

การรับรู้และความตระหนักในเรื่องจริยธรรมวิชาชีพสื่อมวลชน  
 ในกิจการกระจายเสียงและกิจการโทรทัศน์ของนักศึกษา  
 นิเทศศาสตร์ มหาวิทยาลัยราชภัฏในเขตภาคเหนือตอนล่าง\*  
 Acknowledgement and Awareness of Professional Ethics of  
 Communication Arts Students Program in Broadcasting and  
 Television, Rajabhat Universities  
 in the Lower Northern Parts of Thailand

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### บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาการรับรู้และความตระหนักด้านจริยธรรมวิชาชีพสื่อมวลชนในกิจการกระจายเสียงและกิจการโทรทัศน์เพื่อเป็นข้อเสนอแนะให้หน่วยงานที่เกี่ยวข้องนำไปหาแนวทางสร้างความตระหนักและการเข้าถึงหลักจริยธรรมวิชาชีพและการกำกับดูแลกันเองในกิจการกระจายเสียงและกิจการโทรทัศน์ให้กับสื่อมวลชนรุ่นใหม่ในอนาคต กลุ่มตัวอย่างได้แก่ นักศึกษานิเทศศาสตร์ที่ศึกษาใน ปีการศึกษา 2557 มหาวิทยาลัยราชภัฏเขตภาคเหนือตอนล่างจำนวน 504 คน ได้แก่ มหาวิทยาลัยราชภัฏอุตรดิตถ์ มหาวิทยาลัยราชภัฏพิบูลสงคราม มหาวิทยาลัยราชภัฏกำแพงเพชร มหาวิทยาลัยราชภัฏนครสวรรค์ และมหาวิทยาลัย

\*บทความนี้ปรับปรุงจากการนำเสนอผลงานทางวิชาการ “The 11<sup>th</sup> International Conference on Humanities and Social Sciences (IC-HUSO2015)” เมื่อวันที่ 26-27 พฤศจิกายน 2558

ราชภัฏเพชรบูรณ์ โดยใช้การสุ่มตัวอย่างแบบเจาะจง เก็บข้อมูลโดยใช้แบบสอบถาม  
ใช้สถิติในการหา ค่าเฉลี่ย (Mean) และการทดสอบ ความสัมพันธ์โดยใช้สถิติ  
การวิเคราะห์ความแปรปรวนทางเดียว (One-Way Analysis of Variance: One Way  
ANOVA)

ผลการศึกษาพบว่า การรับรู้และความตระหนักด้านจริยธรรมวิชาชีพ  
สื่อมวลชนในภาพรวมอยู่ในระดับมาก แต่มีความแตกต่างจากการรับรู้ในหลักการทั้ง  
8 ข้อที่เป็นจริยธรรมวิชาชีพสื่อมวลชนขั้นพื้นฐาน นอกจากนี้ปัจจัยด้านเพศมีความ  
สัมพันธ์กับความตระหนักโดยเพศหญิงมีความตระหนักมากกว่าเพศชาย ส่วนปัจจัย  
ชั้นปีของนักศึกษาพบว่านักศึกษาชั้นปีที่สูงขึ้นมีความตระหนักต่อจริยธรรมวิชาชีพ  
และการกำกับดูแลกันเองน้อยลง ดังนั้นสถาบันการศึกษาและหน่วยงานที่เกี่ยวข้องควร  
วางแผนส่งเสริมจริยธรรมในระยะยาวเพื่อพัฒนาและปลูกฝังเรื่องจริยธรรมสื่อตลอด  
4 ปีให้กับนักศึกษาเพื่อเตรียมความพร้อมก่อนนักศึกษาจบไปเป็นสื่อมวลชนใน  
อนาคต

**คำสำคัญ :** การรับรู้, ความตระหนัก, จริยธรรมวิชาชีพสื่อ, กิจการกระจายเสียงและ  
กิจการโทรทัศน์, การกำกับดูแลกันเองในกิจการกระจายเสียงและกิจการโทรทัศน์

## Abstract

This research aims to study 1) the acknowledgement and awareness of professional ethics of mass communication in broadcasting and television and 2) the factors that affect the acknowledgement and awareness of professional ethics of mass communication in broadcasting and television of Communication Arts students in the lower northern region. It is a suggestion for related institutions to find the way to create awareness and reach professional ethics principles and regulations among students in broadcasting and television for new generation of journalists in the future. The sample group is 504 Communication Arts students who enrolled in academic year 2014 at the lower northern region of Rajabhat University which included Pibulsongkram Rajabhat University, Kamphaeng Phet Rajabhat University, Nakhon Sawan Rajabhat University, and Phetchabun Rajabhat University. Research methods include using specific random sampling, collecting data by using questionnaire, using statistic to find the mean, and testing the relationship by using One-Way Analysis of Variance: One way ANOVA.

