

Thesis Title	Developing Video-interactive Instructional Activities to Enhance Reading and Writing Skill for Prathom Suksa 3 Students	
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ABSTRACT

The research was aimed at developing teaching and learning activities through video-interactive media in order to increase reading and writing skills of students studying at Prathom Suksa 3 level to pass the 80/80 standard efficiency criteria, comparing students' learning before and after studying through video-interactive the activities, and studying the students' satisfaction with the learning activities. The target group for the study included 10 Prathom Suksa 3 students enrolled at Ban Na Luang School, Long District, Phrae Province in 2011 academic year. The instruments used included the video-interactive learning packages and manuals, learning achievement pre-test and post-test, and the questionnaire asking the students' satisfaction with the learning activities. The data were analyzed in terms of percentage, means, and standard deviation. The findings reveal that (1) the video-interactive media activities had passed the 80/80 standard efficiency criteria with the scores of 86.90/89.66, (2) students' learning achievement after learning through the use of video-interactive media was higher with an average score of 89.66, and (3) -students were satisfied with the teaching and learning activities at the highest level.