

CIPP Evaluation of Online Broadcasting of Suan Dusit Rajabhat University

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Abstract : This research's objective is to evaluate the online broadcasting of Suan Dusit Rajabhat Univeristy by CIPP model. The evaluation was separated into 4 parts: context factor, input factor, process factor and product factor. Sample group in this research were 399 participants who were university's executive, staff and students. Questionnaires and interview were the research tools. Data were analyzed by computer program. Statistics used here were percentage, mean, and standard deviation. Findings are as follows: 1. Context factor: The context factor here in this research was university's executives, staff and students. The study shows that they would like to use online broadcasting to be the educational tool and IT development. 2. Input factor: The input factor was the modern IT equipment to create interesting teaching materials and develop education in general. 3. Process factor: The process factor in this study was the publication of the program that it should be promoted more among students and should be more objective. 4. Product factor: The product factor in this study was the purpose of the program that it expands the educational channel for students.

Keywords : evaluation, project, internet, online broadcasting

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