The result is overall at a high level, but there was a difference in recognizing the eight basic principles of professional ethics in mass communication. In addition, gender factor can affect the awareness that female are more aware than male. Other than that, academic year factor also affect the awareness level. The result also found that the higher year students tended to be cureless than others about the awareness of professional ethics and self-regulation. Therefore, educational institutions and related institutions should plan to encourage ethics in a long term to improve and cultivate mass communication ethics throughout four years to prepare the students before they graduate.

**Keywords :** acknowledgement, awareness, media ethic, broadcasting and television, self-regulation on broadcasting and television

## 1. Introduction

The office of the National Broadcasting and Telecommunications Commission (NBTC) worked together with Uttaradit Rajabhat University to conduct the Ethical Guideline and Self-regulation for Broadcasting. It consisted the essence of professional ethic in broadcasting and television, ethical practice of organization, and basic ethical practice of broadcasting and television practitioner. This guideline can be used as a working regulation for entrepreneur, practitioner, organization as well as Communication Arts students, journalist, social sciences, humanities or other disciplines that will enter into mass communication field to study and be prepared for their duties in the future.

This Ethical Guideline and Self-regulation for Broadcasting is intended for the operation of broadcasting to have the freedom of rights under the moral practice and self-regulation of profession organization. This is the purpose that defined by Article 46 of the Constitution of the Kingdom of Thailand 2550.

NBTC's ongoing project was conducted to promote ethical and moral vocation "new generation journalist" of year 2557 for students from the field of communication art, mass communication, social sciences, humanities, or other disciplines that will step in the mass communication profession to be aware of ethical and moral in the practice of mass communication in broadcasting and television. Uttaradit Rajabhat University is one of nine universities that receive funds from the NBTC by the promotion of competition and self-governance to carry out activities under memorandum of corroboration with the promotion of ethics and professional conduct "new generation of journalist" and produce quality graduates into the society to be aware and see the importance of student's issue in ethic and morality. Therefore, the research was conducted on the acknowledgement and awareness of professional ethics of mass communication in broadcasting and television of Communication Art students at the lower northern region Rajabhat University to

be ready and have knowledge to create awareness about the media ethic to students who are entering the media profession to be able to perform effectively in the future.

## **2. Research's objective**

1. To study the acknowledgement and awareness of professional ethics of mass communication in broadcasting and television.

2. To study factors that affects the acknowledgement and awareness of professional ethics of the mass communication in broadcasting and television of Communication Arts students in the lower northern region.

## **3. Concepts and theories used in the analysis**

From concepts and theories that were studied and applied it with acknowledgement variable and awareness variable of the research as follow.

## **4. Acknowledgement variable**

Factors of information perception and cognitive factors have led the “understanding, Schultz’s second main theories of perception (2005), Biggs & Tang’s theory of Constructive Alignment (2007)”.

## **5. The concept of recognition**

From the study and research of the concepts about information perception both domestic and abroad can inferred that the study of Schultz which is a farther study and a new version of Bloom (1975), The Schultz’s theory of perception consists of the following steps: 1) Remembering 2) Understanding 3) Applying 4) Analyzing 5) Evaluating and 6) Creating.

A later development is a concept of understanding. This study came from both domestic and abroad and can be inferred from Biggs and Tang’s case (2007). It concludes the concept of understanding conform with Constructive Alignment

by explaining that the students' understanding or students' achievement did not come from only the instructor but came from students who participate and exchange experiences between teachers and learners that create true knowledge and understanding also. This also matches Schultz's understanding theory.

