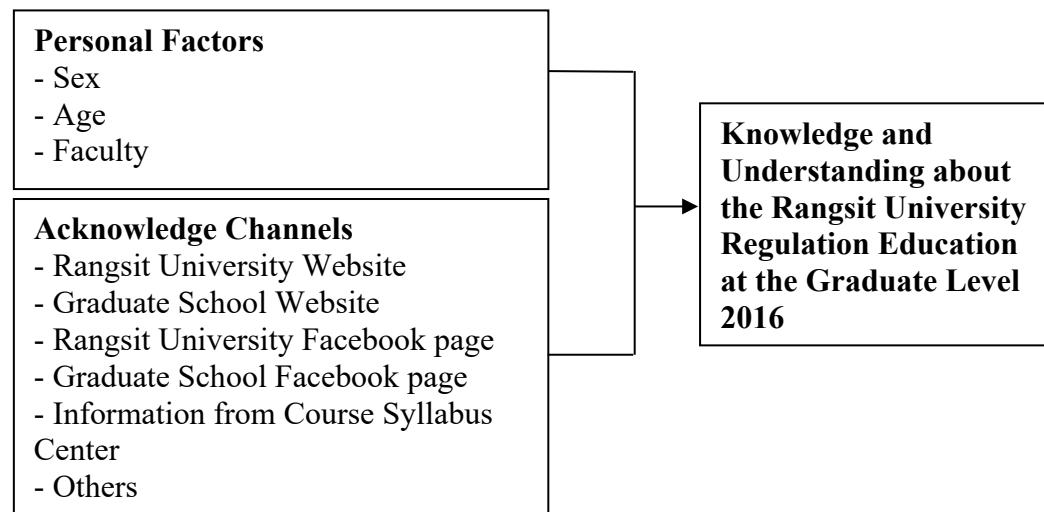


Figure 1 Research framework

Research Methodology

Population and Samples

The population of this research were 242 master degree students of Rangsit University. The researcher calculates the samples by using the Krejcie & Morgan formula (Gohwong, 2011) and there were 150 master degree students of Rangsit University for this research. Then, the researcher used a simple random sampling without repetition to obtain a sample number proportional to the sample size and the population.

Data Collection

The researcher used questionnaire for data collection. There are three sections of questionnaire. 1) Questionnaire about personal information such as sex, age, and faculty. 2) Questionnaire about acknowledge channels and they can answer more than 1. 3) Questionnaire about knowledge and understanding about the Rangsit University regulation education at the graduate level 2016. This is yes or no questions and had both positive and negative questions which are separated to 2 levels of the knowledge and understanding.

Positive question, the levels of knowledge and understanding were 1) .00-.50 point means knowledge and understanding was low level and 2) .51-1.00 point means knowledge and understanding was high level.

Negative question, the levels of knowledge and understanding 1) .00-.50 point means knowledge and understanding was high level and 2) .51-1.00 point means knowledge and understanding was low level.

Data Analysis

The researcher used Item-Objective Congruence Index (IOC) with three professionals by the point in each question more than .05 then test by the reliability of Cronbach's Reliability Coefficient Alpha. The reliability point of questionnaire was .789, educational management was .748 and educational assessment and evaluation was .875. Data were collected by questionnaires and analyzed by frequency, percentage, mean, standard deviation, Chi-square, Cramer's V and Gamma.

Research Result

The result showed that most sample were female for 85 people (56.7%). 71 people aged between 26-30 years (47.3%). 22 people were in Suriyadhep Teachers College (14.7%), and 16 people were in Faculty of Business Administration (10.7%). For acknowledge channels, most students selected to receive the information is course syllabus center (96 people or 64 %), graduate school website (92 people or 61.3%). The level of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016 of master degree students, Rangsit University was high ($\bar{x} = .57$ and S.D. = .09). The level of knowledge and understanding about educational management was high ($\bar{x} = .57$ and S.D. = .14). The level of knowledge and understanding about educational assessment and evaluation was high ($\bar{x} = .56$ and S.D. = .15). For the question which had the most point was "The duration of study for a master curriculum must not exceed five academic years" ($\bar{x} = .69$ and S.D. = .46), and "IP means the study of the course is in progress" ($\bar{x} = .67$ and S.D. = .47). And the question which had the least point was negative question "The duration of a leave does not limit normal semesters" ($\bar{x} = .59$ and S.D. = .49).

Hypothesis Testing

Hypothesis 1.1: Sex factors did not relate to the levels of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016.

Hypothesis 1.2: Age factors did not relate to the levels of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016.

Hypothesis 1.3: Faculty factors had a middle positive relationship with the levels of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016 (Cramer's V = .465). The results of analysis are shown in Table 1 and Table 2.

