



THE 10th INTERNATIONAL CONFERENCE IN EDUCATION AND SOCIAL SCIENCE (ICESS-2025)

**"Education and Teaching for
Tomorrow: Adapting to Global Changes"**

23rd March 2025

**FACULTY OF EDUCATION
SONGKHLA RAJABHAT UNIVERSITY**



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LEARNING MANAGEMENT WITH SOCIAL MEDIA

NURHILMEE SALAEMAE¹

NUSRINA SAMAENAENG²

PANATCHAKON PITTIYAKUL³

^{1,2,3}*Songkhla Rajabhat University, Thailand*

**Corresponding Author email: 677190129@parichat.skru.ac.th*

Abstract

The current era is full of information, communication that doesn't have borders, and advancements in information and communication technology (ICT). Because of this, the education sector has focused on a learner-centered approach, meaning that the needs and benefits of learners are prioritized. According to Khammani (2014, pp. 50-57), there are six key principles of learner-centered instruction. (1) learning is individualized, (2) learning is a cognitive process, (3) learning is a social process, (4) learning should be enjoyable and fulfilling, (5) learning is a lifelong endeavor, and (6) learning facilitates positive change. In this context, educators have a very important role. They design learning activities, create new teaching strategies, and create a good environment for learning. At the same time, schools must support different factors that improve how learning is managed and encourage the continuous integration of innovations (Hong & Somgan, 2011, pp. 127-1290).

Introduction

Technology plays a big role in education by supporting a student-centered approach and enabling learning at any time and in any place. To successfully use technology in education, schools, teachers, and students must all play an active role. Since learning is an individualized process, educators must create opportunities for students to construct knowledge through experience, not just transmit information. When learning is designed well, it helps students develop in all areas of their lives: physically, emotionally, socially, and intellectually.

According to Kulisara Jitchayawanich (2019, p. 11), effective learning management leads to several important results:

1. Behavioral Transformation: Each learning session is designed to achieve specific learning goals that help students develop in different areas, such as physically, emotionally, socially, and intellectually.
2. Achievement of Educational Goals: The learning management system is designed to ensure that educational goals are met, contributing to the overall quality of education.
3. Skill Development: Students learn important skills like critical thinking, problem-solving, how to interact with others, communication, scientific literacy, and technological proficiency.
4. Moral and Ethical Development: Education helps students make good decisions and be responsible members of society.
5. Survival and Adaptability: Learning gives students the cognitive and practical skills necessary to navigate complex social and professional environments.
6. Experience Enhancement: When learning is managed well, students gain different experiences. This makes their knowledge and understanding of what they learned better.

7. Career and Economic Opportunities: Learning management can help students find jobs and be more financially stable.
8. Contribution to Society and National Development: Learning new things and creating new ideas help society and countries grow.

Teachers must actively engage students in the learning process, fostering curiosity, encouraging social interaction, and ensuring that learning experiences are both enjoyable and transformative. Learning should be a social process that involves working together to share knowledge and engage with others. Also, lifelong learning means exploring and learning in different situations.

The National Information Policy focuses on Thailand moving towards a society that is driven by information. The third ICT Master Plan has four main strategies, one of which is to develop people to drive advancements in ICT (Ministry of Information and Communication Technology, 2014, p. 5). To align with this vision, schools must teach students to think creatively, be innovative, and be technologically literate. It's also important to teach ethical use of technology and information literacy. Because of this, schools need to change their lesson plans to include more analytical thinking and problem-solving using ICT, especially social media. It's also important to create online learning materials and communities where people can share knowledge and discuss solving problems using information and communication technology, particularly social media as a tool. It should support the development of e-learning materials, the creation of learning resources, and the promotion of online communities for knowledge sharing and discussion. Learning activities should focus on improving education services by using technology to enhance teaching and learning. This will increase efficiency and help students develop skills that match 21st-century education.

Information technology plays a crucial role in education, especially in learning that integrates technology and communication. It helps with research, information gathering, educational planning, monitoring, and assessment. Computers and telecommunication systems are essential, especially for communication between individuals, such as teachers and students, or between students. This includes using phones or conferencing systems along with information technology tools. It is clear that learning management must incorporate information technology to create an effective learning environment. This helps students develop the skills required by the curriculum and enables them to live happily in society.