The contents of perception used in this study include basic ethical practice of broadcasting and television practitioner (NBTC, 2557.) which are

Principle 1 Correct, accurate, complete, balanced and fair information

Principle 2 Human rights and individual rights

Principle 3 Freedom of occupation, social responsibility, impact on consumers

Principle 4 Respect copyright and intellectual property

Principle 5 Promote preservation of art and traditional culture

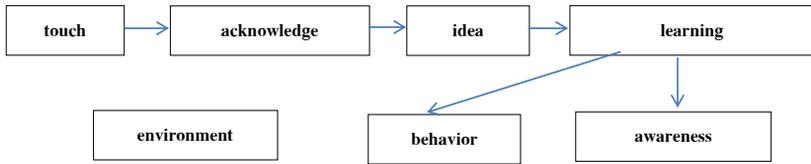
Principle 6 Protect children and youth from risky content and children that appear on the media

Principle 7 Give public space, public news in important public events

Principle 8 Hate Speech Communication

## 6. Awareness variable

The study concepts and theories of awareness from multiple data sources both at home and abroad can be inferred that Thai dictionary Thailand royal academic version 2546 define awareness as explicit knowledge which conform with Good's dictionary (1973, p. 54.) that define awareness as Expression of recall or remember. And the Dictionary of Good (1973) compile steps of awareness process as follow :

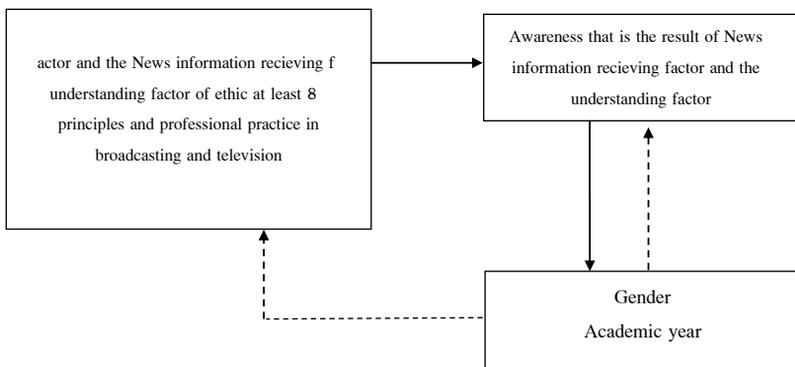


Picture ; 1 awareness process (Good, 1973 cited in Sutasinee Intapuk, 2548)

Awareness is the result of intellectual process. We can say that when a person is stimulated by the stimulator or a person is touch by stimulator, it leads to understanding that particular stimulator then leads to the next level of learning. The content that will be used to measure awareness in this research is the practices (DO & Do not) of the presentation of television news, TV soap operas, and television advertisement. In the appendix of Ethics and self-regulation in the broadcasting and television (NBTC, 2557).

### 7. Gender and Academic year variable

Use as a variable to test the relationship between acknowledgement and awareness of basic ethic and professional practice in broadcasting and television.



Picture ; 2 Frame Work

## 8. Method

Samplings that used in this research were from Communication Arts students at the lower northern region of Rajabhat Universities which include Pibulsongkram Rajabhat University, Kamphaeng Phet Rajabhat University, Nakhon Sawan Rajabhat University, and Phetchabun Rajabhat University. Each studied their Bachelors' degree in the year of 2014 from freshmen year to senior year in total of 532 people. The samplings group was 504 chosen from the group mentioned above.

### Equipment that used in data collecting

Close-end questions were about demography characteristics, about the perceived minimum standards of professional ethics in the media, broadcasting and television, and awareness of professional ethics in the broadcasting and television. The questions were in chosen answers and filling form.

### Criteria interpretation average

The interpretation of the score is the result of the acknowledgement and awareness of media ethics. Average user score is a measure of results based on the analysis of the concept of Best W. John, (1997, p 190.) details are:

Average 4.50–5.00 means very good

Average 3.50–4.49 means good

Average 2.50–3.49 means average

Average 1.50–2.49 means low

Average 1.00–1.49 means very low

### Data analysis and statistical methods used to analyse data.

Use analysis of awareness in 8 basic ethical principles by finding mean and testing the relationship by using One way Analysis of Variance: One way ANOVA.