Table 1 The relationship between faculty and the level of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016

Knowledge and Understanding	Faculty																					χ^2	P
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21		
- Educational Management																						25.865	.170
High	2	10	8	1	5	3	2	7	4	4	2	4	0	1	6	5	1	1	5	12	1		
Low	4	6	5	0	2	2	1	6	3	2	1	3	2	1	16	0	5	0	3	3	1		
- Educational Assessment and Evaluation																						.20.653	.418
High	2	7	10	1	4	5	3	8	6	3	1	5	1	2	10	2	4	1	6	8	1		
Low	4	9	3	0	3	0	0	5	1	3	2	2	1	0	12	3	2	0	2	7	1		
Overall Knowledge and Understanding																						32.463	.039*
High	3	13	12	1	6	5	3	10	6	4	1	7	0	2	10	4	3	1	7	10	1		
Low	3	3	1	0	1	0	0	3	1	2	2	0	2	0	12	1	3	0	1	5	1		

* Statistically significant at .05

Note: 1) College of Liberal Arts	8) Faculty of Law	15) Suryadhep Teachers College
2) Faculty of Business Administration	9) Faculty of Architecture	16) Faculty of Political Science
3) College of Communication Arts	10) Faculty of Accountancy	17) Faculty of Digital Arts
4) College of Pharmacy	11) College of Oriental Medicine	18) Institute of Diplomacy and International Studies
5) College of Design	12) Rangsit University Conservatory of Music	19) Faculty of Criminology and Justice Administration
6) College of Agricultural Innovation and Food	13) College of Social Innovation	20) College of Digital Innovation Technology
7) College of Engineering	14) Institute of Public Administration and Public Policy	21) College of Biomedical Engineering

Table 2 The relationship level between faculty and the level of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016

Level of Knowledge and Understanding	Cramer's V
Overall Knowledge and Understanding	.465

Hypothesis 2 Acknowledge channels had a weak positive relationship with the levels of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016 (Cramer's V = .271). The results of analysis are shown in Table 3 and Table 4.

Table 3 The relationship between acknowledge channels and the level of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016

Knowledge and Understanding	Acknowledge Channels						χ^2	p
	Rangsit University Website	Graduate School Website	Rangsit University Facebook page	Graduate School Facebook page	Course Syllabus Center			
- Educational Management							14.360	.013*
High	18	51	11	22	52			
Low	28	41	17	23	44			
- Educational Assessment and Evaluation							14.368	.013*
High	22	56	13	20	53			
Low	24	36	15	25	43			
Overall Knowledge and Understanding							22.587	.000*
High	28	71	16	28	64			
Low	18	21	12	17	32			

* Statistically significant at .05

Table 4 The relationship level between acknowledge channels and the level of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016

Level of Knowledge and Understanding	Cramer's V
- Educational Management	.216
- Educational Assessment and Evaluation	.216
Overall Knowledge and Understanding	.271

Discussion and Conclusion

From the research found the level of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016 of the master degree student's Rangsit University was high. The level of knowledge and understanding about educational management was high and the level of knowledge and understanding about educational assessment and evaluation was high. Because most students were in the working age, therefore they focused to learn in the class rather than learned this regulation. Most students had moderately knowledge and understanding this regulation which legal language. Rangsit University should provide a summary of important issues for easier learning this regulation. Most students do not leave of semester for saving expenditures and punctually graduate. After the students graduated, they can apply the qualification for their career advancement.

Hypothesis 1.1 Sex factors did not relate with knowledge and understanding about the Rangsit University regulation education at the graduate level 2016. This is consistent with the research of Khuenkhaew (2016) who studied students' political perception of Kalasin University. It was found that the students who had different sex did not relate with knowledge and understanding. Because the students were whether male or female, they can search information about the regulation from several devices or inquire from university staff. Therefore, they can get the information easily.

Hypothesis 1.2 Age factors did not relate with knowledge and understanding about the Rangsit University regulation education at the graduate level 2016. This is consistent with the research of Sirikudta et al. (2015) who studied cognition, perception, attitudes towards social enterprises and trends in working with social enterprises of graduate school students of the faculty of social sciences of Srinakharinwirot University. It was found that aged of students did not affect to the cognition. Because of the unlimited technology, all students can use the media to learn this regulation by several devices.

Hypothesis 1.3 Faculty factors had a middle positive relationship with the levels of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016 (Cramer's V = .465) with statistical significance at the .05 level. This is consistent with the research of Thammathi (2017) who studied ASEAN knowledge of students at Chiang Rai Rajabhat University. It was found that faculty factors related with knowledge and understanding. Most students intended to study in the classroom and examination more than learning about this regulation. For the faculties which had the students understood this regulation more than others faculties were Suryadhep Teachers College, Faculty of Business Administration, College of Communication Arts, Faculty of Law, and College of Digital Innovation Technology. Because the staff who were responsibility to take care the students attended to proceed course instruction follow this regulation, and the students did not have a problem during to study and graduated according to the specified in the regulation.

Hypothesis 2 Acknowledge channels had relationship with the levels of knowledge and understanding about the Rangsit University regulation education at the graduate level 2016. This is consistent with the research of Yingthakool (2017) who studied knowledge and understanding among Burapha University students of the constitution of the kingdom of Thailand 2017 section 3 rights and liberties of Thai citizens. It was found that acknowledge channels related with knowledge and understanding. The most acknowledge channels that students selected to receive the information was course syllabus center and graduation school website because they can contact their staff directly or used several communication devices to find the information of the regulation on website.

According to the result, the researcher has recommendation to the departments involved with the graduate students by making summary handbook or infographic because the language used in the regulation was legal language; therefore, they can attract the students read and understand this regulation easier.

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Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

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