The Role of Information and Communication Technology

(ICT) plays an important role in education. It helps students learn, plan, assess, and communicate effectively. Here are some of the most important ways which it does this:

1. Learning Support: Various ICT tools, such as computer-assisted instruction, multimedia systems, video-on-demand, and videoconferencing, enhance knowledge acquisition.
2. Educational Management Support: Data-driven planning, monitoring, and evaluation improve the effectiveness of educational programs.
3. Interpersonal Communication: ICT facilitates interaction between teachers and students, as well as peer-to-peer collaboration through digital platforms.

One of the benefits of using information technology alongside traditional classroom learning is the positive change in learners' behavior. It supports interactive learning and visual learning, which helps learners understand complex concepts and retain information more effectively than by simply listening to lectures. This is because education in many subjects requires training that simulates real work, with interaction and high-quality graphics or animations, as well as tests to measure one's knowledge.

E-learning is a key part of ICT-based education, including offline, online, and web-based learning. Technologies such as television, radio, CDs, mobile devices, and satellite communications have transformed education by enabling flexible learning opportunities. This integration of technology into education supports lifelong learning, connecting formal, informal, and non-formal education systems to ensure continuous personal and professional growth.

Therefore, teaching and learning through information technology is a form of lifelong education. This means an overall education system that combines formal, non-formal, and informal education. It is designed for people of all ages, from birth to old age, to help them develop their full potential. The goal is to provide sufficient knowledge, skills, and experience for daily life, career development, and adaptation to changing social and environmental conditions at every stage of life.

Learning Management with Social Media

Social media is a useful educational tool for teachers and students. It helps with document management, assignments, presentations, discussions, collaboration, and more. This helps enhance knowledge and develop essential 21st-century skills for students. Using social media in learning allows students to engage in the learning process at any time. According to Marquez (2011), social media has become a vital networking tool that allows people to connect and share knowledge efficiently. Integrating social media into education helps teachers stay up to date with modern technology and encourages students to use digital tools for their academic growth.

The Role of Social Media in Teaching and Learning in the 21st Century

In the 21st century or the era of globalization, people have realized and recognized the importance of integrating online media into daily life, including teaching and learning, which is crucial for students in order to keep up with the constantly changing world (Phaskorn Rueangrong et al., 2013; Nopporn Chalarak, 2015). Therefore, teachers play an essential role in the teaching and learning process. Teachers in the 21st century must adapt and continuously update themselves to keep up with the times. They need to develop skills in various areas, which can serve as important tools and have significant benefits for improving the quality of education, especially in the field of information technology, which plays a major role in the present and future. This helps guide and promote self-directed learning for students at all times, solve problems using online technology, and reduce educational inequality in schools located in remote areas (Narat Phanchiaw and Adul Wangsrikun, 2014).

The Role of Online Media in Learning

Nowadays, children are born into a world filled with modern technology and can search for various things through online media. Online media helps enhance learning by providing students with more freedom to learn and can assist in tasks such as document creation, submitting assignments, presenting work, expressing opinions, and more. This helps improve knowledge, abilities, and essential skills for 21st century students. Online media supports collaborative learning between teachers and students, as well as between students themselves, by using features of programs like Google Docs, where they can write in documents online and interact with each other. Students can easily access various resources efficiently (Thanawat Wannaprapa, 2017; Online Media and Thai Education in the Digital Era, www.theced-digital.blogspot.com, 2018).

In the 21st century, graduates should possess desirable traits in various areas. The desirable characteristics of 21st-century learners should include four main aspects:

1. Knowledge: Being eager to learn, confident in expressing themselves, loving learning, and being able to learn independently.
 2. Thinking: Analytical thinking, synthesizing ideas, critical thinking, and creative thinking.
 3. Skills: Learning and innovation skills, life skills, workplace skills, and skills in information technology and media.
 4. Ethics: Having a sense of good values, public-mindedness, honesty, discipline, and responsibility toward themselves, society, duties, being goal-oriented, respecting rules and others' rights, and being punctual. This leads to a good quality of life and helps create a better society (Suwit Mesinthree, 2014; Adul Wangsrikun, 2014; Phichet Yangtrong et al., 2017).
- 21st Century Skills are essential for today's learners, as they are necessary to help students become high-quality graduates ready to enter a workforce that requires competence and knowledge in their careers and national development (Trilling & Fadel, 2012). By using knowledge or skills in computers and English, online media is crucial in developing students' abilities in various areas. It also helps students integrate online technology into their learning both inside and outside the classroom. Therefore, the education system needs to prepare students for the 21st-century workforce.