## **9. Results**

### **9.1 Basic information**

The sample group was 504 Communication Arts students from the lower northern region of Rajabhat University, which is about 94.93 percent from all 532 students in the lower northern region of Rajabhat University in the first semester of year 2014 consisting of 142 students from Uttaradit Rajabhat University, 135 students from Pibulsongkram Rajabhat University, 72 students from Kamphaeng Phet Rajabhat University, 24 students from Phetchabun Rajabhat University, and 131 students from Nakhon Sawan Rajabhat University. Most students that answered the questionnaire were female, which were about 68.02 percent and first year students which were 33.60 percent.

### **9.2 Acknowledgement of ethical media profession in broadcasting and Television**

The overall result of studying the acknowledgement of professional ethics and self-regulation in broadcasting and television was at the high level. It was found that most of the students learn about the principle 1, correct, accurate, complete, balanced and fair information. Second from the principle 8, Communication that created hatred and the principle 4 Respect copyright and intellectual properties while the students learn the least about principle 7 giving public space, and public news in important public events.

**Table 1:** The acknowledgement of professional ethics and self-regulation in broadcasting and television

List	Acknowledgement		
	Mean	S.D.	Result
Principle 1 Correct, Accurate, Complete, Balanced and Fair Information	4.18	0.78	Good
Principle 2 Human Rights and Individual Rights	3.75	1.08	Good
Principle 3 Freedom of Occupation, Social Responsibility, Impact on Consumers	3.78	0.89	Good
Principle 4 Respect Copyright and Intellectual Property	3.95	0.83	Good
Principle 5 Promote Preservation of Art and Traditional Culture	3.87	0.83	Good
Principle 6 Protect Children and Youth from Risky Content and Children that Appear on the Media	3.86	0.90	Good
Principle 7 Give Public Space, Public News in Important Public Events	3.69	1.06	Good
Principle 8 Hate Speech Communication	3.97	0.82	Good

### 9.3 The awareness of professional ethics broadcasting and television

The overall result of studying the awareness of professional ethics in broadcasting and television is at the high level. It was found that the most students learn about the principle 5 Promote preservation of art and traditional culture and Principle 7 Give public space, public news in important public events. While the least of the students learn about principle 4 Respect copyright and intellectual property as shown in table 2.

**Table 2 :** The awareness of professional ethics in broadcasting and television

List	Awareness		Result
	Mean	S.D.	
Principle 1 Correct, Accurate, Complete, Balanced and Fair Information	3.62	0.79	<i>Good</i>
Principle 2 Human Rights and Individual Rights	3.84	0.70	<i>Good</i>
Principle 3 Freedom of Occupation, Social Responsibility, Impact on Consumers	3.71	0.70	<i>Good</i>
Principle 4 Respect Copyright and Intellectual Property	3.59	1.11	<i>Good</i>
Principle 5 Promote Preservation of Art and Traditional Culture	3.88	0.91	<i>Good</i>
Principle 6 Protect Children and Youth from Risky Content and Children that Appear on the Media	3.71	1.01	<i>Good</i>
Principle 7 Give Public Space, Public News in Important Public Events	3.88	0.91	<i>Good</i>
Principle 8 Hate Speech Communication	3.71	1.01	<i>Good</i>

#### **9.4 The result of relation between acknowledgement and awareness of professional ethic in broadcasting and television of communication arts students**

The acknowledgement of professional ethic in broadcasting and television can be divided into gender and academic year. It was found that male and female have 0.05 statistically different acknowledgement on the issue that media presenter should be fair to those who was accused of doing something wrong and the issue of using actual image of abused children in the against violence campaign. In conclude that female acknowlwdge more on the issue above than male.

When following each class of university students found that there are many issues that acknowledgement of the professional ethics in the broadcasting and television are related to the difference academic year with 0.05 statistical level which are the issue of reporting news or information must carefully choose the style and method, issue of reporting news in the way that the reporter can be able to insert his or her opinion in the news report, issue of using actual image of abused children in the against violence campaign, issue of professionals can present the image, message or brand logos for advertising purpose and in the news program, issue of if it's not a kid's product, advertising people should not use children in the commercial, and issue of news reporting the number of people that attend certain protest or gathering should report the highest and the lowest number and show the source of that number as well. All this showed that the higher academic year students acknowledge the professional ethic and self-regulated in broadcasting and television more as show in table 3.

**Table 3 :** Result of testing relationship between acknowledgement of professional ethic and self-regulated in broadcasting and television of communication arts students

Acknowledgement	Factor	
	Gender	Year
1. Reporting news or information must carefully choose the style and method.	×	√
2. Reporting news in the way that the reporter can be able to insert his or her opinion in the report.	×	√
3. Definition of news reporting is fresh and interesting.	×	×
4. As media, journalist should ask every question they want to know from the children so it let the interviewee know the full facts.	×	×

Acknowledgement	Factor	
	Gender	Year
5. The interviewer should use pseudonyms for the person who was accused of doing something wrong. Other information like school, address, etc., can be revealed for public interest.	×	×
6. Actual image of abused children can be used without having to censor the child's identity in the campaign against violence as long as they have the consent of child and the child's parent.	√	√
7. Editorial board responsible for production they must be able to select on the content or format of presentation methods independently.	×	×
8. Professionals can present the image, message or brand logos for business purpose and the promotion of selling in the news program.	×	×
9. If it's not a kid's product, producer should not use children in the commercial.	×	√
10. If the media use the following information to research or study, which is not done for profit is not deemed an infringement of copyright.	×	×
11. knowing or unaware of the copyright or that other media has already deem an infringement of copyright for own's benefit is unacceptable.	×	×
12. In the case of presentation photography, film or broadcasting of any works of art cannot be deemed an infringement of copyright in the fine arts.	×	×

Acknowledgement	Factor	
	Gender	Year
13. Any programs have the content of local gathering should use local language in the program.	×	×
14. Conducting traditional program needs to focus on presenting the substantial.	×	×
15. Providing sign language interpreters for the hearing impaired or a letter in the caption display especially for news and public interests matter focusing on people with disabilities	×	×
16. The headline “Brat throwing stones at his enemy died again,” is considered reporting facts, which is a not violation of children’s rights.	×	×
17. Actual image of abused children can be used without having to censor the child’s identity in the campaign against violence as long as they have the consent of child and the child’s parent.	×	×
18. Writing a critical article about fake female Thai teenager can use the picture of duo singer like Four Mod to demonstrate the writer’s opinion that he/ she sees Four Mod as a perfect example of Thai girl nowadays.	×	×
19. Reporting on politic, political campaign, or political conflict must be shown only facts, bias report whatsoever.	×	×

Acknowledgement	Factor	
	Gender	Year
20. Presenting pictures of accused criminal with evidence or the confession plan.	×	×
21. Reporting the number of people that attend curtain protest or gathering should report the most and least. And cited the source of a number.	×	√
22. In opinion case that contain conflict, reporter should be fair to an accused person.	√	×
23. News content should not been reported about invisible physical damage like emotional damage, and a damage to society and culture.	×	×
24. Reporters try to ask to wait for the lead for the solution but must also try to find way to create peace for everyone.	×	×

Note:

Sign √ means effect on acknowledgement of professional ethics

Sign × means no effect on acknowledgement of professional ethics

The result of testing relationship between awareness and professional ethic in broadcasting and television of Communication Art students found that gender factor was related to the awareness in the issue of correct, accurate, complete, balanced and fair information and the issue of respect copyright and intellectual property show that female had more awareness than male that had significant statistical number of 0.05.

Factors that comprised impacts on the academic year of Communication Art students had significant statistical number of 0.05 which was the awareness of correct, accurate, complete, balanced and fair information, freedom of occupation, social responsibility, impact on consumers, respect copyright and intellectual property, protecting children, and youth from risky content and children that appeared on the media, and communication showed that the relationship that went to the opposite way where with the higher academic year the lower of the awareness level which demonstrate in table 4.

**Table 4 :** The result of testing relationship between awareness of professional ethics in broadcasting and television of Communication Arts students

Awareness	Factor	
	Gender	Year
Principle 1 Correct, Accurate, Complete, Balanced and Fair Information	√	√
Principle 2 Human Rights and Individual Rights	×	×
Principle 3 Freedom of Occupation, Social Responsibility, Impact on Consumers	×	√
Principle 4 Respect Copyright and Intellectual Property	√	√
Principle 5 Promote Preservation of Art and Traditional Culture	×	×
Principle 6 Protect Children and Youth from Risky Content and Children that Appear on the Media	×	√
Principle 7 Give Public Space, Public News in Important Public Events	×	×
Principle 8 Hate Speech Communication	×	√