The Role of Online Media in Teaching

Online media is a useful tool for teachers and can be used to assist in teaching, whether it's managing documents, assigning tasks, holding discussions, or expressing opinions. This helps to enhance knowledge and develop essential skills for 21st-century teachers. Online media was not specifically created or developed for teaching purposes, so instructors must use its benefits and features on their own. Teachers can use online media to engage students and make lessons more exciting. For example, teachers can create simple learning materials by recording videos and posting them online. They can also track students' work, answer questions, and provide feedback quickly (Thanawat Wannaprapa, 2017; Online Media and Thai Education in the Digital Era, www.theced-digital.blogspot.com, 2018).

Furthermore, online learning has become more popular, with tools like using Google Classroom for learning or submitting assignments. This technology is now part of the teaching and learning process between teachers and students. Therefore, teachers play an important

role in managing learning so that students can further develop their own learning skills (Predee Pleumsamrangki, 2017). Teachers need to recognize the value of learning in today's world by incorporating technology or online media into teaching and enhancing its value. As a result, a teacher's role today is not just about teaching textbook content but also about making lessons interesting and using online media to maximize value and efficiency for students (Hugh Delaney, 2019; Wijarn Panitch, 2015).

Therefore, the role of online media in teaching in the 21st century is crucial for both teachers and students. Today's teaching is not just about following the textbook but should include applying online media or technology to engage students and increase their interest and focus on learning. Teachers need to recognize the value of online media and use it in a way that benefits students the most, helping to develop graduates' potential and ensuring they possess the desired characteristics for the 21st century.

Benefits of Learning Management Using Social Media

Today, information and communication technology plays an increasing role in our daily lives and has become an essential part of human existence. It allows people to work together more easily. The benefits of managing learning through social media include:

1. Promoting equality in education and providing more educational opportunities. For example, using satellite-based distance learning systems gives children in rural or remote areas the chance to learn just like children in urban areas.
2. Encouraging the development of innovative learning materials and methods.
3. Saving costs and time, with convenient communication and information exchange.
4. Enabling students to access a wide range of resources and information, broadening their educational perspectives.
5. Providing access to formal, non-formal, and self-directed learning options, with various channels for receiving news and information.
6. Easily developing and creating new knowledge.
7. Improving problem-solving skills through problem-based learning (PBL), a learning process that starts with defining problems, connecting them to issues, brainstorming solutions, gathering and analyzing data, and ultimately finding solutions.

Advantages and Disadvantages of Using Social Media in Teaching and Learning in the 21st Century

Social media used in teaching and learning has many benefits. However, just as there are advantages, there are also disadvantages, as shown in Table 1. The use of social media in teaching activities has different goals, such as submitting assignments, communication for announcements, sharing information, and asking questions or clarifying doubts between students and teachers or among students themselves.

Table 1: Advantages and Disadvantages of Using Social Media in Teaching and Learning (Adapted from Williamson, 2013 and Philippa Collin et al., 2011)

Advantages	Disadvantages
1. It promotes intellectual abilities for learners	1. It is a wide-reaching medium, and if users are not careful or lack judgment, they may be deceived through the internet network.
2. Nowadays, there are many social media websites to choose from, such as Facebook, Twitter, and Line, so learners can select the websites that best suit their needs.	2. Since it is a relatively open medium, well-meaning people may use it in harmful ways.
3. These social media websites are free to use and provide easy and fast access to information.	3. The lack of screening when searching for information and receiving incorrect information can lead to the presentation of false information.
4. It helps develop communication skills, encourages participation, and fosters social learning.	
5. It creates a good relationship between teachers and students.	
6. It motivates learners to study.	

In conclusion, if used in the right way, social media can greatly improve educational results. Both teachers and students will benefit. Teachers can manage teaching and learning in ways that suit different learning activities or formats. Teachers should use digital tools, while making student safety and information literacy a priority.

Conclusion

Technology is advancing quickly. Therefore, it is important to use technology in education. Teachers need to change the way they teach so that they use technology effectively. They can use applications such as Plickers, Quizizz, Socrative, Canva, Padlet, Line, Facebook, and Google. Social media makes students curious, helps them learn continuously, and allows for interactive learning. Learning should be dynamic, interactive, and transformative, equipping students with the necessary skills to thrive in the 21st century.

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