Note:

Sign √ means effect on awareness of professional ethic

Sign × means no effect on awareness of professional ethic

## 10. Discussion and Conclusion

**The research's result can be discussed as follow:**

10.1 Most of students had acknowledgement and awareness of professional ethic in broadcasting and television in a high level conform with other similar research like a research of Thanyatad Vipatphoompratad(2557) that studied on awareness of professional ethic of Masters' degree students in the faculty of education. The result showed that Masters' degree students had a high level of awareness in professional ethic. It also conformed with the research of Prapasri Prompraguy and et al, (2553) that studied the effectiveness of enhancing awareness and professional ethic through watching film, listening to news, analyze situation with ethic. The sample group was first year students in the faculty of Law, faculty of Engineering and faculty of Science and Technology at Bangkok University. The research found that the overview of awareness and the importance of ethical and moral behavior of students who actually work is good in all aspects.

10.2 The result of studying the acknowledgement of professional ethics in broadcasting and television found that the most of students learn about the principle 1, correct, accurate, complete, balanced and fair information. Second from principle 8, Communication that created hatred and principle 4 Respect copyright and intellectual property which conform with Watanee Phuwatid's(2557) research that studied the ethical role of journalist in reporting news on the front page of Thai language newspapers the cause of newspapers violated ethical ground. The result showed journalist's ethical role to report the news was at the high level. Considering per aspect found that the most was presenting caption under picture, follow by presenting special program, presenting news content, presenting the news, and visual presentation news.

10.3 The result of studying the awareness of media professional ethics was different from acknowledging of media profession ethic. It was found that the students were aware of principle 5, promoted preservation of art and traditional culture. In addition, the unrest and political instability over the past 2–3 years, made students learn from the media that presented data in a variety of formats. While awareness of the principles 4, respecting copyright and intellectual property was ranked in the last in which the university should be to create more understanding on the issue.

10.4 Acknowledgement in the media professional ethic on sex and academic year class, female had more awareness of the issues using pictures of actual abused children in advertising for a campaign against violence than males which conformed with the research of Prapasri Prompraguy(2553) and the team found that women impacted on enhancing knowledge and awareness of ethical principles by learning to analyze the event more than men. Furthermore, it has been observed that in many cases, women have an enhanced physical alarm response to danger or threat. Their autonomic and sympathetic systems have a lower threshold of arousal and greater reactivity than men (Michael G. และ Conner, Psy.D, 2001). It found that the higher academic year the students were, the lower they tended to have acknowledgement and awareness of media professional ethic. The results showed that moral sensitivity scores in media professional ethic were lower in senior students than in freshman students, because senior students focus on career development more than mind development. Furthermore, more hours of ethics content were associated with lower principled thinking scores of senior students. It might be able to conclude issues that differ from the study that perceived impact on awareness, in line with past growth of Aekaluk Tonjareenphaisarn (2554).

## **11. Suggestions**

11.1 Because the reasearch's result concluded that female students were more aware of professional ethical rather than male students; hence, the training or activities should focus on gender differences. A workshop on Professional Ethics Training should be provided separately among male student, a student, and LGBT students. This could make the content of the training focusing on the risk behavior of each gender.

11.2 The results showed that higher academic year students were, the least they awareness of professional ethics in the media. The plan should promote ethics to students and to develop and cultivate moral. May be a long-term plan over four years.

11.3 Evaluate awareness of professional ethics in the media. The plan should continue evaluate the ethical awareness after a promotion of ethics and require continuous evaluation and format that had to be clear. Perhaps quarterly evaluation or every semester before graduation and three years after as well for the persistence of students' behavior to be ready before entering the mass communication field.

11.4 The results showed that the level of awareness on principle 4, respect copyright and intellectual property were minimal compared to the other side. Therefore, the relevant authorities should have the development and encourage students to be more aware of respecting for the work of others and always reference to the owner and committed to public responsibility.

11.5 Educational institutions, Office of the NBTC and professional media organization should have a role to support the ongoing education in professional ethics awareness and self-regulated, such as supporting or praising each institution have guidelines of the promotion of moral development that's substantial and

ongoing or come out in a supporting budget form, etc. If any institution is successful in conducting the project, government should propagate, publicize and expand the knowledge to other institution.

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